

Paying for Quality: Aligning the Stars or the Perfect Storm?

Diane L. Bechel, DrPH
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From Content to Care

Biotech
Development

New Research
Frontiers:
Consumer
Learning Lab; SF-
36 Checks

Queue-Up Next
Day's Care

TeleHealth,
Second
Opinions,
E-Visits

System IT
Business
Efficiencies

Personal
Health
Records

Behavioral
Change
Mentoring;
Chronic
Disease
Management

The Missing Link: The Patient Experience

- Where it's at: Integrating patient voice in IT
- Engage/involve/capture patients via the web
- Good patient experiences engender political support
- Link tech to touch: User support and navigation
- Arrive at next generation: directory of information by individual
- Overcome legacy obstacles by moving information via the web
- Drain the supply chain of waste (business value proposition; revenue cycle enhancement)

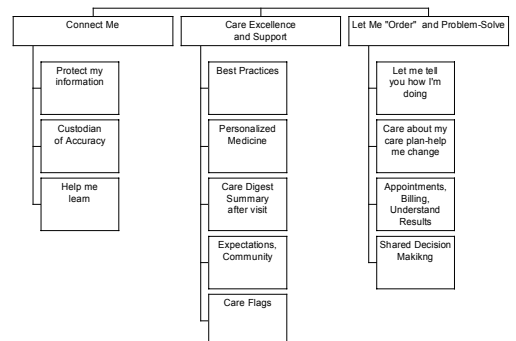
What Patients Want:

- Delight me with coordination
- Healing care that makes a difference
- Give me the facts
- Make it easy, speedy, kind and credible
- Convenience
- Assure me
- Minimize my sleepless nights
- Make it seamless

Employer Mindset

- Create efficiencies; reduce rework; show me that "improvements" make dollars and cents
- Encourage purchasing behavior (real cost of visit, copay, etc.)
- Clinical best practices; Patient safety
- Manage chronic care and comorbidities
- Build awareness; focus communication and education
- Create an environment of supportive decision-making
- Value for dollars spent
- Leading Edge Cleveland
- Sustain the gains

Growing Connectivity



Critical Success Factors

- DESIGN IT RIGHT – efficiency, aligned incentives, positioning
- BUILD IT RIGHT – best-of-the-best partners
- SELL IT RIGHT – bring consumers, clinicians, community, employers
- FIX IT RIGHT – Process improvement
- TREAT ME RIGHT – Reassure, gentle interface, navigation

Six Sigma the Roadblocks

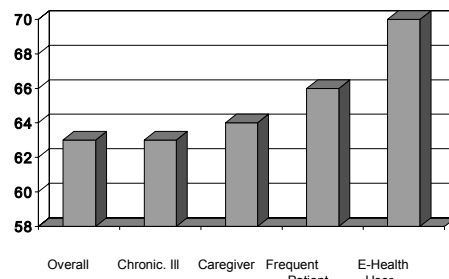
- Who will pay?
- Ever-present confidentiality concerns
- Shadow the user; walk the process; where is the rework?
- Sustain the gains
- Feeder hospital challenge
- Wired community uncertain
- User support
- Slow user uptake
- Speed

Physician Response

- Docs said no excessive demand to answer emails; concerned both patient and doc could be negatively affected – sometimes a substitute; sometimes a complement; no impact on office workload, no-shows or decrease in phone calls

Katz, Stern, et. al. (2002) – First large doctor patient email study finds positive attitudes on both sides

Who Would Use Now or In Future



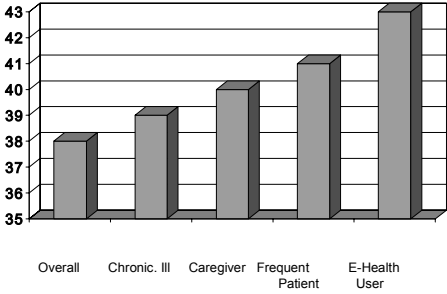
National survey by FAACT of 1,246 online households in Connecting for Health Personal Health Workgroup; Final Report July 2003

Early adopters

- People with chronic illness
- Those caring for sick parents
- Frequent users of HC system
- Worried well

BACKUP

Who Would Use PHR Now



National survey by FFACT of 1,246 online households in Connecting for Health Personal Health Workgroup: Final Report July 2003