Gearing Up for Change in Rural Healthcare

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The Healthcare Story

OLD Story: If you build it they will come...

- Hospitals are rallying points for communities
- Not on tourist trail
- Continue to compete for patients and therefore revenue and survivability
- Bricks led to new patients



The Healthcare Story

NEW Story:

What have you done for me lately...

- Payers are seeking cost justification information
- Patients are seeking access to THEIR information
- Patients are seeking validation:
 - Care is within normal cost range
 - Competency of the provider can be identified
- Patients are seeking point of care information



Resolution: Health Information Technology

Technology is a "late comer" to Healthcare

- Banking •
- Farming
- Industry
- Education •
- Automobile •
- Cell Phones
- Pets •
- Shopping/Retail And More!
- Dining •

- Social Networking
- Research
- Navigation
- Advertising
- Theater
- Law Enforcement
 - Sports



An Ode to HITECH

You Tube Video: HITECH: An Interoperetta in Three Acts

http://www.youtube.com/watch?v=Gv1s8fM3mMk

Creating Harmony: Data as the Norm

- He who holds data will hold the patient
- Patients expect their treating doctor to have:
 - ▼ Record of past lab results
 - Listing of their medications
 - ▼ Listing of their chronic conditions
 - **x** Record of when they were last seen including ER visits
 - ▼ Knowledge of all that has occurred regarding his or her care

Future of Healthcare: Coordinated Care

• Healthcare reform requires reexamining how we interact with patients

- We need a holistic and comprehensive system
 - Information available at the point of care
 - ▼ Cleveland Clinic
 - × Mayo Clinic
 - Electronic health information exchange with public health agencies
 - High levels of service—integration and interoperability

Healthcare Gone Global

How much does an MRI cost?

- A. \$750.00
- B. \$850.00
- C. \$3000.00
- D. Depends on where you go



The Forecast for Retail Healthcare

In 2006 approximately 300 retail clinics existed in the US. By 2008 that number was 1200 and growing.

- Minute Clinic (CVS)...... 500+ by 2010
- Take Care (Walgreens)..... 1400 by 2010
- RediClinic (Walmart, Walgreens)...... 500 by 2010
- SmartCare (Kerr, Walmart, Kroger)... 1050 by 2012

High End Care: Go To India

• An estimated 6 million Americans will travel abroad in 2010.

- 39% of consumers say they would consider going overseas if they could save 50% or more on costs and be assured that the quality was equal to or better than U.S. care (Deloitte, 2008).
- Only 12.5% of US hospital leaders believe global medical travel will have a negative impact on their business (Health Leaders Survey, 2009).

U.S. Health Plans: Global Hospitals		
BCBS North Carolina	• Singapore Hospitals	
BCBS South Carolina	 After visiting Thailand's Bumrungrad Hospital, began "Companion Global Healthcare" Contracts with manufacturers competing globally 	
Wellpoint (BCBS)	• Pilot to include India Hospitals	
Aetna	 Pilot partnership with Singapore Hospitals Procedures > \$20K 	
United Health Group	• Working on including global hospitals	
	MedTrend, 2010	

This is Not "Hut Healthcare"	
India	 450,000 in 2007 Cost 20% of the U.S. 10 Joint Commission accredited
Thailand	 1,200,000 in 2006 Cost 30% of the U.S. 4 Joint Commission accredited
Malaysia	 300,000 in 2006 Cost 25% of the U.S. 1 Joint Commission accredited
Brazil	Cost 40-50% of the U.S.12 Joint Commission accredited
Singapore	 410,000 in 2006 Cost 35% of the U.S. 13 Joint Commission accredited
	MedTrend, 2010

India Hospitals

Apollo Hospital

- 1000 beds
- Performed over 27,000 open heart surgeries with 99.6% success rate
- Performed multi-organ, liver, and cord blood transplants

AIIMS Hospital

- 1000 beds with attached medical college
- 900,000 sq ft on 80 acres of land
- 750 inpatients daily
- 22 modern ORs
- 135 fully equipped ICU beds
- Fully Computerized Networked EMR/HIS
- Fully digital radiology
- 24/7 telemedicine
- Over 17,000 operations annually

Rural Healthcare Needs To Be On Board

- The cost of sitting out will only burden the future of rural healthcare
- New payment models
 - Bundled payments
 - Pay for performance
 - Quality indicators
- Patients will choose with their feet—They will bring business to the organizations that create the quality and information they desire

What is Rural Healthcare to Do?

- Captain the ship
- Determine the course of action
 - Competing in the world of healthcare data
 - o Example: Minnesota
 - Tertiary hospitals are offering their IT solutions to smaller hospitals for a nominal licensing fee
 - Once the data becomes part of the larger information system = medical home for the patient
- Competition is now called Healthcare IT



For those who haven't chosen a software

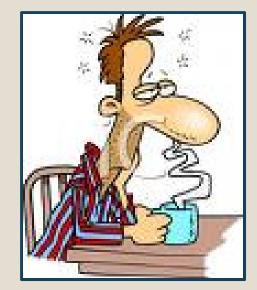
system...

- Moving to an EHR is not a sprint but a marathon
- Questions to consider:
 - What are you trying to accomplish and WHY?
 - Who is being affected?
 - What are your current processes? (Technology will not make bad processes better!)
 - This is culture change—Where are your medical staff at both in knowledge and culture?
 - What does the tertiary hospital run?



For those already on the technology path...

- The Morning After Syndrome:
 - Auditing the utilization of the system
 - Ongoing training
 - Continued updates
 - Maximizing the system
 - Personnel replacement plan



Thank You!

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