

Provider/Clinician Perspective: Issues and Challenges



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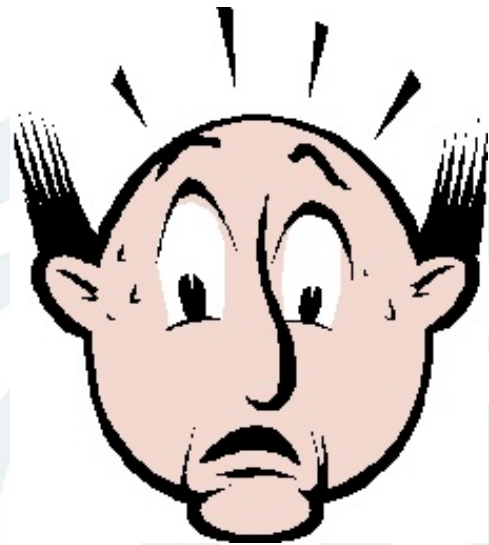


How we thought we made decisions, circa 1980

- Thought enters our consciousness
- Make rational assessment
- Make decision
- Have feelings about decision



How we actually make decisions



- Brain perceives input in limbic system (responsible for fight or flight)
- Brain decides on necessary action
- Feet already moving
- Input reaches cortex, where we make up reason why our feet are already moving
- *And so we prefer the painful familiar to the unknown*

Clean Data

- Claims set for 2-3 years to understand utilization of population to be managed
- Valuation of each service, expressed as a pmpm
- Adjust historical run rate based on changes to unit pricing, introduction of new units, e.g., new drugs
- Appropriate risk corridors



Committed Peers



- Clinical leaders who understand the financial task (and vice versa)
- Letting the data speak the truth and point the way
- Integrity
- Level 5 leadership: fierce resolve, humility, dedicated to a future it might not inhabit

Change hurts because...

- All change is loss.
- The status quo wins most of the time. Humans are built to like it that way.
- People make all important decisions with their emotions. We make up rational reasons for those same decisions later, to make us feel smart and logical.