Health Services

Clinical Connections
An Innovation & Integration Imperative

Vision

Breakthrough innovations
for health providers worldwide.

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The Mission:

- To improve health & safety by delivering <u>demonstrable value</u> while securely transforming, exchanging and integrating information throughout the entire <u>health community</u>.

Hospitals

Staff Physicians

Community Pharmacy

Health Community

Community Laboratory

Community Physicians

Payers

Patients

Objective:

Add Value via Integrated Business Processes Delivered via **Networks** of Interconnected **Business Systems** to Serve the Health **Community**

Goal:

Replace $Billions of Inefficiency With Systems for Affordable, Safe & Effective Care

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Industry Challenges

- Rising Costs & Premiums – Plans & Employers
- Shrinking Reimbursements – Practices & Health Systems
- Malpractice Costs – Practices and Health Systems
- Growing Regulation – Plans, Health Systems & Practices
  - B HIPAA, Patient Safety, etc
- Staffing Shortage – Health Systems and Practices
  - B Physicians, Nurses, Techs, Admin.
- Health & Drug Spend Rising – Plans & Employers
- Safety & Quality – All of Us
- **Must Have:** Innovation Integrated With Operations
  - B Pure Innovation is Just a Dream
  - B Plain Operations is the Path to Obsolescence

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Imperative Actions

- **Improve accuracy without adding complexity - Simplify**
  - B Let the systems communicate to get the right data
  - B Deploy a Lexicon; Leverage Administrative Connections

- **Improve efficiency – Remove labor**
  - B Eliminate unnecessary phone calls and paper
  - B Connect intra and inter-entity workflows
  - B Reduce **shared operational** costs

- **Improve Convenience for all stakeholders**
  - B Patients/members drive revenue
  - B Superior patient/member access drives convenience
  - B Convenience helps drive Adoption

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Imperative Actions

- Standards and reliable technology are vital
  - ◆ Rollout and implementation make or break the value proposition

- Adoption will be the **key** determining factor
  - ◆ Proven, incremental workflow improvements are the best adoption accelerant

- Always Choose the Right Problems

Question:

How Do Our Assets and Competencies Complement and Add Enough Value to Our Communities to be Economically Viable?

Technology, Leadership, The Internet & Thoughtfulness

- Ubiquitous, Distributed Computing
- Used and Developed Open Standards
- Unleashed Physical Connections
- Unleashed Innovations
- Business Implosions (Oops!)
- Now Unleashing Integrations
- Workflow Integrations Will Drive Sustainability
- Aligned Political Forces Can Drive
    - B eHI
- Increments of Change with Measurable, Repeatable, Mass Deployable Value Will Sustain
    - B Marconi

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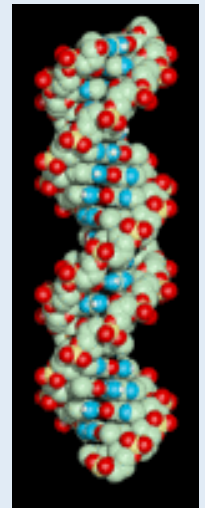**Solutions** that help

Assets to Leverage

- **Existing Provider Systems - Business Value**
    - B Massively Scaled Health Systems Operations & Business Applications
    - B Current Stakeholder Connections & Integrations
    - B Financial & Clinical Workflow Knowledge and Skills
    - B Transaction Processing Systems
    - B Document and Data Warehouses
    - B Connected Community Expertise
    - B R&D – IT, Services, Diagnostic and Therapeutic Equipment, Telecomm & Security
    - B **Relationships**

- **Existing Payer Networks – Business Value**
    - B Market Penetration - Employers and Consumers
    - B Operational Infrastructure Assets & Knowledge
    - B Systems & Services
    - B Networks
    - B Contracts and Health Financing Strategies
    - B **Relationships**

- **Complementary Motivation, Means, Methods, Mission**

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Where Do We Start?

- Select High Impact Issues & Workflows
    - B Access, Admission, Management, Utilization, Adjudication, Payments
    - B For each selected, define clear achievable goals
    - B For each selected, define:
        - Economic Value Add, Measurable Outcomes, Success Factors
- Define the Assets to Leverage
    - B Systems, Players, Extensions, Health Systems & Practices
- Define the Market Sub-Segments, Drivers & Timing
- Define the Best Market Approach(es)
- Select Targets
    - B Workflow, Assets, Market Segment, Approach & Business Model
- Monitor, Prove, Improve, Repeat
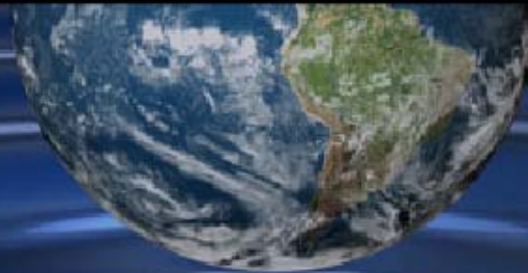- Set a Date (Goal) and Build the Timeline (Process)
- Set the Teams and Drive

A Flood of Data

Clinical data access for medical practice is undergoing a fundamental change.

"Incrementalism"