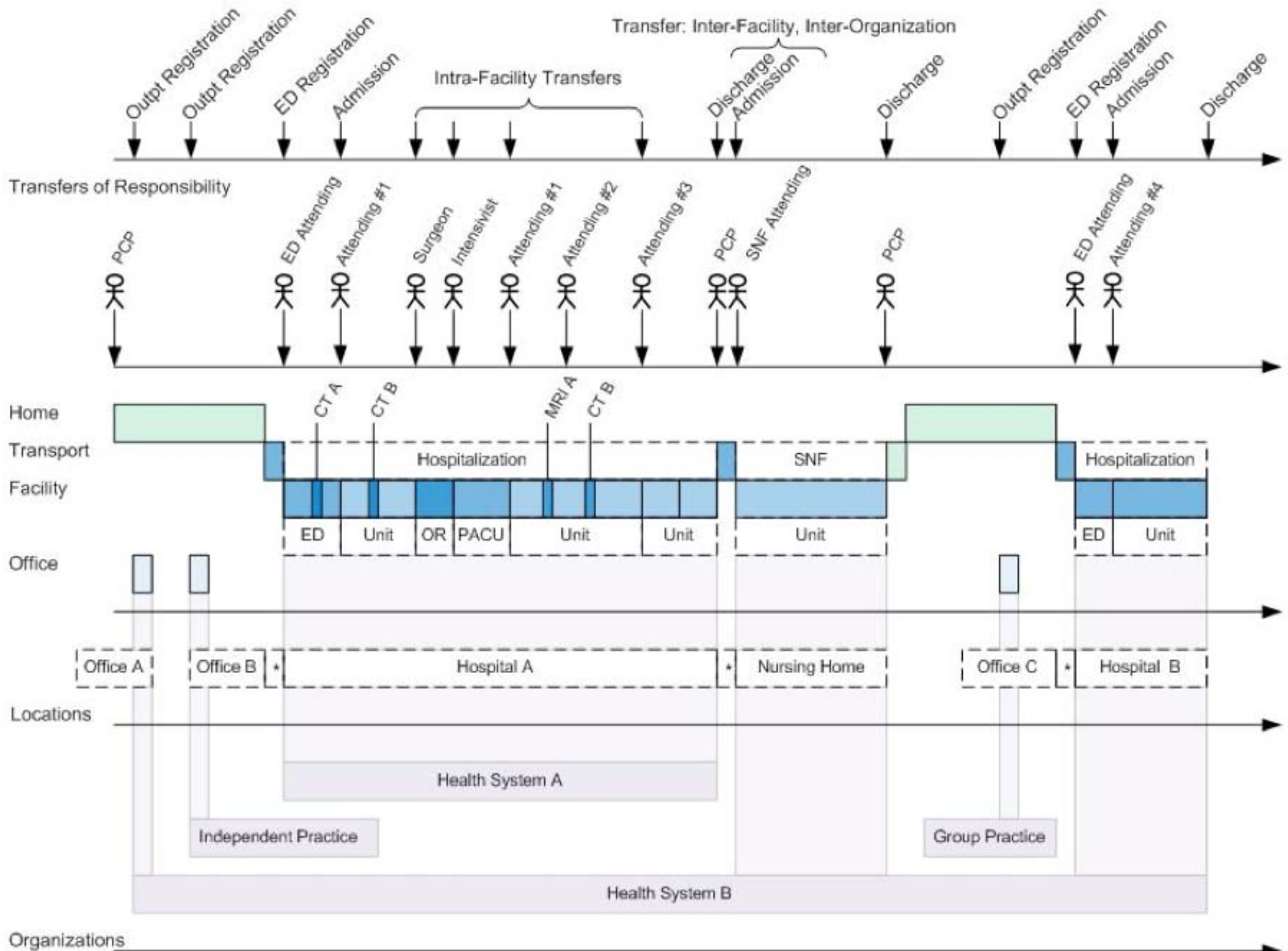# Bringing Patient-Centered Health Care to the Patient by Integrating Retail Pharmacy

Wayne Pan, MD, MBA, *Chief Medical Officer*
The Individual Practice Association Medical Group of Santa Clara County Inc. (SCCIPA)

The National Medical Home Summit West • September 20-22, 2011 • San Francisco

ourjourney

Transfer: Inter-Facility, Inter-Organization

Outpt Registration
Outpt Registration
ED Registration
Admission
Intra-Facility Transfers
Discharge
Admission
Discharge
Outpt Registration
ED Registration
Admission
Discharge

Transfers of Responsibility

PCP — ED Attending — Attending #1 — Surgeon — Intensivist — Attending #1 — Attending #2 — Attending #3 — PCP — SNF Attending — PCP — ED Attending — Attending #4

Home

Transport

Facility

CT A — CT B — Hospitalization — MRI A — CT B — SNF — Hospitalization

ED | Unit | OR | PACU | Unit | Unit | Unit | ED | Unit

Office

Office A | Office B | Hospital A | Nursing Home | Office C | Hospital B

Locations

Health System A

Independent Practice

Group Practice

Health System B

Organizations

Patient Transport Provider

because of these

too many of these

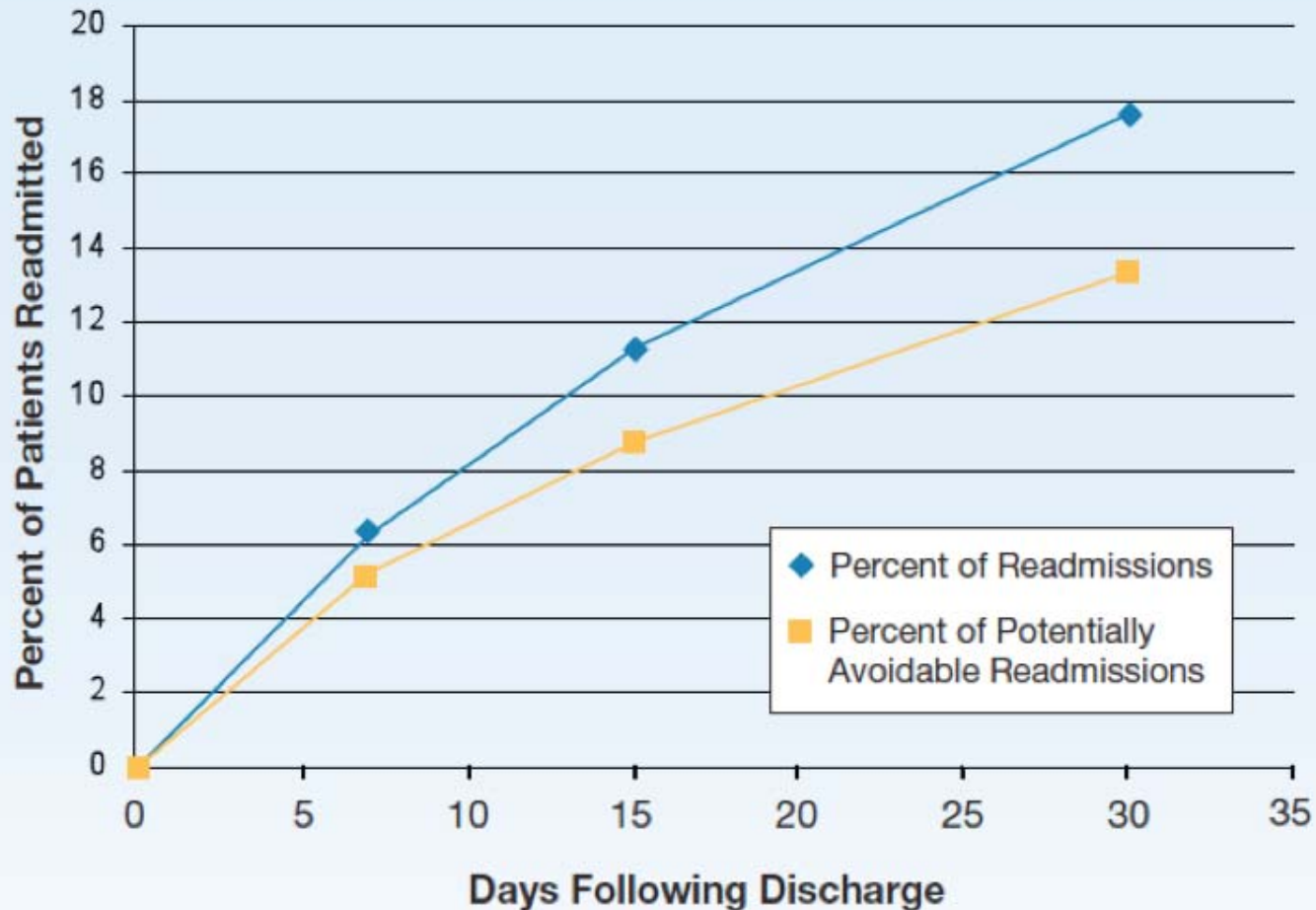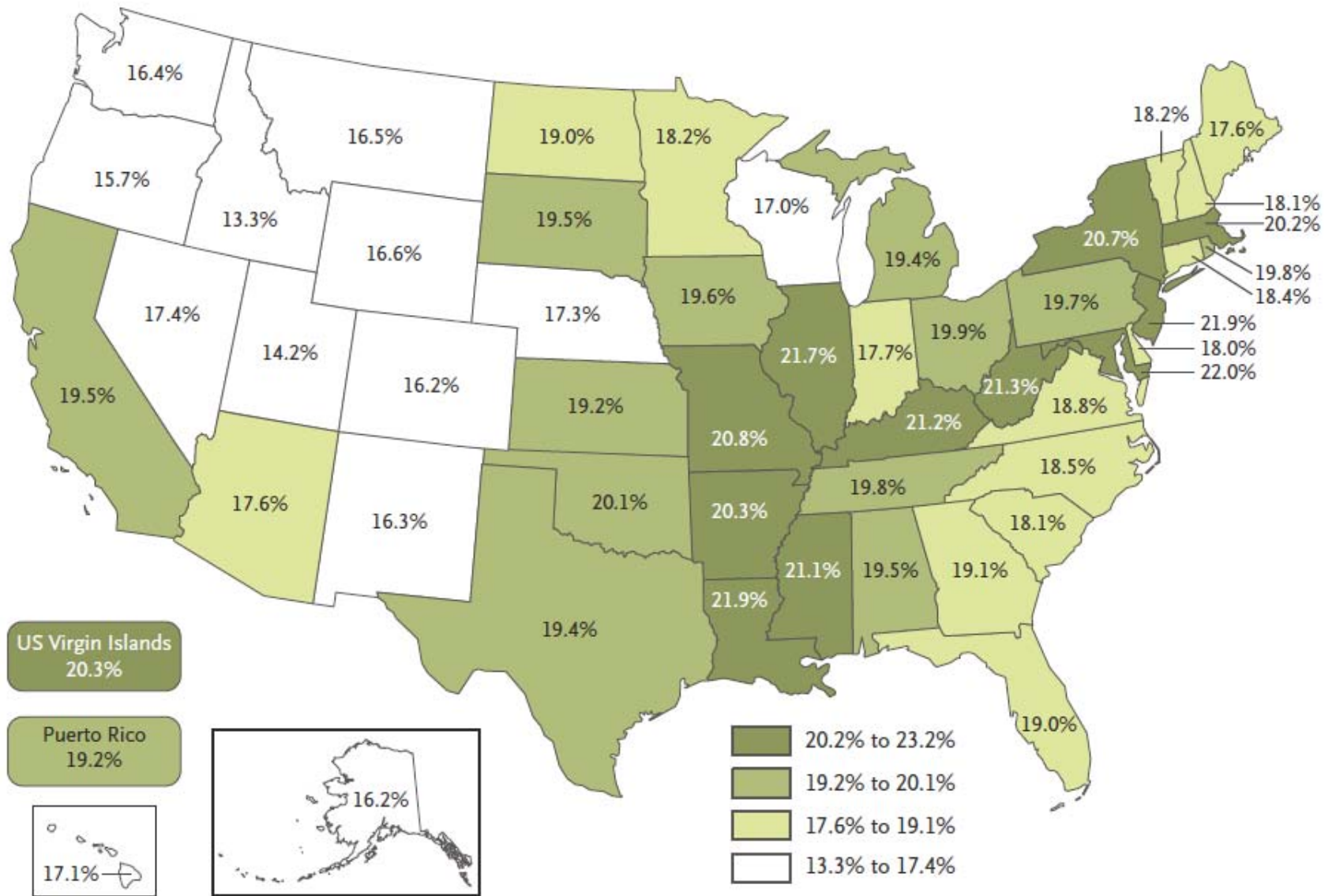# carecoordination andtransitions

how?

direction

- focus on the **patient**
- fix **processes** first
- empower **providers** and
  the care team
- **clinical must lead**
  technology initiatives
- focus on the **patient**

Readmission Rates for Medicare Beneficiaries, 2005

Source: Medicare Payment Advisory Commission. 2007. *Report to the Congress: Promoting Greater Efficiency in Medicare*. Washington, DC: Medicare Payment Advisory Commission, p. 107; the percent of potentially avoidable readmissions was estimated using 3M software and 2005 Medicare claims data.
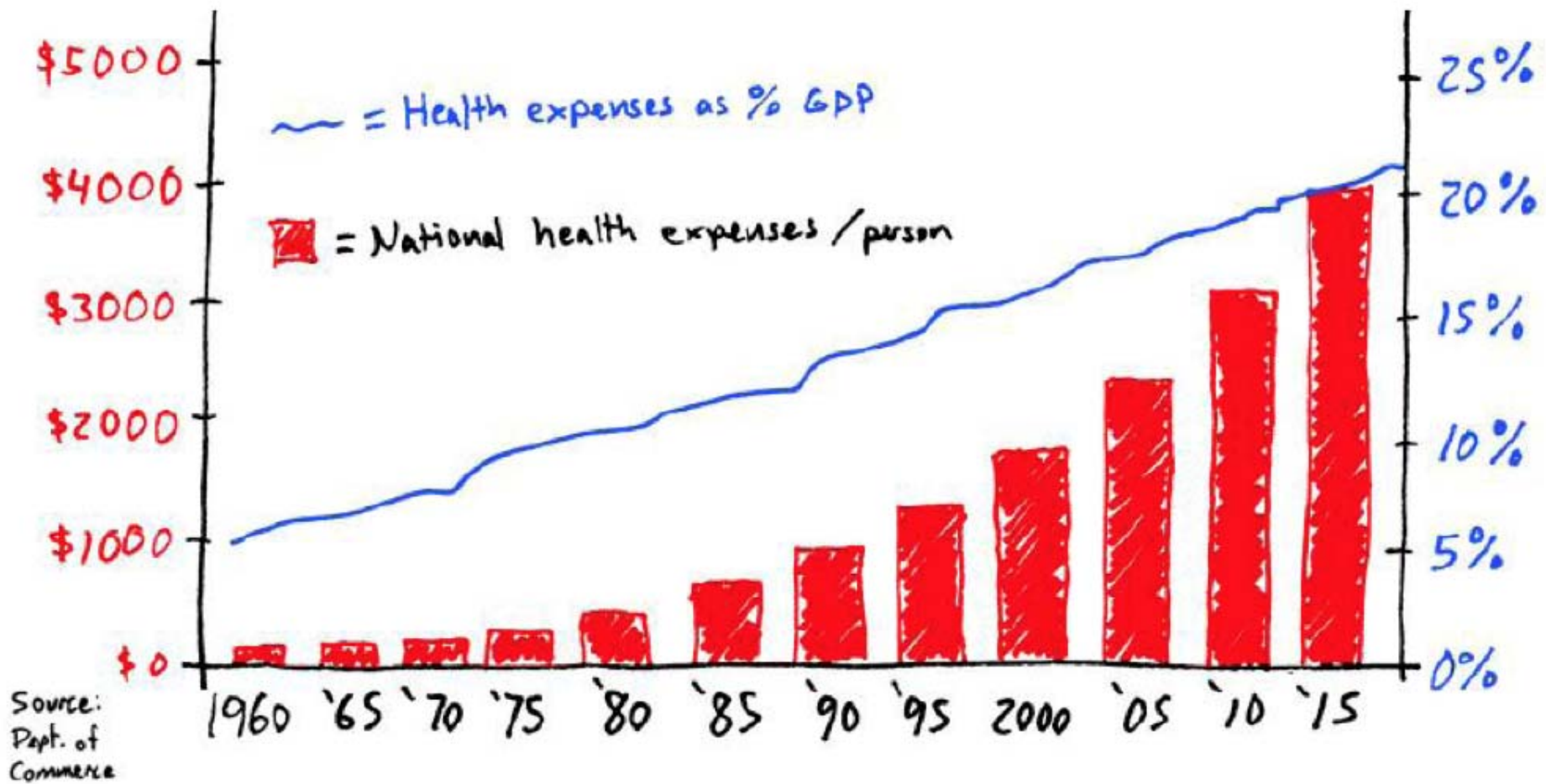
US Virgin Islands
20.3%

Puerto Rico
19.2%

16.2%

17.1%

	20.2% to 23.2%
	19.2% to 20.1%
	17.6% to 19.1%
	13.3% to 17.4%

source: SF Jencks et al., Rehospitalizations among Patients in the Medicare Fee-for-Service Program, *New England Journal of Medicine*, 2009;360:1418-28.
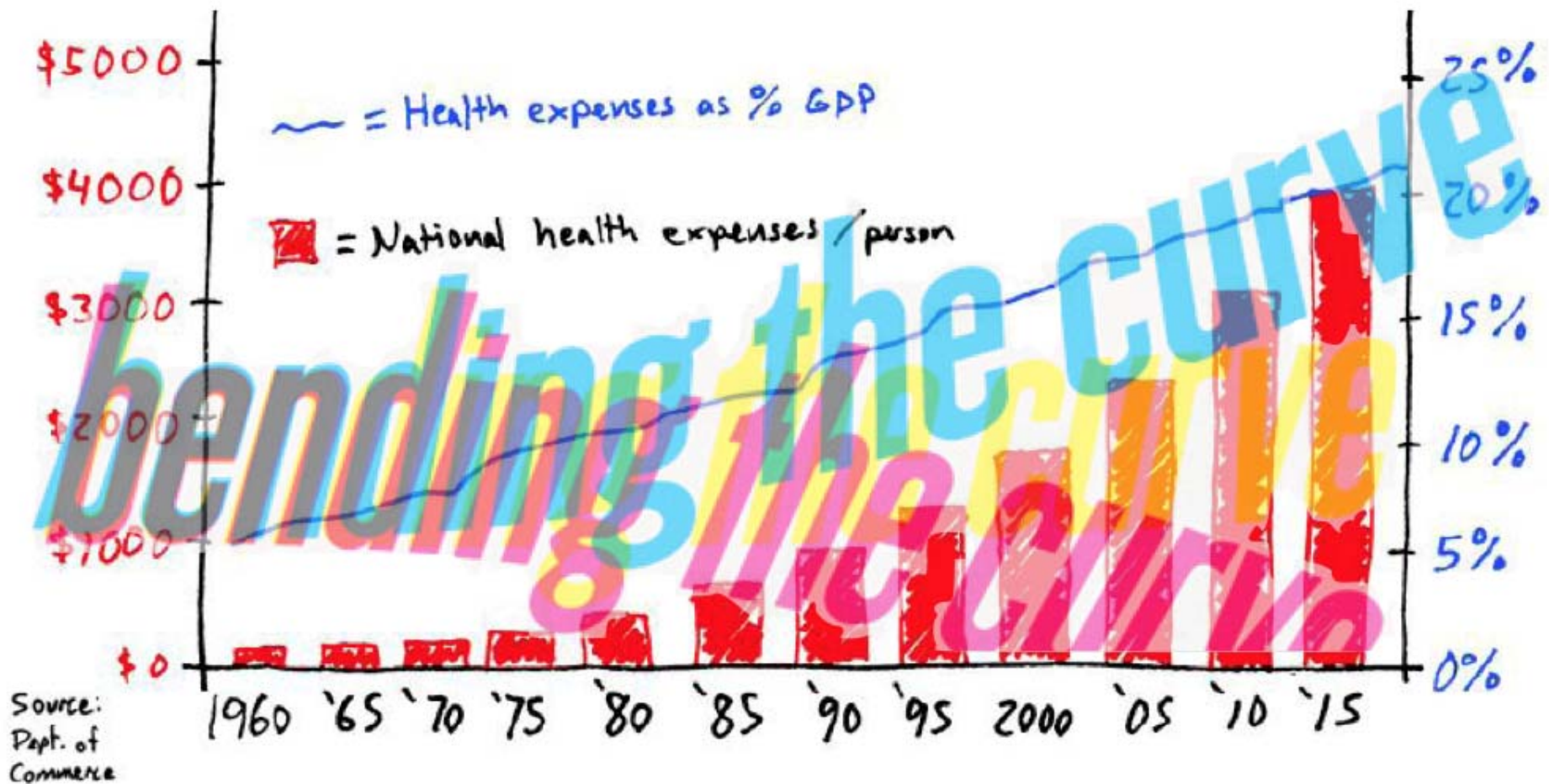
$17B

source: SF Jencks et al., Rehospitalizations among Patients in the Medicare Fee-for-Service Program, *New England Journal of Medicine*, 2009;360:1418-28.

$5000
$4000
$3000
$2000
$1000
$0

25%
20%
15%
10%
5%
0%

~~ = Health expenses as % GDP

▨ = National health expenses / person

1960 '65 '70 '75 '80 '85 '90 '95 2000 '05 '10 '15

Source:
Dept. of
Commerce

from: Dan Roam, American Healthcare - a 4 napkin explanation (2009)

$\sim$ = Health expenses as % GDP

$\boxed{}$ = National health expenses / person

bending the curve

Source:
Dept. of
Commerce

1960 '65 '70 '75 '80 '85 '90 '95 2000 '05 '10 '15

$5000 $4000 $3000 $2000 $1000 $0

25% 20% 15% 10% 5% 0%

from: Dan Roam, American Healthcare - a 4 napkin explanation (2009)

from: Dan Roam, American Healthcare - a 4 napkin explanation (2009)

peopleprocessesplatform

people processes platform

3P's

peop big C esplatform

culture

peopleprocessesplatform

changingthewaywedothings

a **new** way we do things

why?

what got you **here**

marshall goldsmith
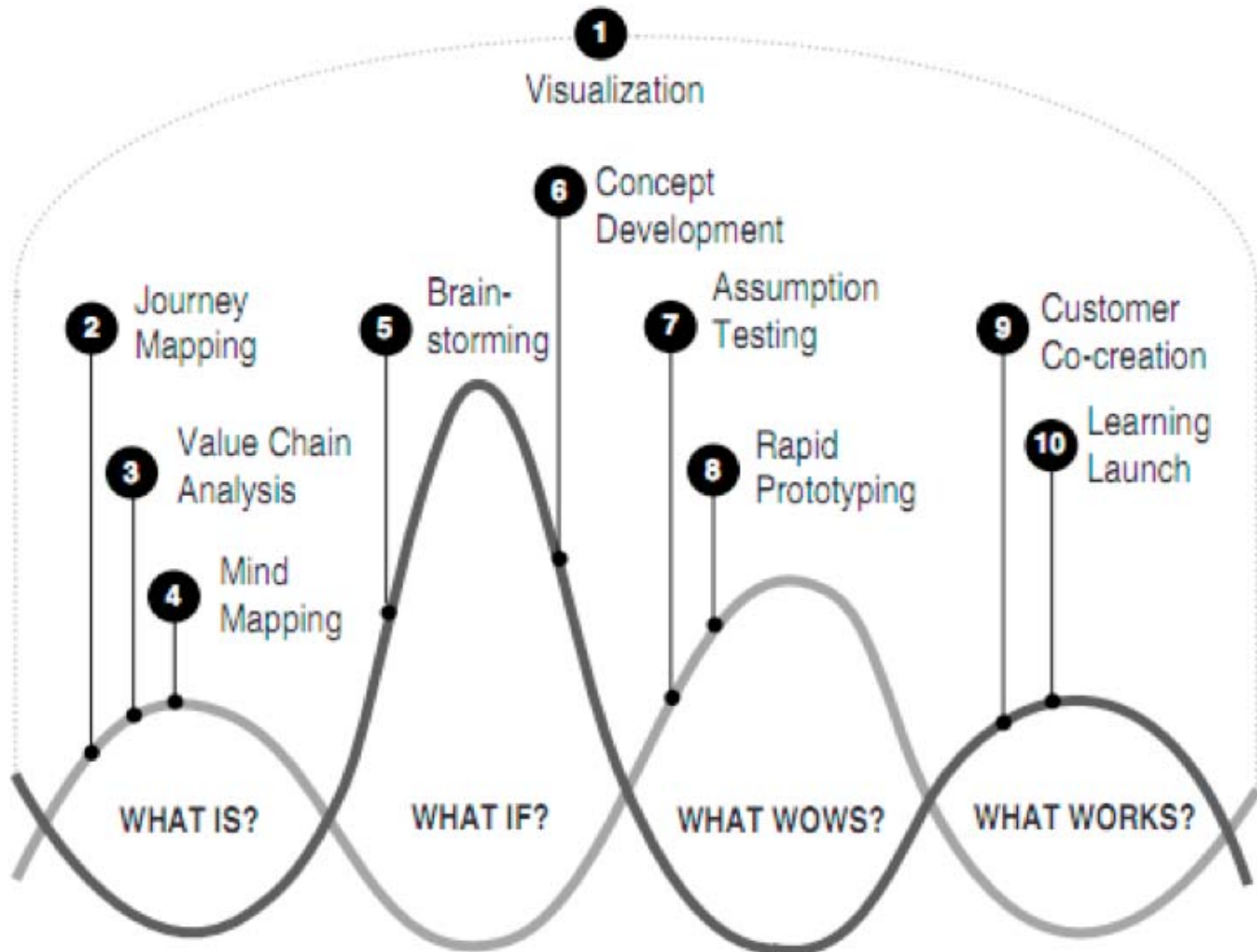
won't get you **there**

marshall goldsmith

how?

insanity:
doing the same thing over and over and expecting *different* results
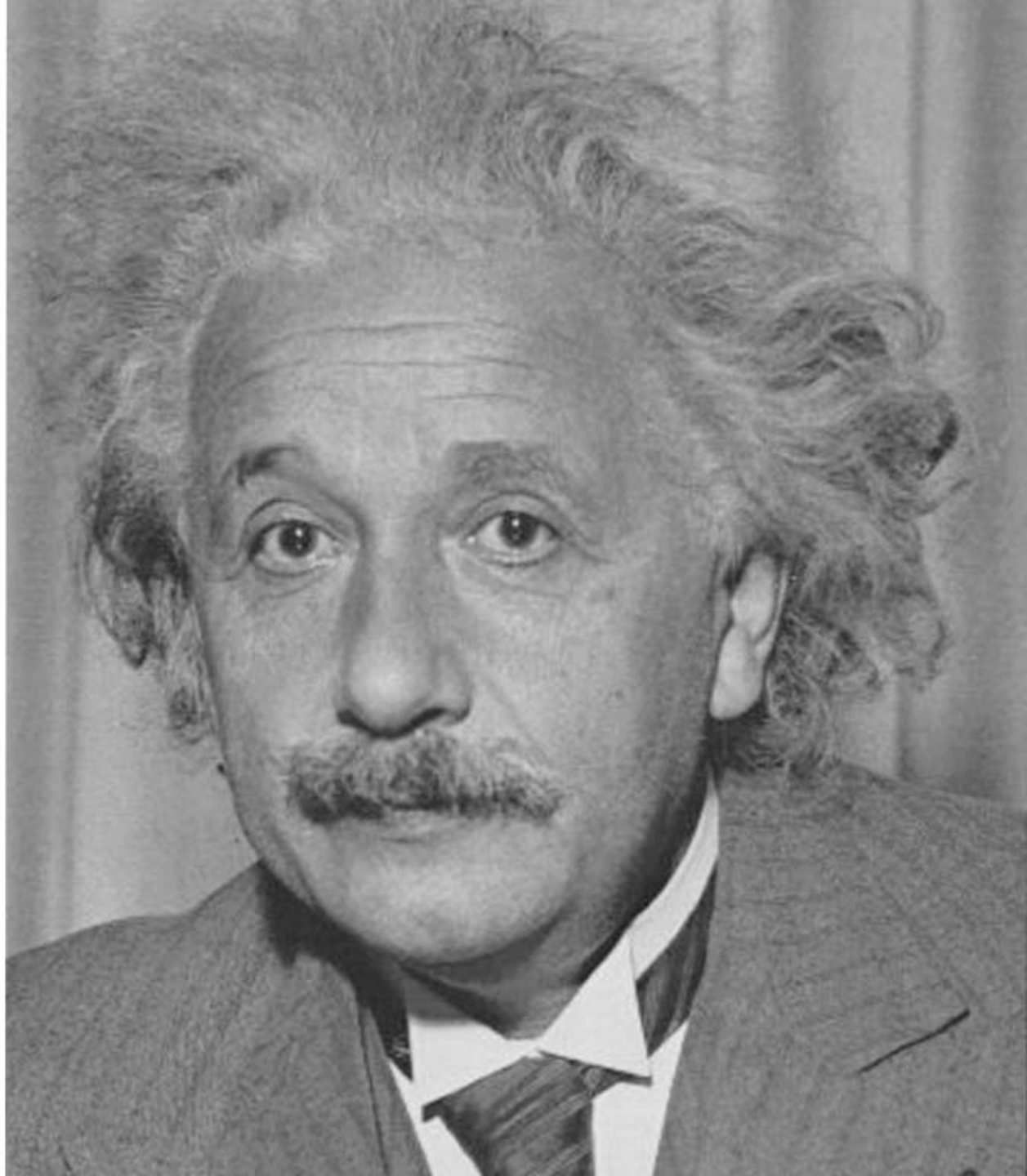
get out of the rut?

patientcentereddesign

1 Visualization

6 Concept Development

2 Journey Mapping

5 Brain-storming

7 Assumption Testing

9 Customer Co-creation

3 Value Chain Analysis

8 Rapid Prototyping

10 Learning Launch

4 Mind Mapping

WHAT IS?

WHAT IF?

WHAT WOWS?

WHAT WORKS?

from: Jeanne Liedtka and Tim Ogilvie, Designing for Growth (2011)

behaviordesign

put **hot** triggers
in the path of
motivated people

BJ Fogg, PhD
Director, Persuasive Technology Lab
Stanford University

work *with*
humannature

BJ Fogg, PhD
Director, Persuasive Technology Lab
Stanford University

lazysocialhabits

BJ Fogg, PhD
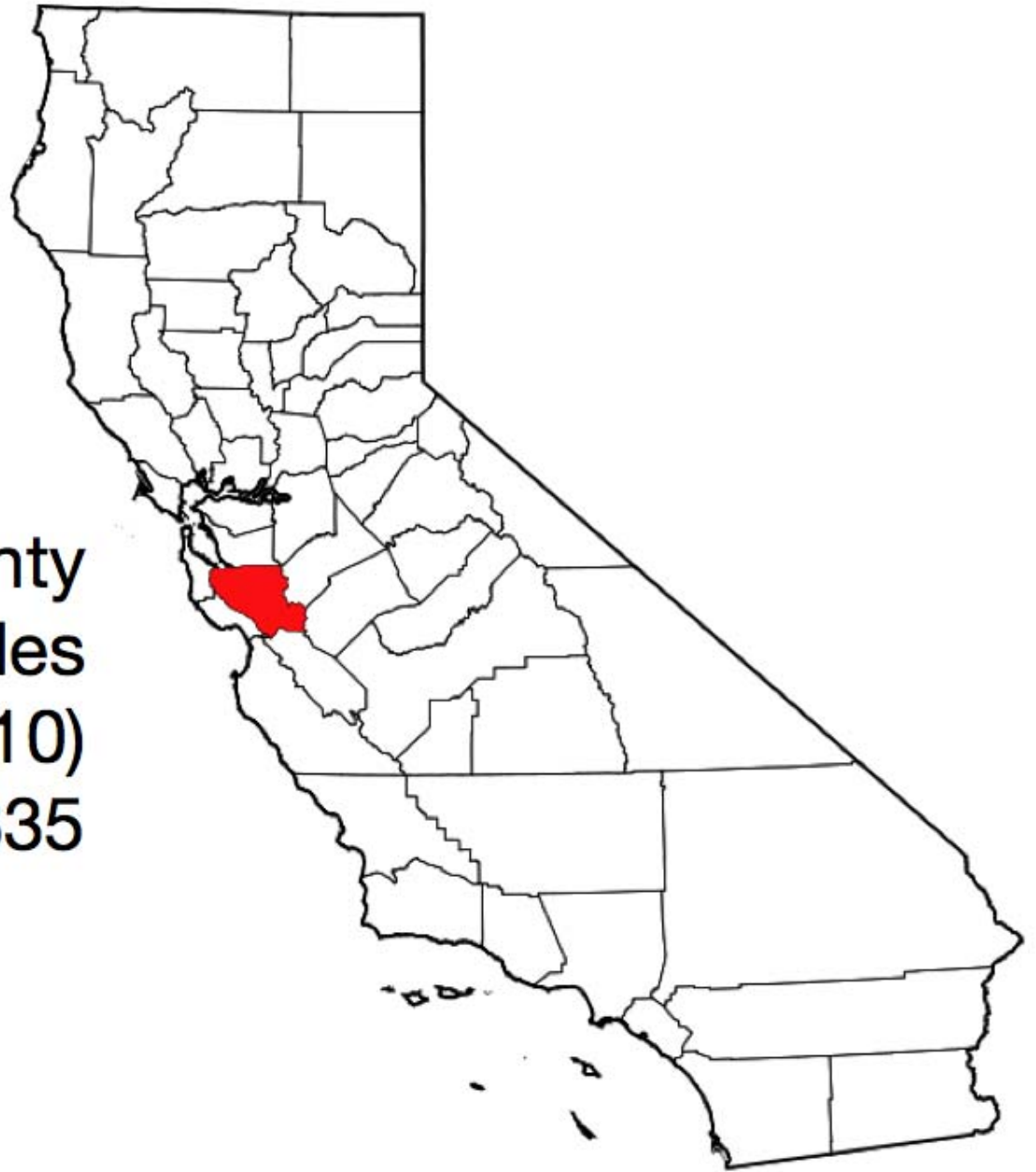Director, Persuasive Technology Lab
Stanford University

theproblem:

readmissions

physicianfollow-up

medicationreconciliation

Santa Clara County
1,304.01 sq. miles
1,781,642 (2010)
$74,335

5 PCP
80 Specialists

173 PCP
343 Specialists
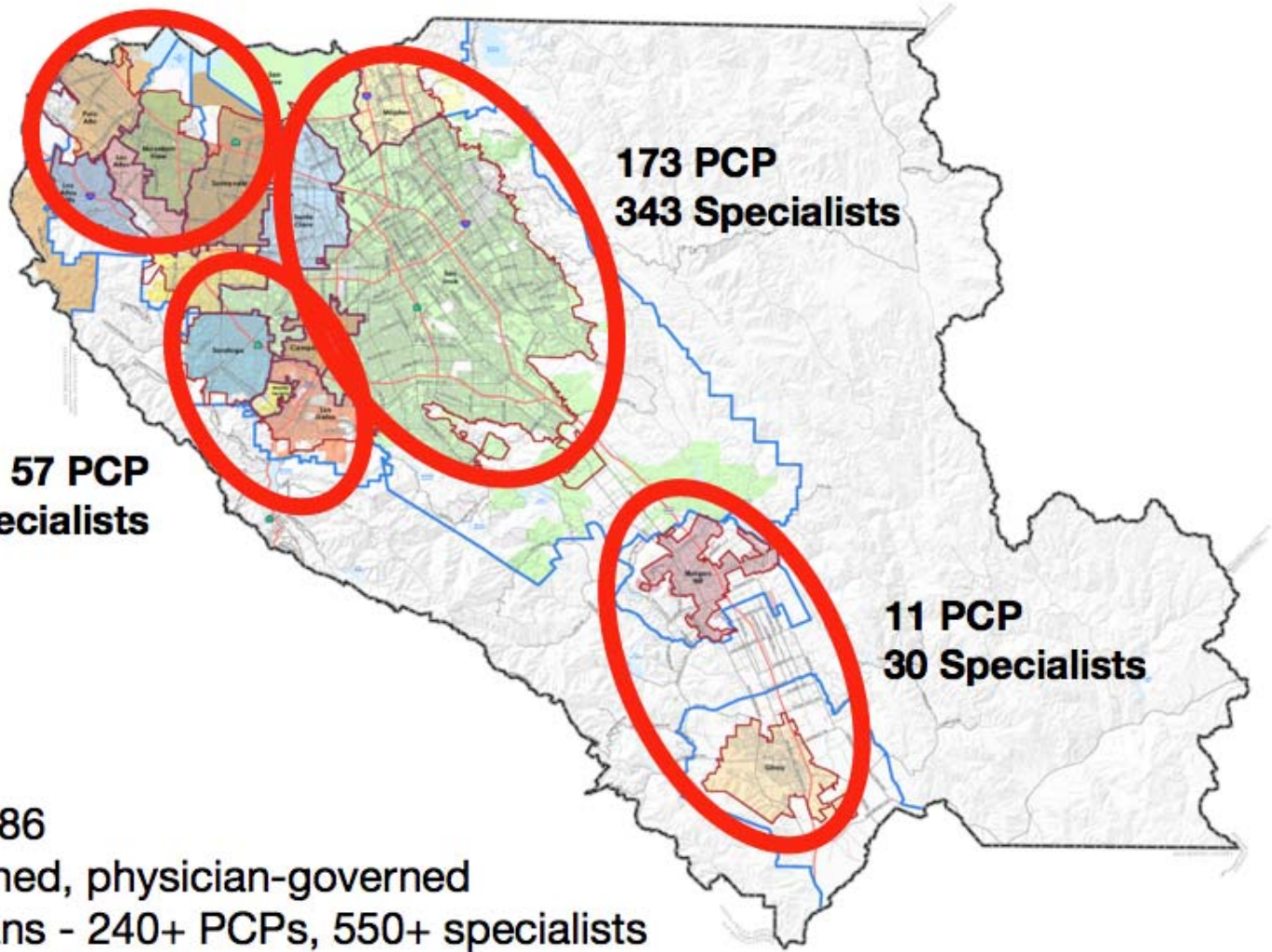
57 PCP
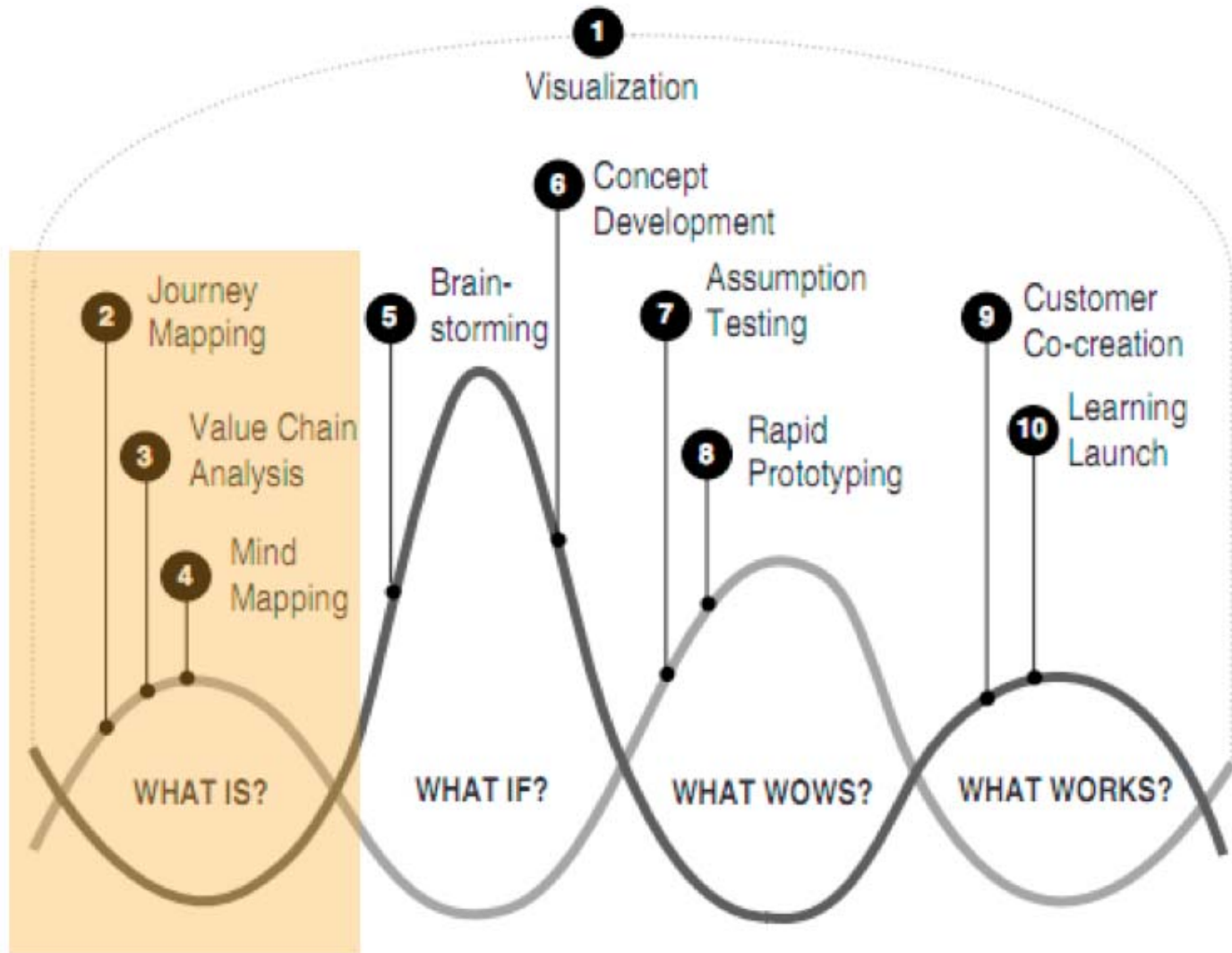**104 Specialists**

11 PCP
30 Specialists

SCCIPA

founded in 1986
physician-owned, physician-governed
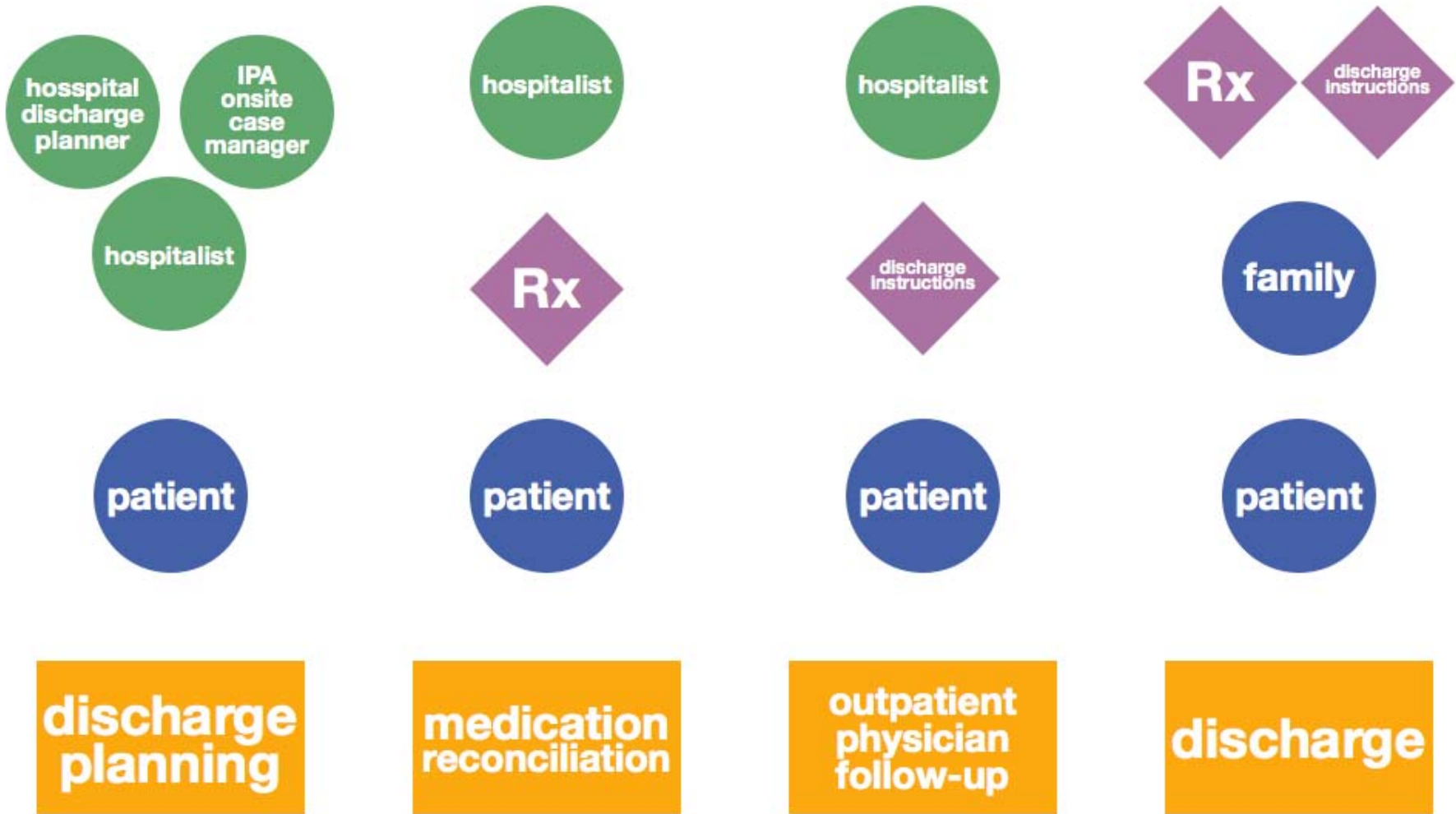800+ physicians - 240+ PCPs, 550+ specialists
all 9 hospitals - including a tertiary care center
9 health plans (Commercial and Medicare Advantage)

1 Visualization

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WHAT IS?　　WHAT IF?　　WHAT WOWS?　　WHAT WORKS?

from: Jeanne Liedtka and Tim Ogilvie, Designing for Growth (2011)

| hosspital discharge planner / IPA onsite case manager / hospitalist / patient | hospitalist / Rx / patient | hospitalist / discharge instructions / patient | Rx / discharge instructions / family / patient |

discharge planning — **medication reconciliation** — **outpatient physician follow-up** — **discharge**

thepatientjourney

discharge planning

- hosspital discharge planner
- IPA onsite case manager
- hospitalist
- patient

medication reconciliation

- hospitalist
- Rx
- patient

outpatient physician follow-up

- hospitalist
- discharge instructions
- patient

discharge

- Rx
- discharge instructions
- family
- patient

thepatientjourney
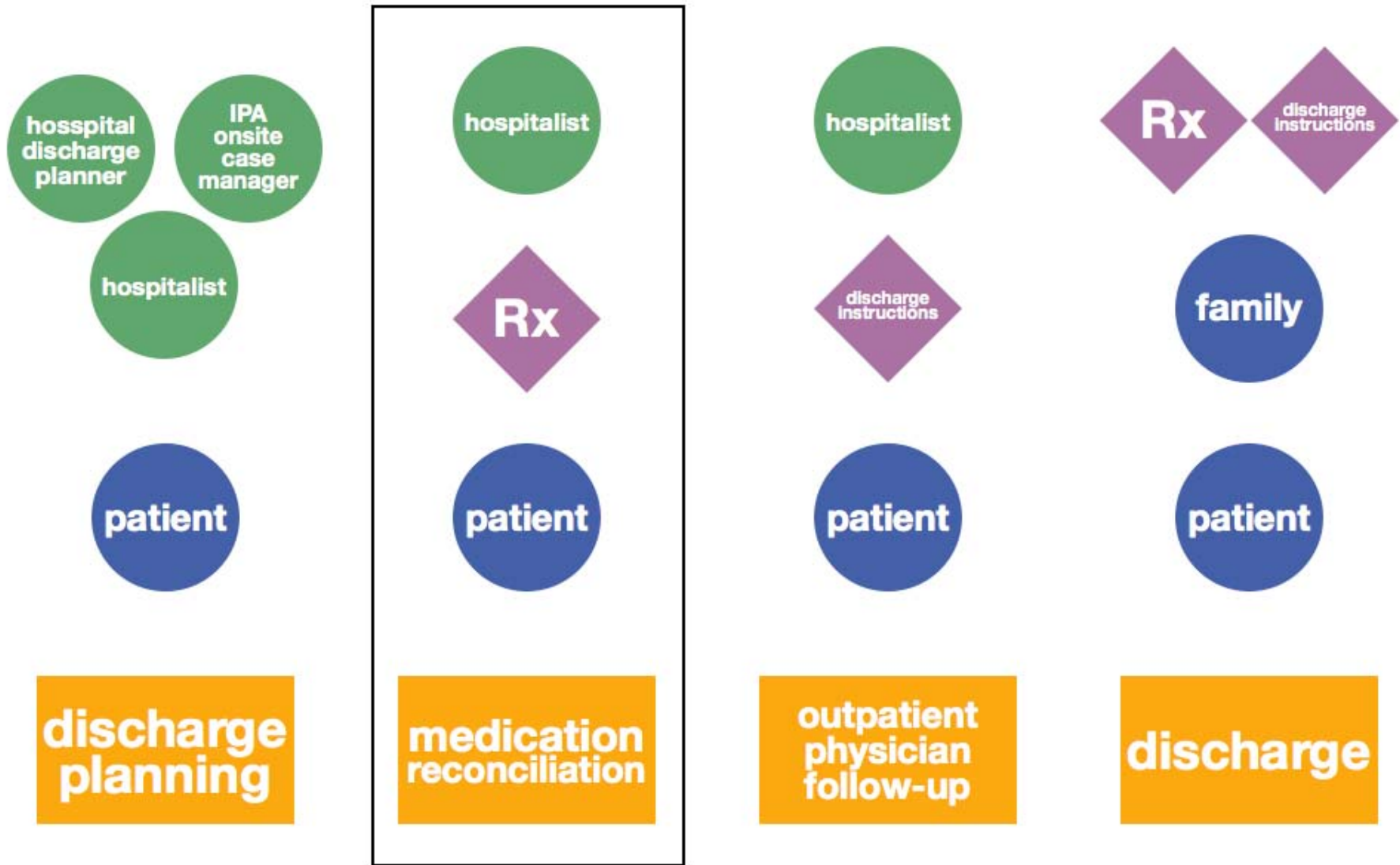
thepatientjourney
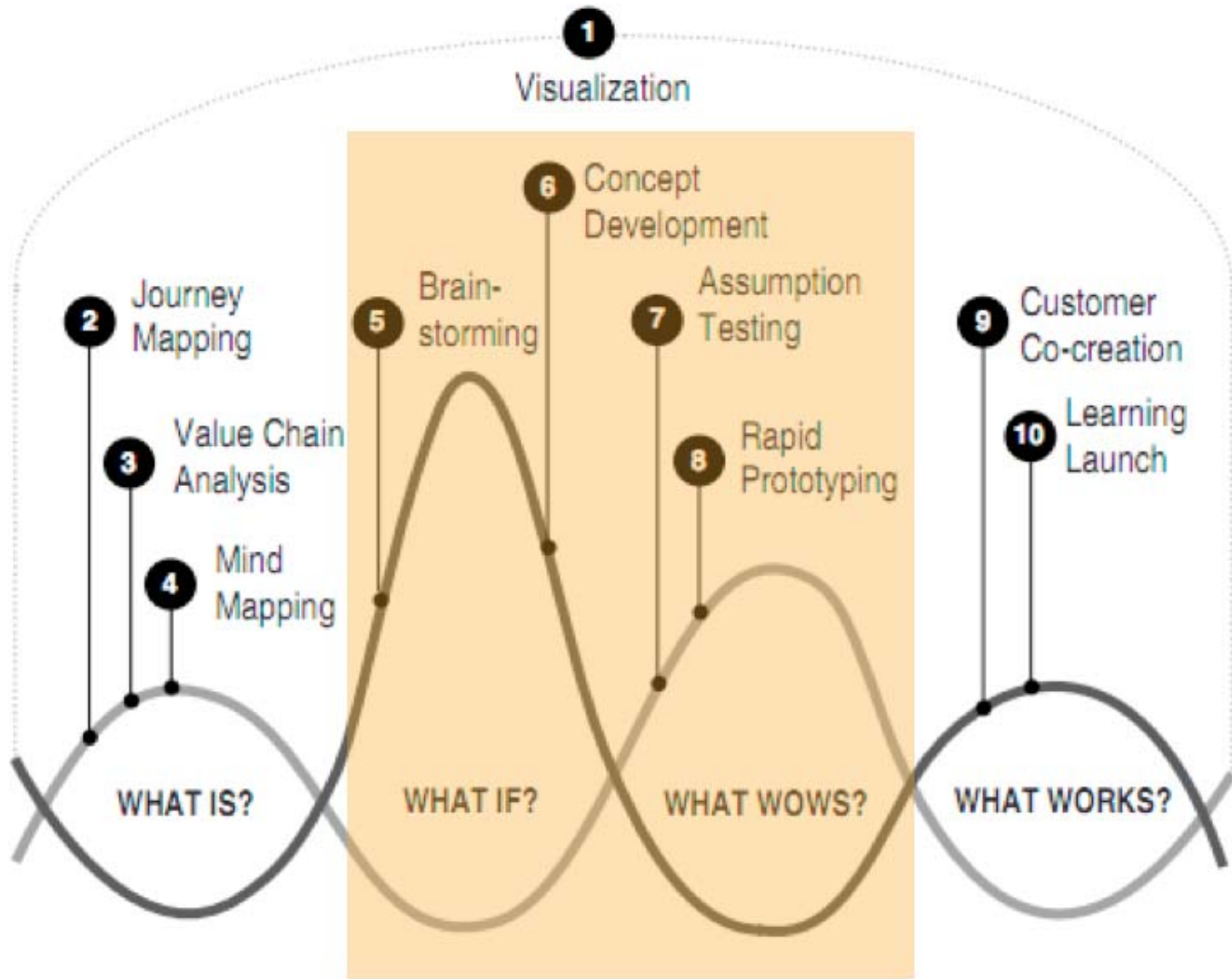
from: Jeanne Liedtka and Tim Ogilvie, Designing for Growth (2011)

brainstorm
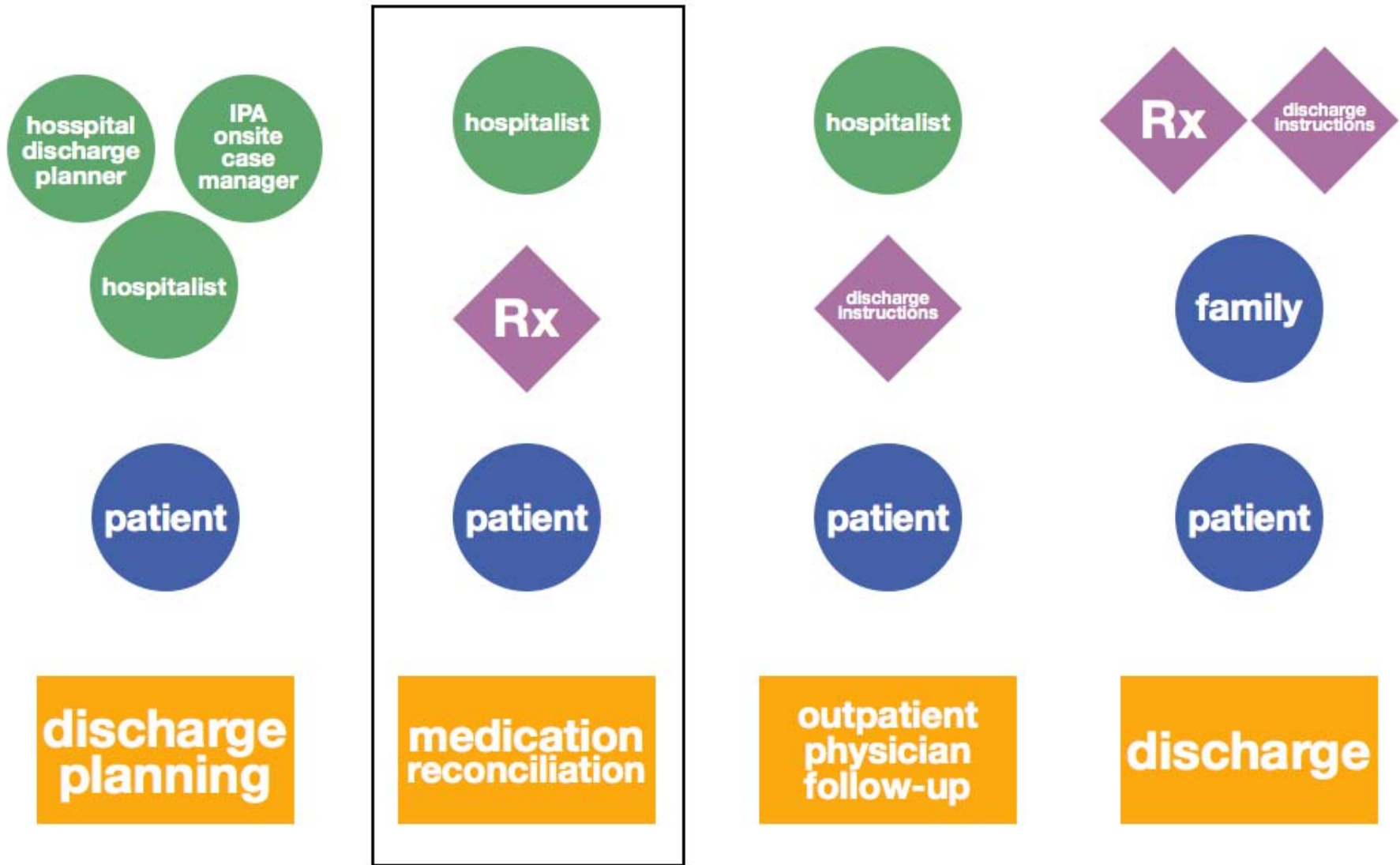
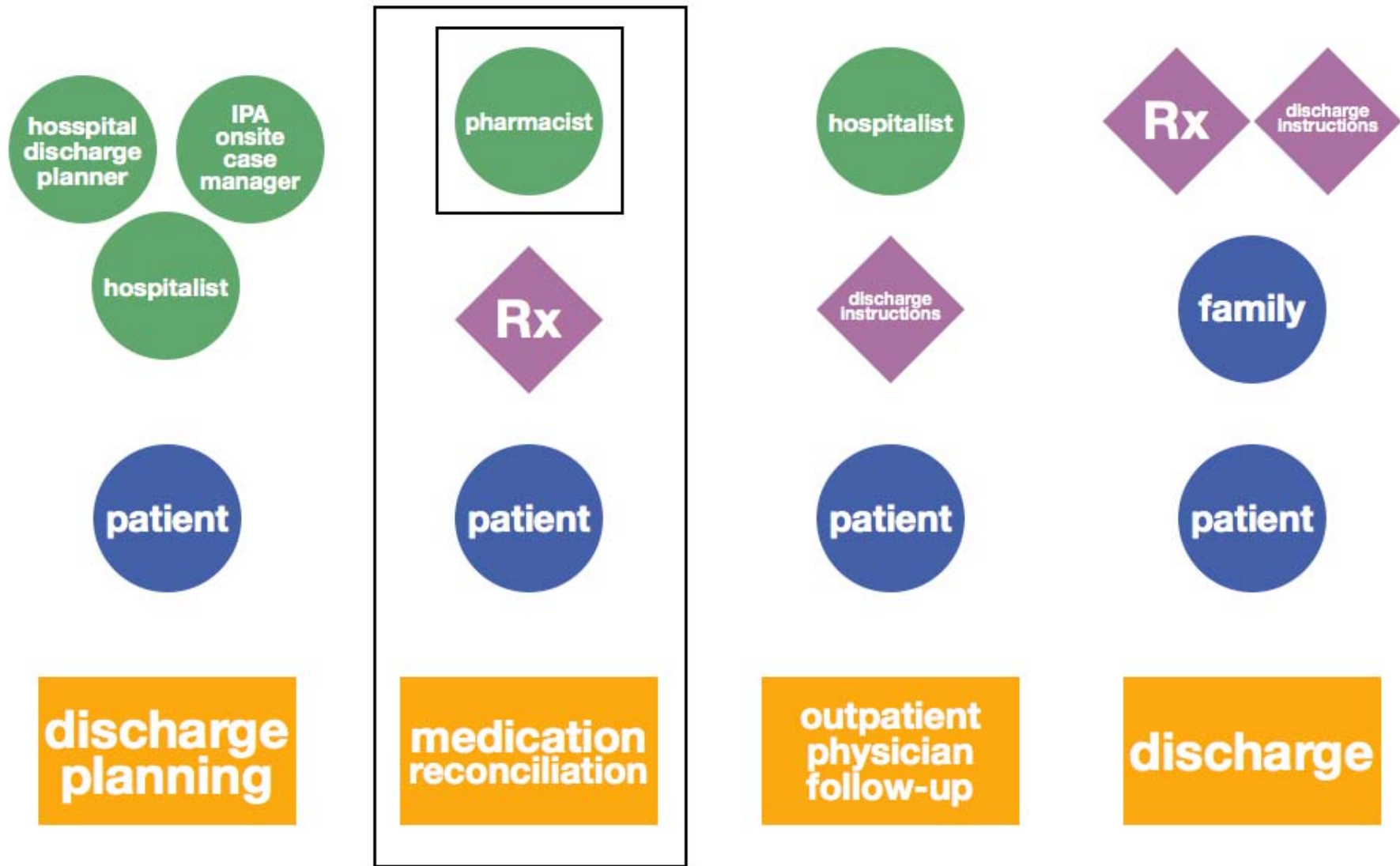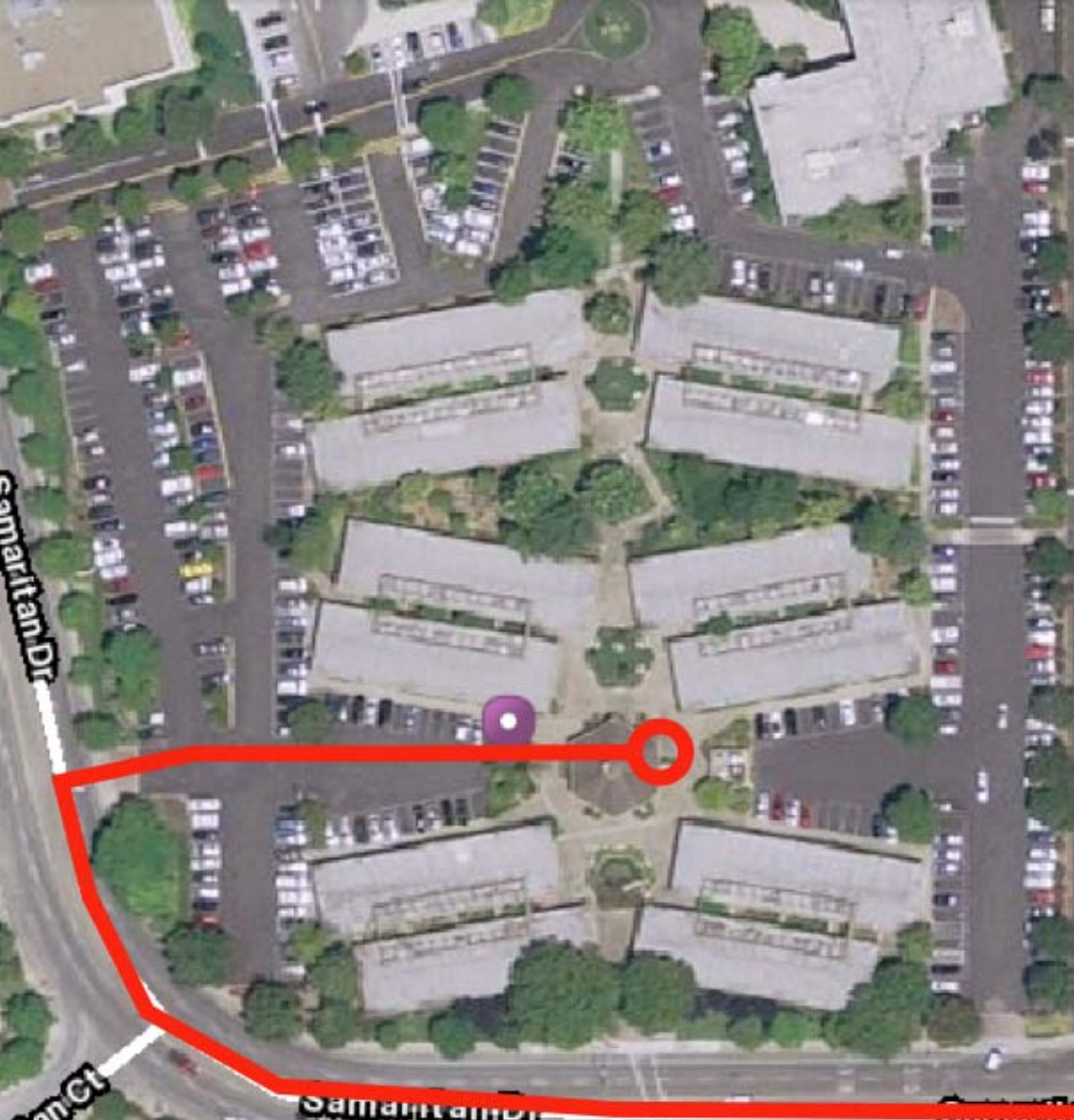**the****patient****journey**

put **hot** triggers
in the path of
motivated people

BJ Fogg, PhD
Director, Persuasive Technology Lab
Stanford University

discharge planning

hospital discharge planner · IPA onsite case manager · hospitalist · patient

medication reconciliation

pharmacist · Rx · patient

outpatient physician follow-up

hospitalist · discharge instructions · patient

discharge

Rx · discharge instructions · family · patient

thepatientjourney

Good Samaritan Hospital

Good

Samaritan Dr

Samaritan Ct

Samaritan Dr

Samaritan Dr

Kin

100ft
50m

PHARMACY

Santa Clara County IPA (SCCIPA) Medication Reconciliation Pilot Project

How to find the medication list for patients using AccessExpress

1. Go to the PPMSI AccessExpress provider portal (http://ppmsi.com/accessexpress.html):

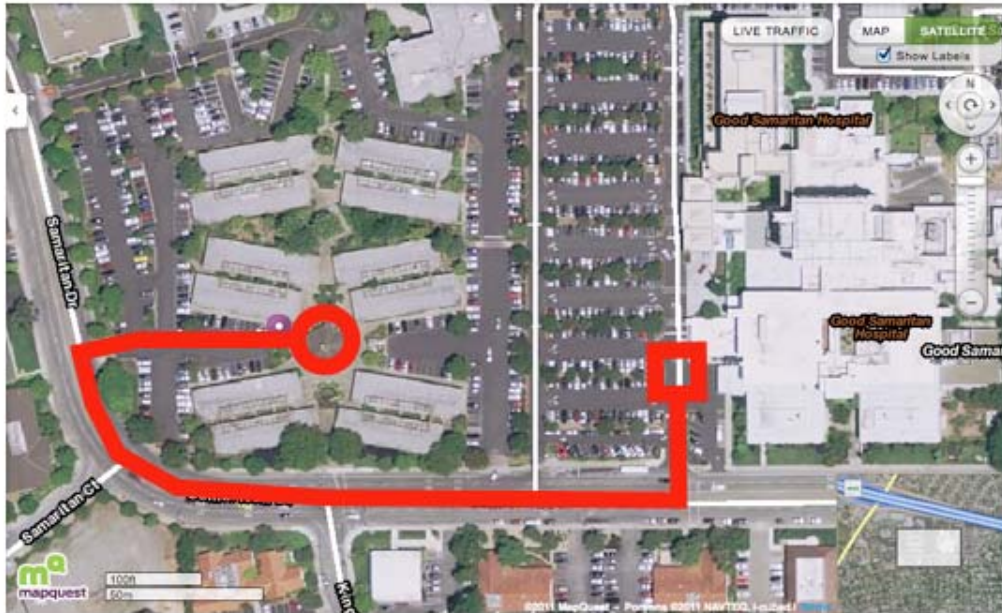2. Select Santa Clara County IPA:

3. Enter USER NAME and PASSWORD, click on "SUBMIT":

Your **SCCIPA** doctor wants to help you with **your medications**, after you leave the hospital.
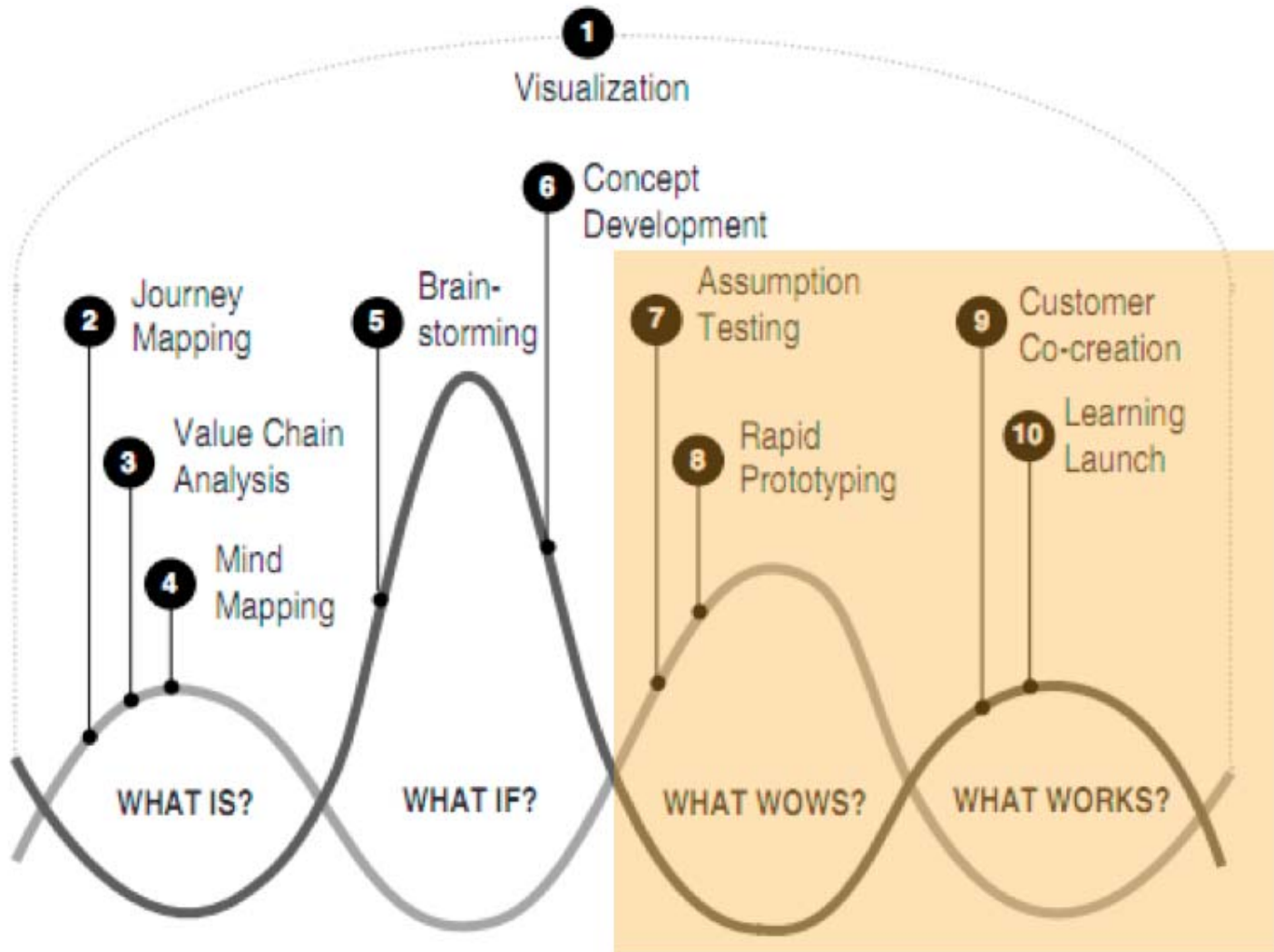

Michael Lam, RPh
pharmacist

Samaritan Medical Center Pharmacy
2505 Samaritan Drive
San Jose, CA
(408) 356-7111

Please visit the Samaritan Medical Center Pharmacy to pick up your *new prescriptions* and have a pharmacist review your medications with you.

SCCIPA
A Pacific Partners Medical Group

from: Jeanne Liedtka and Tim Ogilvie, Designing for Growth (2011)

it's**about**the**patient**

thankyou

wpan@ppmsi.com