

A California Medical Home

**Not Just Patient Centered,
but “Patient Defined”**



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PCMH

What does the “P” stand for?



Which “P” are we focused on?

– Patient

– Payer

– Provider



The Patient

The Foundation of the Medical Home

- **PCMH goal:** Create a place that feels like home and engages people.
 - Engaging people before they become patients
 - Engaged people are capable of heroic and sustained change.
 - **Result:** Patient Directed Care



Tools and Processes: Achieving Patient Centered Care

- **Engage:**
 - Relationship
- **Discover:**
 - What makes them tick?
 - Goals & hopes for their life
- **Assess:**
 - Will their lifestyle get them to their goals?
- **Synchronize:**
 - Care team to patient's life goals



Patient Centered Care!!

- Put healthcare back into the context of **Life Narrative**.
 - Not Health for Health's sake
 - Health for Life's sake



Patient-Directed Care: Man with Poorly Controlled Diabetes

- **Discover His Goals:** Wants to walk his daughter down the aisle in 12 months.
- **Primary Motivators:** Love for family, his spirituality, honor, courage.
- **Assess:** Lifestyle not congruent with goals
- **Care team synchronized:** To *his* plan
- **Create Game Plan for success:**
 - Training for the big event!
 - Maximize Lifestyle
 - Med optimization, wt. loss, foot care, eye care
 - The wedding is the goal:
 - The decreased Hgb A1C, improved cardiovascular profile and discontinuation of antidepressant is a nice side effect!



Patient Directed Care is Win-Win-Win

- **Patients love it!**

- Now care is about their goals...
- The environment, processes and health team all focused on patient engagement.
- The Disneyland of healthcare!

- **Providers enjoy it!**

- Putting the humanity back into healthcare
 - All patients will die. Professional success is helping patients really live!
- Engaged patients improve disease and care outcomes---Professional satisfaction/retention

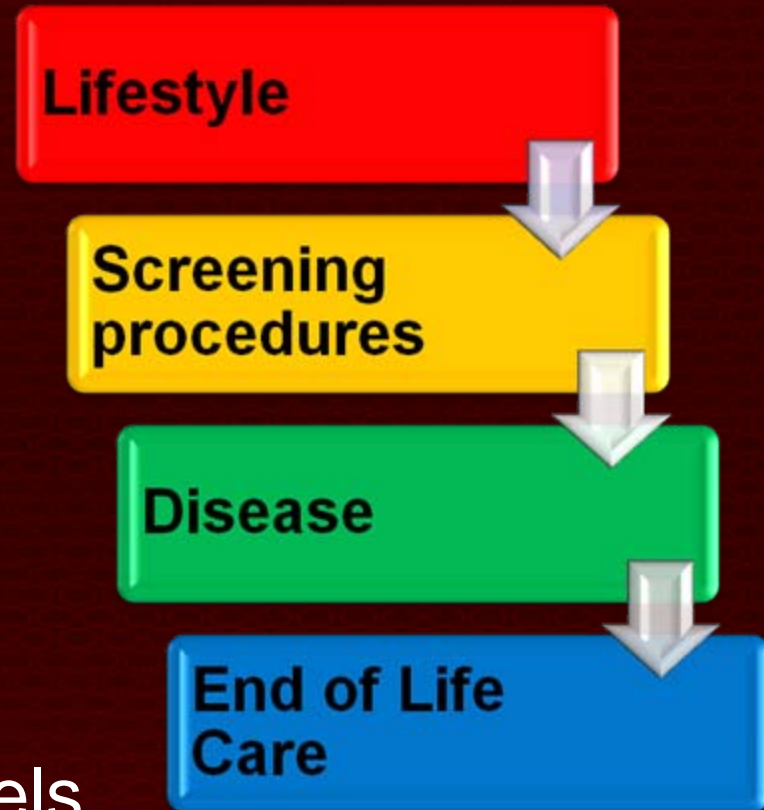
- **Payers appreciate it!**

- Health care costs/inflation cannot be sustained
The payers survival depends on controlling costs.



Why do this?

- Because 75% of all healthcare costs in U.S. are preventable with a healthy lifestyle. - CDC
- We will not bend the cost curve unless we tap into this 75%
- Patient-centered engagement is the key to lifestyle change.
- Provider & Payer-centered models are not compelling to patients and will fail.



Summary

- Patient-directed is the only solution big enough to save healthcare.
 - This medical home model is fun, affordable and effective.
- Medical Home initiatives WILL FAIL if they are payer and/or provider centered.
- We need a win for all stakeholders
 - Patient Engagement Platforms & Process
 - Realize cost savings from healthier lifestyle
 - Synchronized Care focused on Life Narrative

