



# **Engage Consumers in Wellness- Based Population Health**

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# POPULATION HEALTH

## THE AKRON GENERAL WAY

COMMUNITY HEALTH IMPROVEMENT

### AKRON GENERAL

### TRADITIONAL HEALTH SYSTEMS

#### Complete Care

- Chronic disease management (B2C)
- High cost case management and coordination (proposed B2B)

HUG\*

- ACO
- BPCI (AGMC)
- Managed Care
- VBP Initiatives (AGMC)
- Post Acute Initiatives (AGMC)

#### Risk Reduction (B2B)

- On-site clinics
- Immunizations
- Wellness programs
- Exercise program design
- LifeStyles (+B2C)

EMERGING  
CHRONIC  
CONDITIONS  
(HIGH IMPACT)

- Community Health Centers (AGMC)

#### Risk Assessment (B2B)

- Biometric Screenings
- H&V Screenings
- Bone Density Screenings
- HRAs

WELL  
POPULATION

- PCPs (AGMC)
- Community Outreach (AGMC)

#### H & W Membership (B2C)

- Community Health Priorities
- Chronic Diseases
    - Mental Health
  - Access to Care
    - Substance Abuse
  - Smoking Cessation
  - Elderly Care Support
  - Obesity

# Innovation in Wellness Services

*Delivery. Engagement. Outreach. Research.*



AKRON GENERAL  
Health & Wellness  
INNOVATIONS

# Transitioning to Value

- Getting Lean
- Medicaid expansion
- Repositioning the brand on the wellness message
- Transforming quality and patient experience
- Investing in the future

# Innovative Delivery: Health & Wellness Centers




24-Hour Emergency Services  
Cardiac & Pulmonary Testing  
Center for Behavioral Medicine & Testing  
Heartburn Center  
Lab Services  
Outpatient Surgery Center  
Physician Practices  
Radiology Services

Life Styles  
Reflections Breast Health Center  
RightFit  
Health Screenings  
Community Access and Wellness  
Sleep Center  
Sports Medicine & Physical Therapy Services  
Cardiac Rehabilitation (Phase III)



# Consumer Engagement

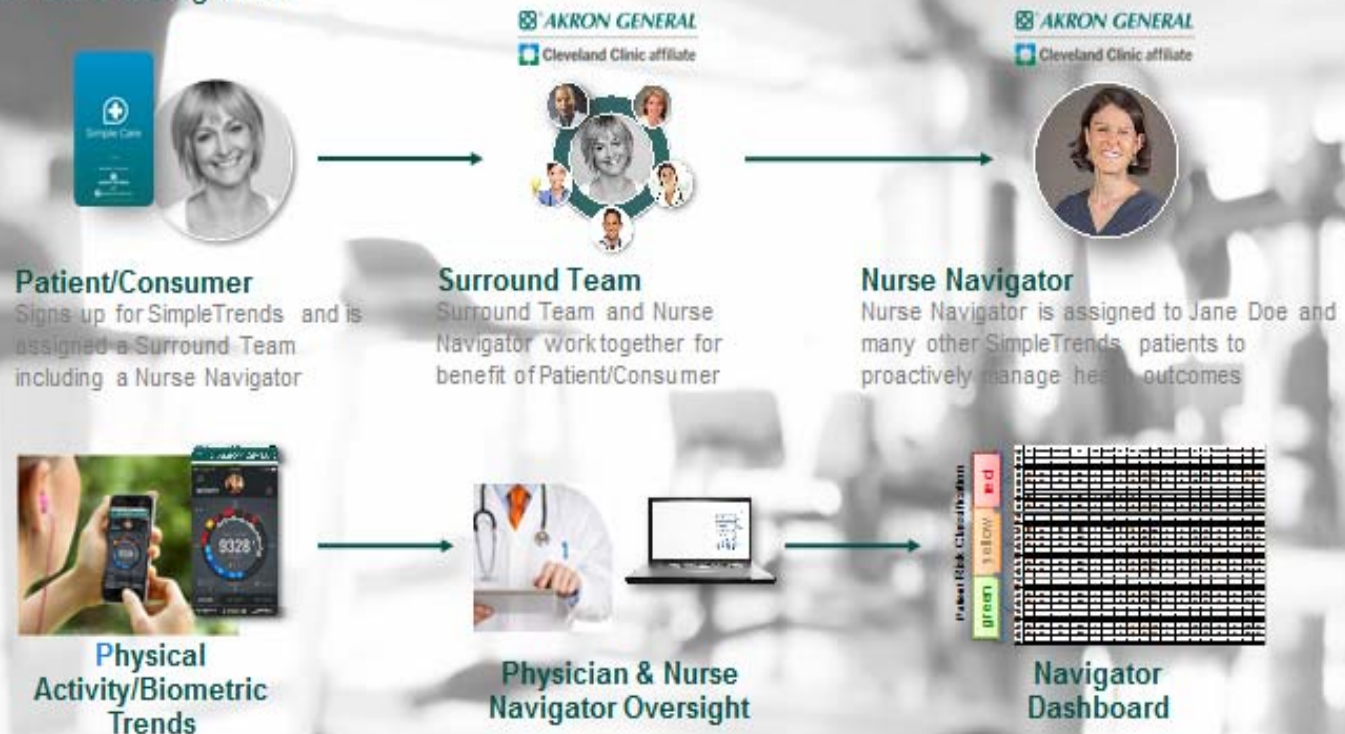


8,500+ Paid Memberships  
35% of members use AGHS health system for the first time after joining

In 2014, H&W Centers had 235,000 visits, including 70,000 PT visits and 67,000 radiology encounters

# Surroundcare<sup>®</sup>

## Proactive Health Care Management





# Outreach

- AxessPointe
- Health & Wellness Express
- Outreach Programs



# Research

- Wellness Research Collaborative



- Cleveland Clinic Wellness Institute

# Why Would We Share Our Story?

“We want to put smart minds around us who can help discover what clinical prevention should really look like; and can define Medical Fitness best practices for the next twenty years.”

Dr. Tim Stover, CEO

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## 2016 STRATEGIC PLAN

### MAJOR TASKS FOR POPULATION HEALTH





**Cleveland Clinic**

**Every life deserves world class care.**