



# Interactive Patient Care

*First Felt, Then Measured*

Michael O'Neil  
Founder & Chief Executive Officer  
Q1 2011

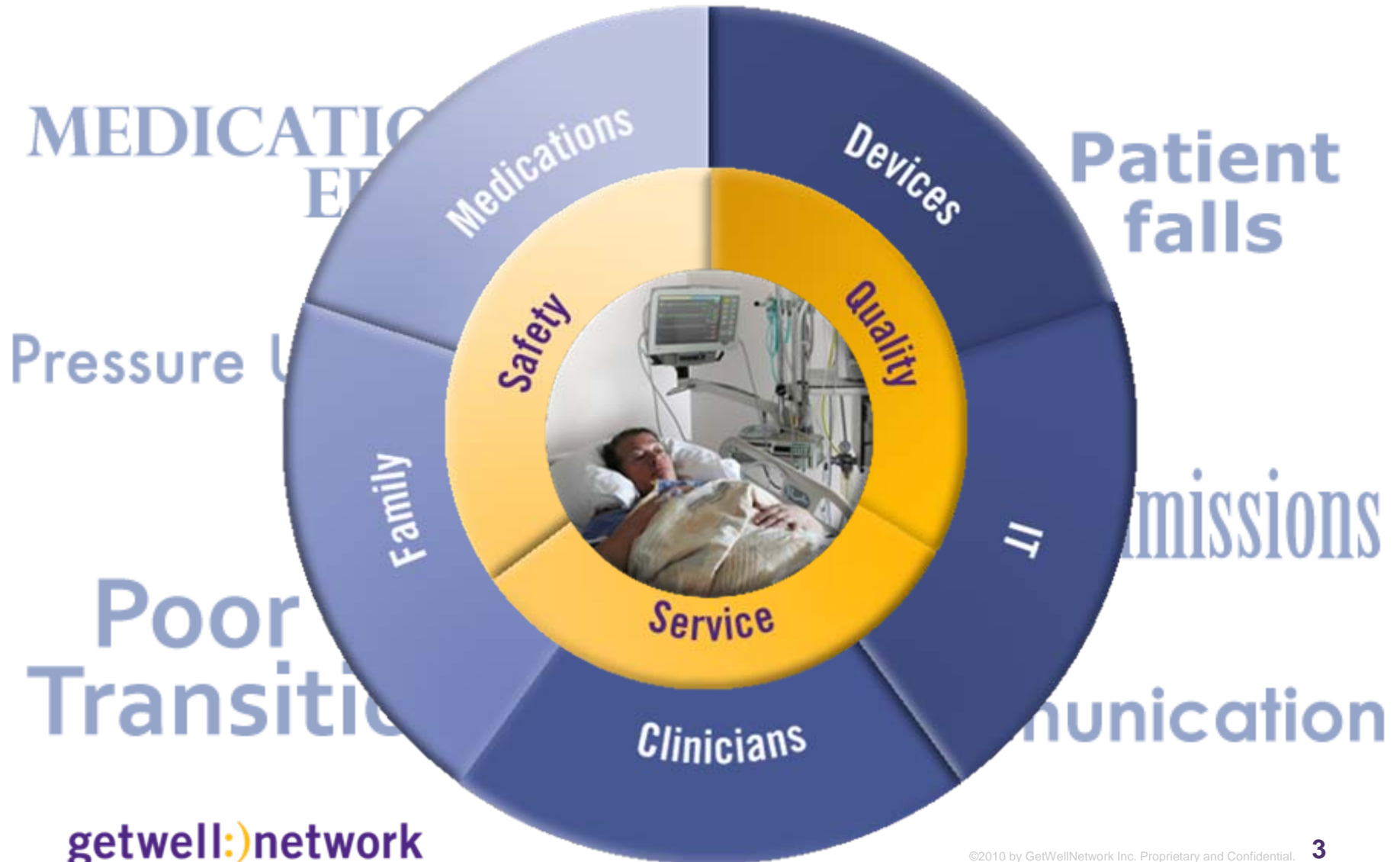
getwell:)network®

# Discussion Outline

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1. Interactive Patient Care defined
2. Introducing GetWellNetwork
  - Our beginnings & vision
  - Our solution
  - Outcome improvement via patient engagement
3. Implications on disease management

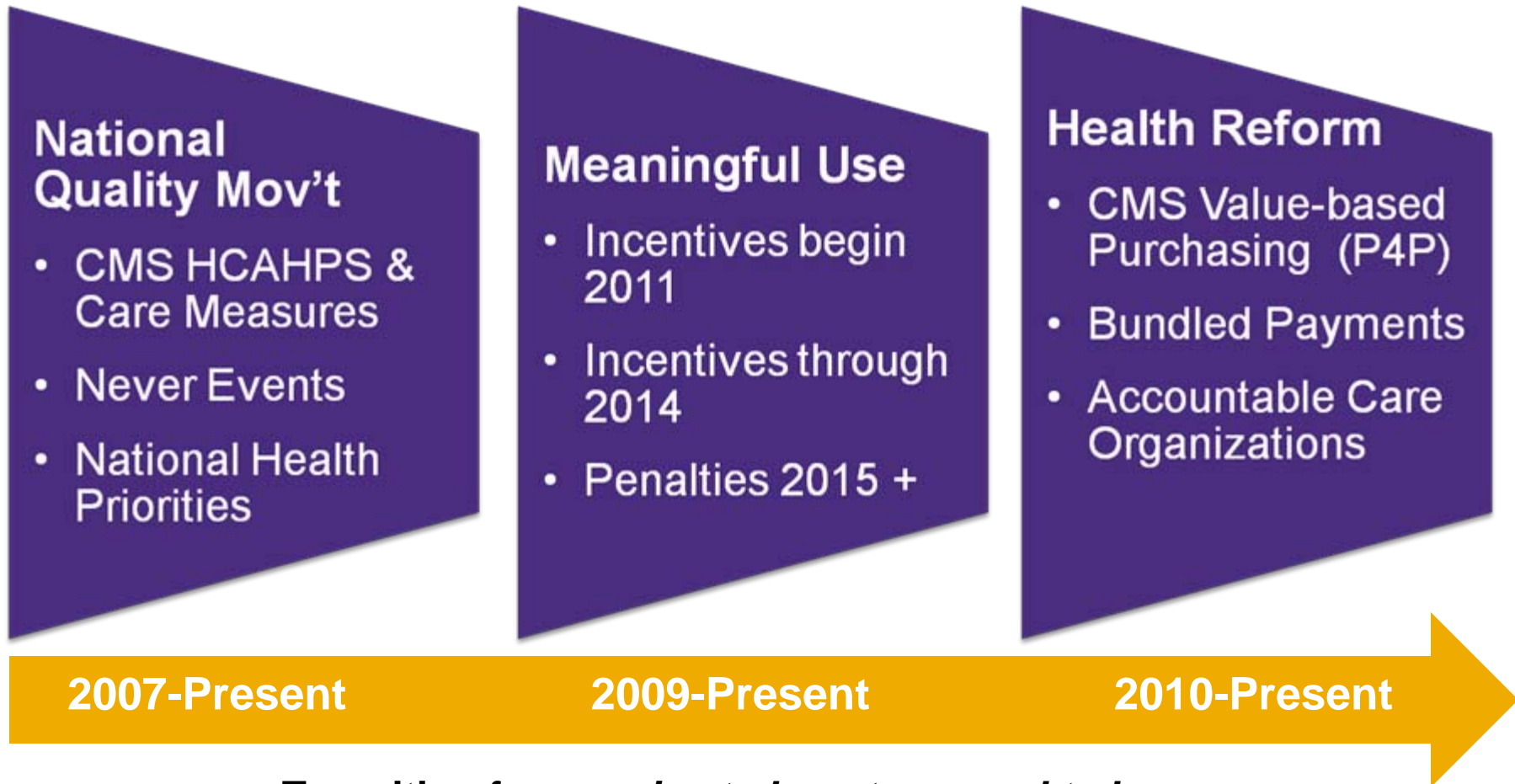
# Interactive Patient Care Defined



# Better Patients are the Key to Health Transformation

PATIENT SATISFACTION	SAFETY AND QUALITY	FINANCIAL
<ul style="list-style-type: none"><li>• Improve HCAHPS scores</li><li>• Surpass service benchmarks</li><li>• Leverage real-time feedback for service recovery</li><li>• Improve staff satisfaction</li></ul>	<ul style="list-style-type: none"><li>• Improve care measures performance</li><li>• Meet National Patient Safety Goals</li><li>• Automate compliance</li><li>• Reduce risk of “Never Events”</li><li>• Improve Quality Outcomes</li></ul>	<ul style="list-style-type: none"><li>• Differentiate and capture market share</li><li>• Reduce cost per case (ALOS, readmissions)</li><li>• Generate new revenue opportunities</li><li>• Achieve operational efficiencies</li></ul>

# Performance Improvement as a Business Imperative for US Hospitals; hardwired into health reform & meaningful use



Transition from a nice to have to a need to have



## Our solution

GetWell@Hospital System

Patient Pathways

Customer ROI

What's Next

# The GetWellNetwork PATIENT JOURNEY



The first digital platform to engage **patients** personally and compassionately throughout the patient care continuum.

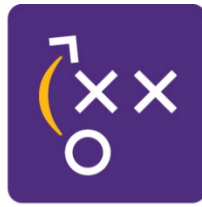




Awareness &  
Expectations



Welcoming  
Wow!



Game  
Plan



Whole  
Treatment



Going  
Home



Taking  
Charge



Healthy  
Living



Pediatric Experience



Adult Experience



Senior Experience

## *Personalized welcome and orientation*

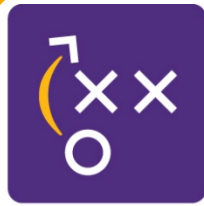




Awareness & Expectations



Welcoming Wow!



Game Plan



Whole Treatment



Going Home

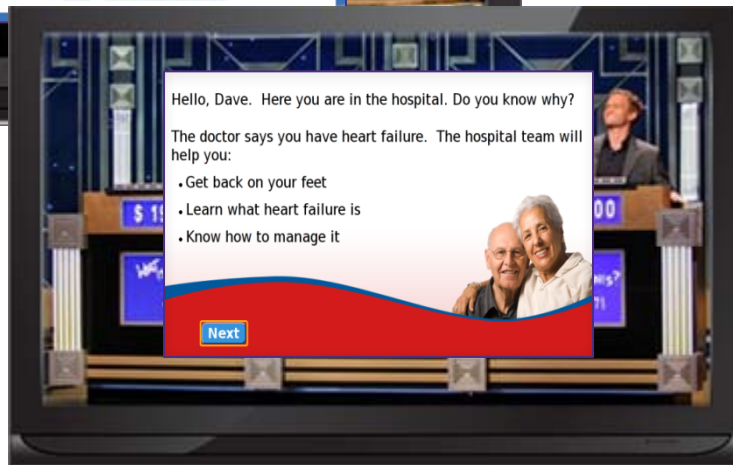
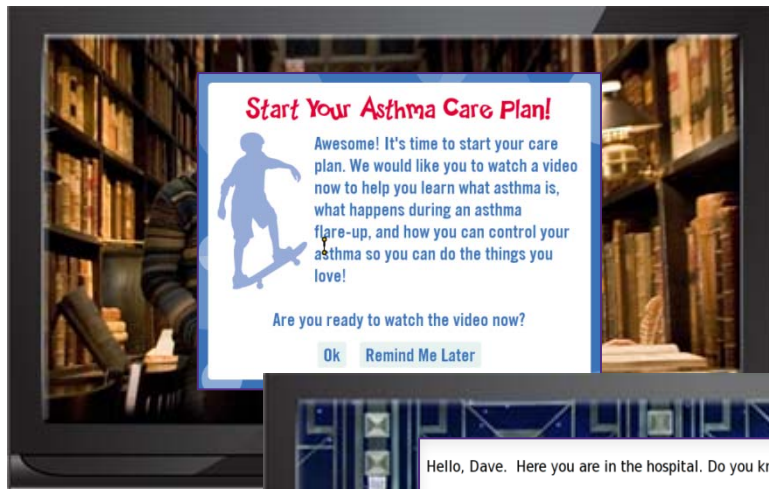


Taking Charge



Healthy Living

## Configurable Care Plans for Specific Patient Populations



Patient Experience



Clinician Experience



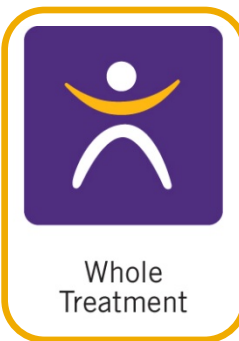
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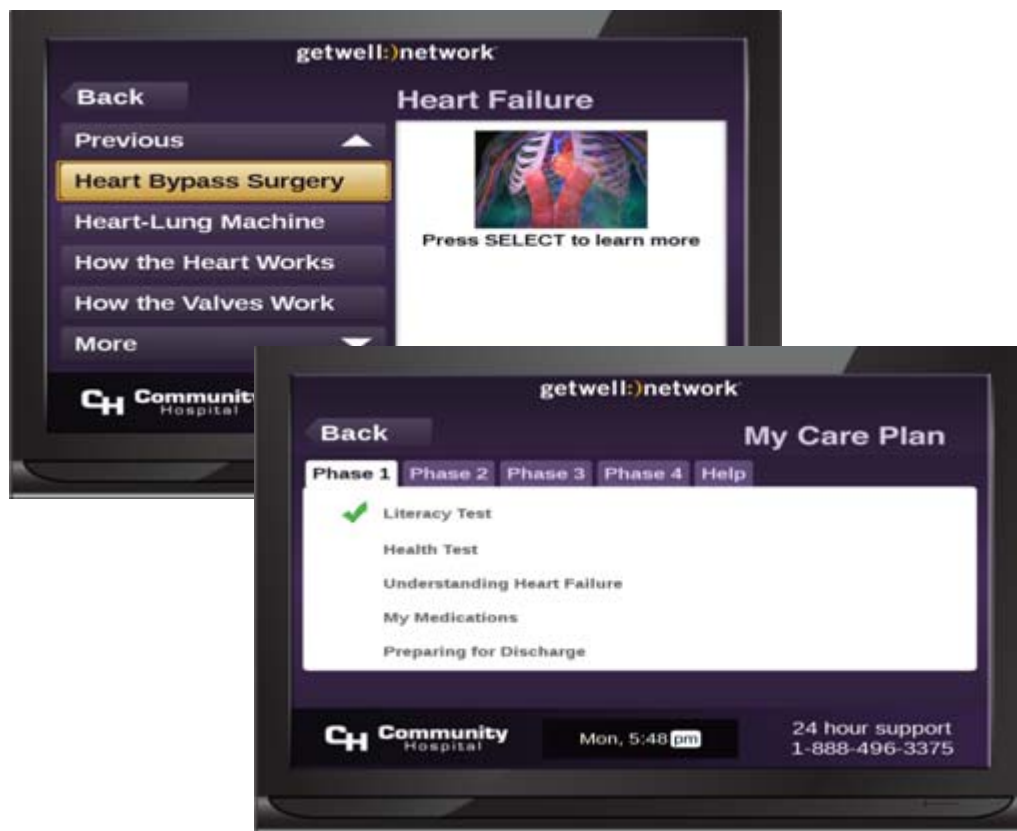


Taking  
Charge



Healthy  
Living

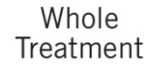
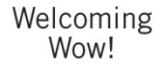
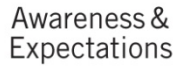
## Track Patient Progress – Heart Failure Care Plan



Patient Experience



Clinician Experience

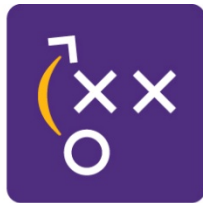




Awareness &  
Expectations



Welcoming  
Wow!



Game  
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Whole  
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Going  
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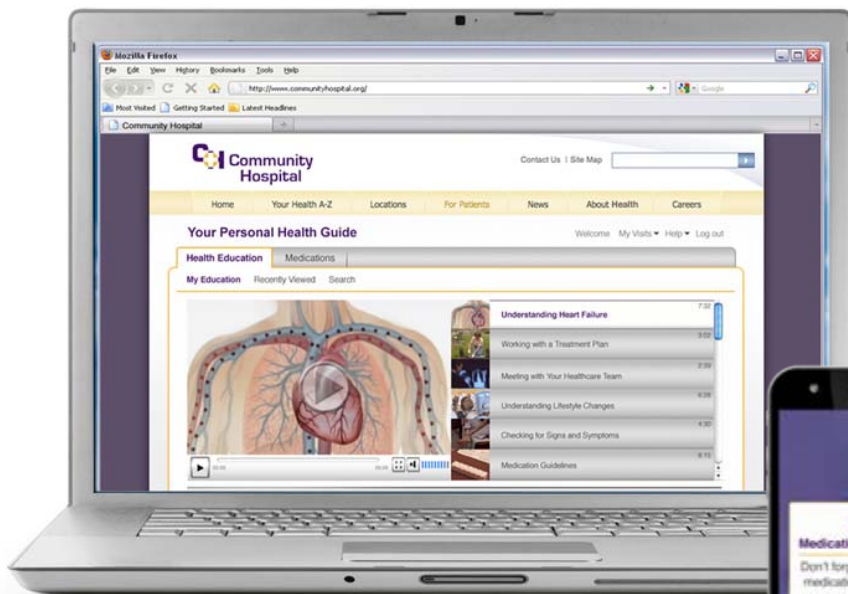
Taking  
Charge



Healthy  
Living

## GetWell@Home (2011 Launch)

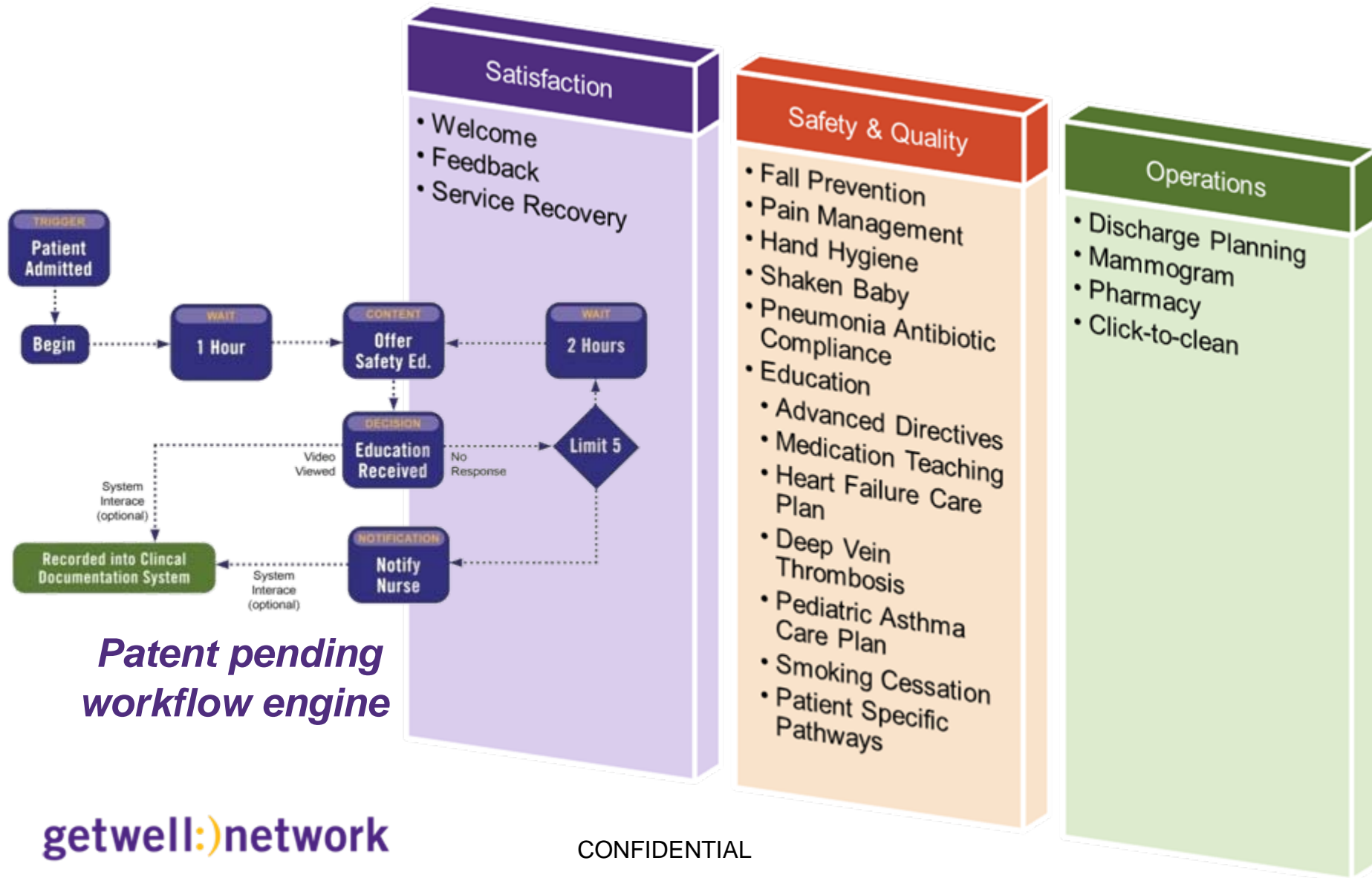
- Facilitates pre & post discharge care
- Extends provider reach along the patient care continuum



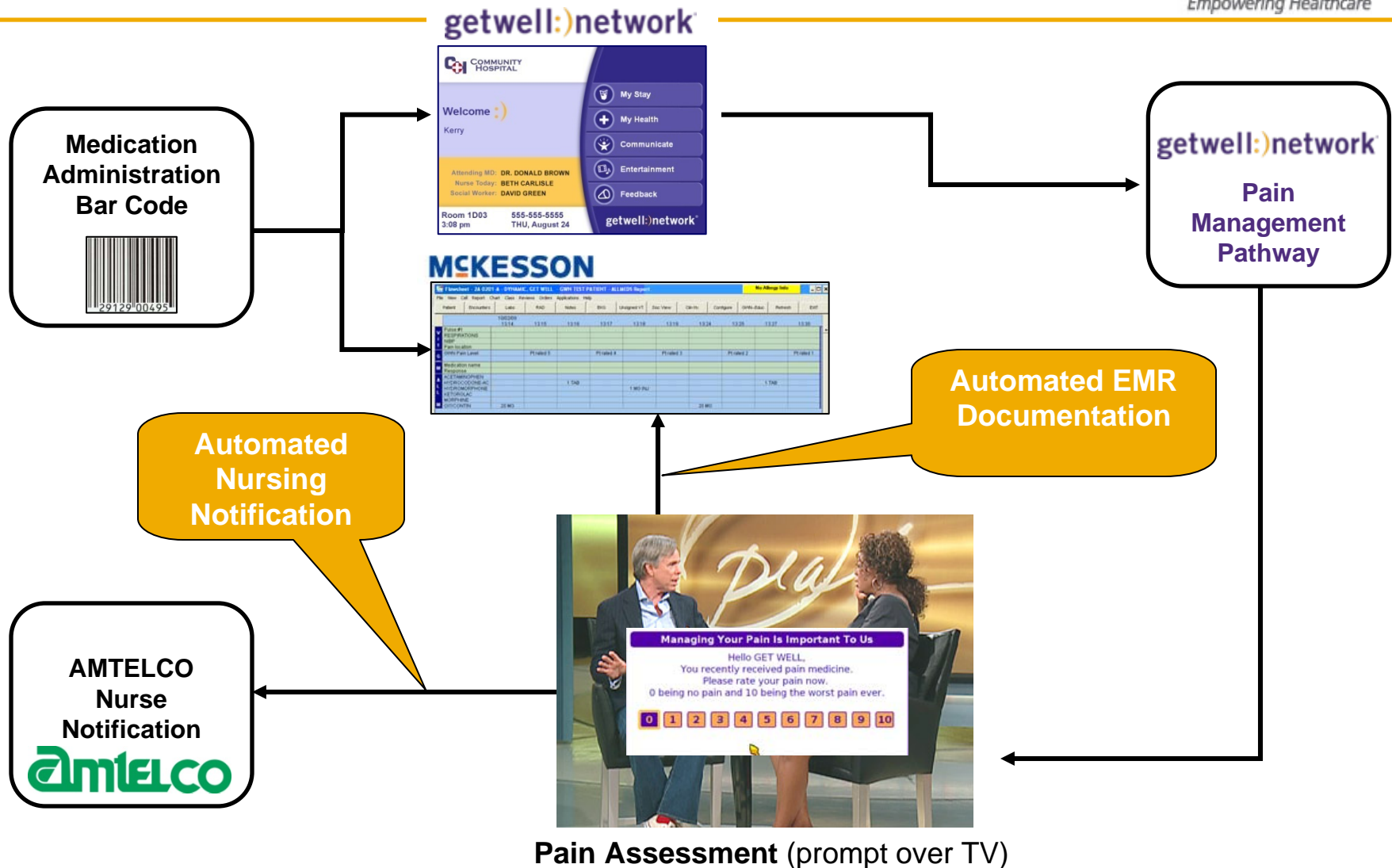


# Patient Pathways™

## Drive Engagement and Outcomes

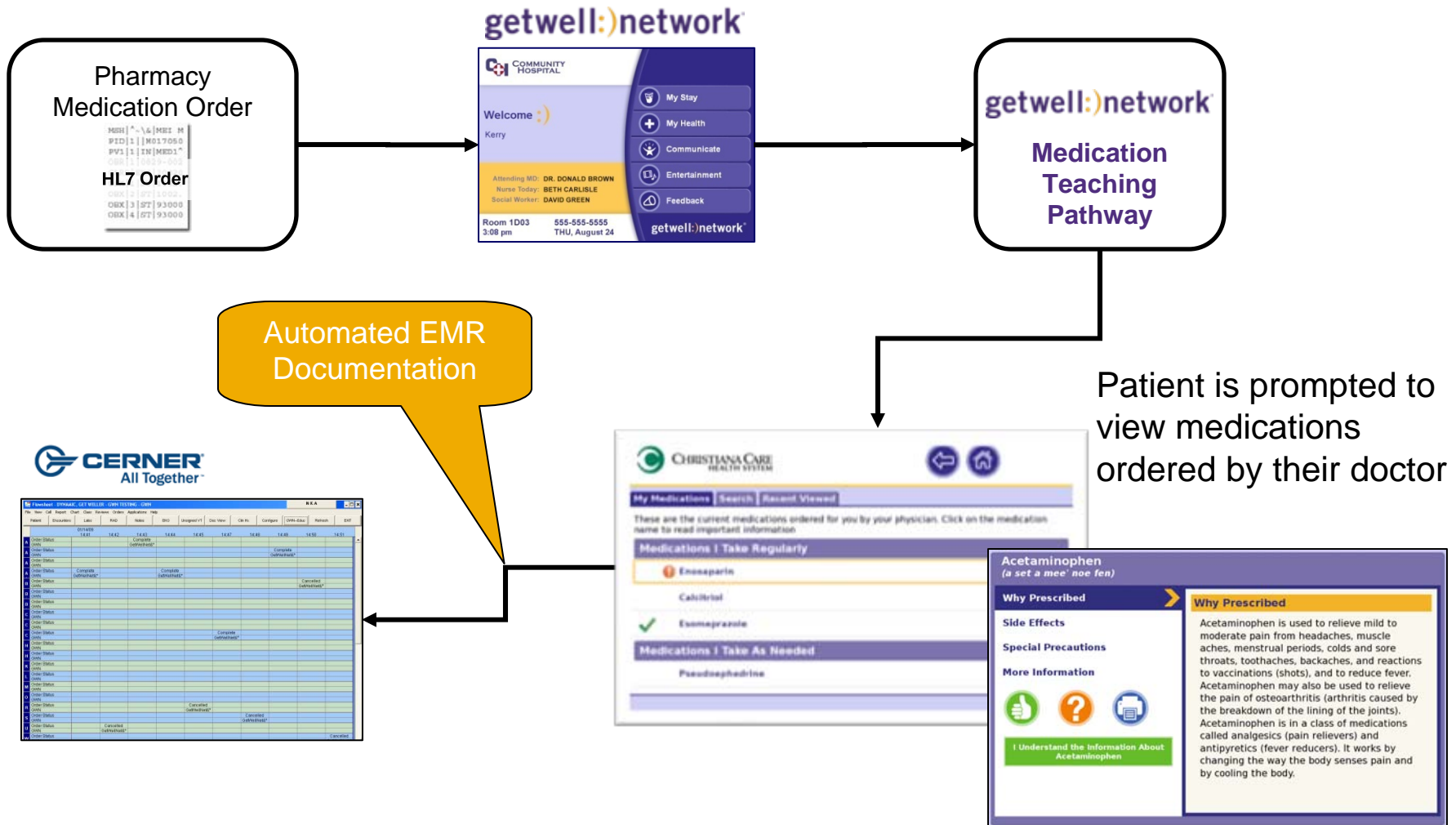


# Pain Management Pathway





# Medication Teaching Pathway



# Case Study & Value Delivery/ROI



## Profile:

- 411-bed community hospital in Winchester, VA
- Client since 2003 (5-yr renewal in 2008)
- # GetWell beds live: 360
- Key applications: Falls Pathway, Pain Management Pathway, Service Recovery Pathway

Target Outcomes	Baseline	2010 YTD	Impact
<b>Service Excellence</b> <ul style="list-style-type: none"><li>•Room Cleanliness HCAHPS</li><li>•Pain Control HCAHPS</li></ul>	68.6 % 62.4 %	76.1 % 72.5 %	10.9 % Improvement 12.9 % Improvement
<b>Quality &amp; Safety</b> <ul style="list-style-type: none"><li>•Pain Management RN time</li></ul>	9 min/pain assessment	637 hrs saved in 90 days	\$165,218 savings
<b>Safety</b> <ul style="list-style-type: none"><li>•Fall Reduction</li></ul>	4.5/1000	3.1/1000	31 % Improvement

# Case Study & Value Delivery/ROI



## Profile:

- 700-bed academic medical center in Charleston, SC
- Client since 2004 (5-yr renewal in 2009)
- # GetWell beds live: 429
- Key applications: Environment of Care/Service Recovery Pathway, Pneumonia Pathway, Retail Pharmacy Pathway

Hot Spot Focus	Baseline	2010 YTD	Impact
<b>Service Excellence</b> <ul style="list-style-type: none"> <li>• Room Cleanliness (PG)</li> </ul>	36 <sup>th</sup> Percentile	44 <sup>th</sup> Percentile	22.2% Improvement
<b>Quality &amp; Safety</b> <ul style="list-style-type: none"> <li>• PN Vaccine</li> <li>• Influenza Vaccine</li> </ul>	70% 65%	100% 83%	42.9% Improvement 27.7% Improvement
<b>Financial</b> <ul style="list-style-type: none"> <li>• Retail Pharmacy</li> </ul>	\$107,495	\$621,937	478% Increase in outpatient pharmacy revenue

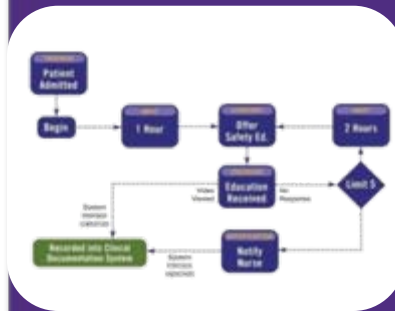
# Platform Evolution

## On-Demand



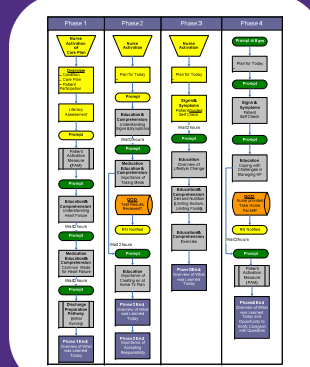
2001

## Patient Pathways™



2005

## Interactive Care Plans



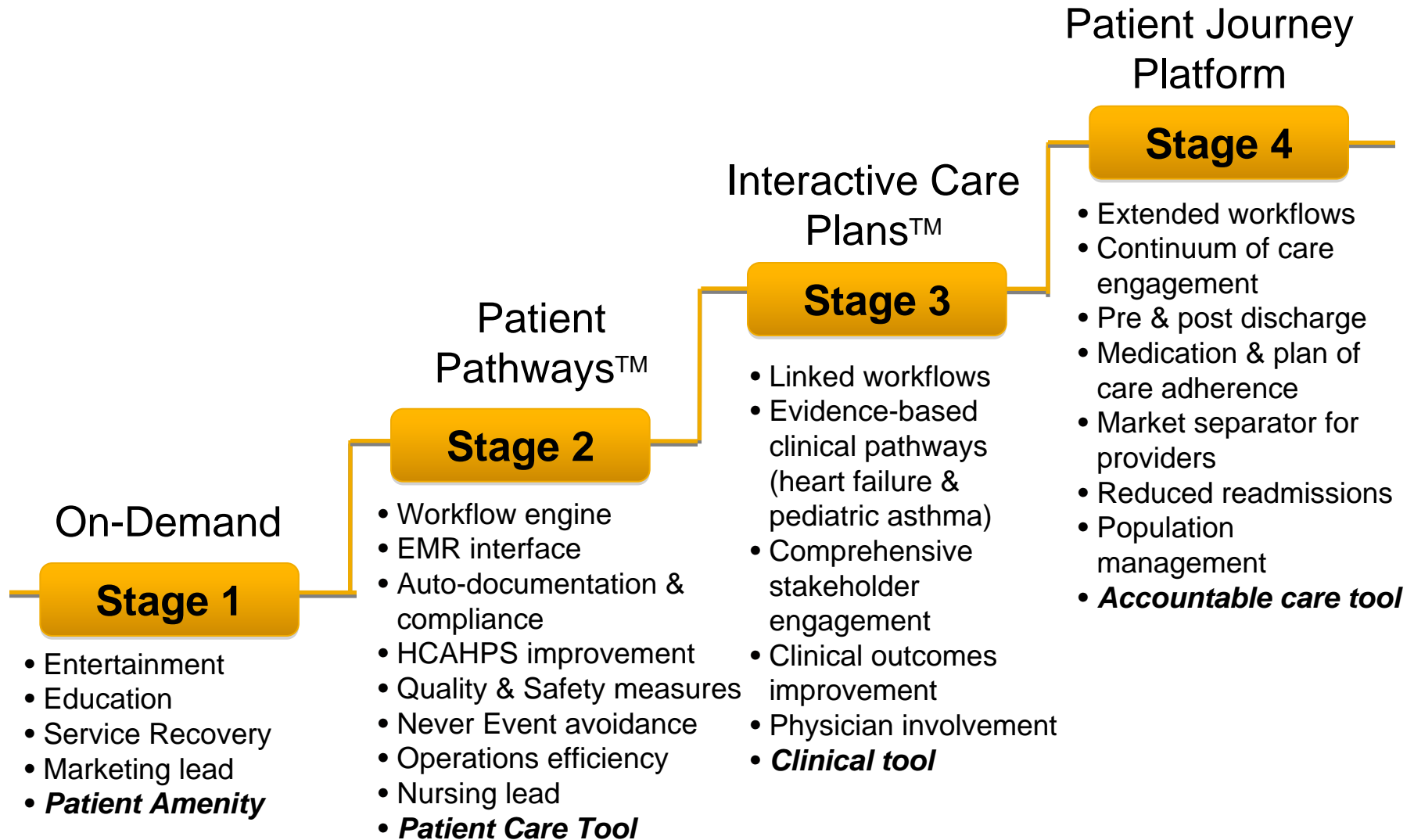
2009

## Patient Journey



2011

# Value Evolution of Interactive Patient Care

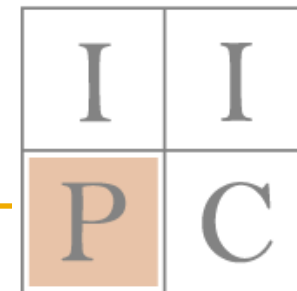


# Leading Providers Embracing IPC





# IIPC National Advisory Board



## National Advisory Board

<b>David Nash, MD, MPH, Chairman</b>	<b>Founding Dean, Office of Health Policy, Thomas Jefferson University</b>
<b>David Wright, MPH</b>	<b>President, Institute for Interactive Patient Care</b>
Rhonda Anderson, RN, DNSc, FAAN, FACHE	Chief Executive Officer, Cardon Children's Medical Center
Leah Binder, MA, MGA	Chief Executive Officer, The Leapfrog Group
John Boyce, MD, FACP	Chief, Section of Infectious Diseases, Hospital of St. Raphael
Patrick Cawley, MD, FHM, MBA, FACP	Executive Medical Director, Medical University of South Carolina
Karen N. Drenkard, PhD, RN, NEA-BC, FAAN	Director, Magnet Recognition Program, ANA
Val Gokenbach, DM, RN, CNAA	Vice President, Chief Nurse Executive, William Beaumont Hospital
Jerod Loeb, PhD	EVP, Div. of Quality Measurement and Research, The Joint Commission
David Merritt	Vice President, Center for Health Transformation
Jeremy Nobel, MD, MPH	Professor, Harvard School of Public Health
Michael O'Neil, Jr., JD, MBA	Founder, Chief Executive Officer, GetWellNetwork
Brian Robinson, MHSA	Executive Vice President, Studer Group
Ruth Sullivan, MS, RNC, CRRN, NE-BC, FSHCA	Director, Patient/Family Advocacy, Shore Health System
Barbara Summers, PhD, RN, NEA-BE, FAAN	Vice President & Chief Nursing Officer, The University of Texas
Charlotte Yeh, MD FACEP	Chief Medical Officer, AARP Services

# 2011 Research Agenda



## Fall Reduction Study

### Research Objectives

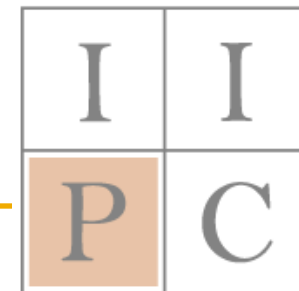
1. Reduce fall rate/1000 patient days
2. Reduce fall injury rate
3. Reduce average cost per case for patients who have a fall with injury
4. Reduce average length of stay for patients who have a fall with injury

## Heart Failure Study

### Research Objectives

1. Reduction in HF readmission rate 30 days post discharge
2. Reduction in average length of stay for heart failure patients
3. Reduction in overall hospital cost/case due to a reduction in readmissions
4. Improvement in patient satisfaction with discharge preparation

# IIPC Research Hospitals



# In Closing

- *Patient engagement* is a core strategy for outcomes improvement & a business imperative for providers
- Proven quality and safety improvements with patients who are effectively activated
- An opportunity to collaborate on a paradigm-changing model of patient care

