

# Careworks Convenient Healthcare The Geisinger Health System Experience

National Retail Clinic Summit - Philadelphia 3.1.10

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# Retail Clinics

An innovative, growing segment in healthcare. But ...

Wolves in sheeps clothing?

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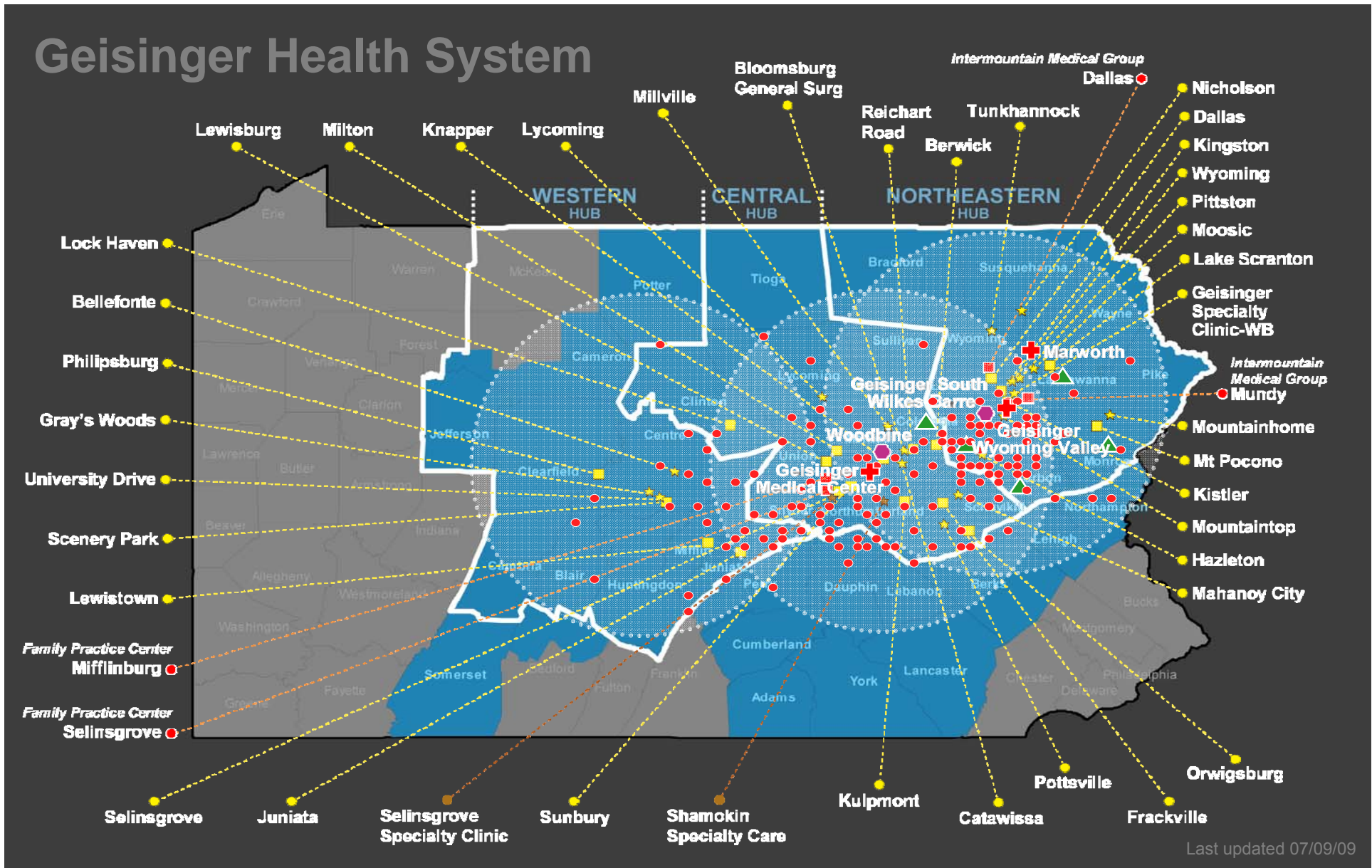
Fragmentation of care

Possible effects on quality of care

Access to health record with pertinent patient information

Impact on medical home model

# Geisinger Health System



Last updated 07/09/09

- Geisinger ProvenHealth Navigator Sites
- Contracted ProvenHealth Navigator Sites
- ★ Geisinger Medical Groups
- ★ Geisinger Specialty Clinics

- + Geisinger Inpatient Facilities
- ◆ Ambulatory Care Facility
- Geisinger Health System Hub and Spoke Market Area
- Geisinger Health Plan Service Area

- ▲ Careworks Convenient Healthcare
- ☀ (Symbol for Careworks Convenient Healthcare)
- Non-Geisinger Physicians With EHR

# Longitudinal Medical Management

The screenshot displays the Epic SmartSet Editor interface. The window title is "Epic Hyperspace - LOCUST COURT - GHS Production - TAMMY-BEST PRACTICE ANDERER". The interface includes a menu bar (Desktop, Action, Options, Reports, Tools, Help) and a toolbar with navigation and utility icons. The main area is titled "SmartSet Editor" and shows the configuration for a SmartSet named "CONVENIENT CARE WELL PACKAGE" with ID 3120, Version Num 1, and Version Date 5/19/2006. The configuration is organized into sections: DOCUMENTATION, PATIENT INSTRUCTIONS, and ORDERS. Under DOCUMENTATION, "PROGRESS NOTES" is expanded, showing "CONVENIENT CARE WELL PACKAGE - Rt click here to view/change notes" which is checked. Under PATIENT INSTRUCTIONS, "PATIENT INSTRUCTIONS - Prints at Checkout" is checked. Under ORDERS, there are two sub-sections: "LABS - today for today" and "LABS - Futured for 1 month". Each sub-section lists various lab tests with checkboxes. The "LABS - today for today" section includes CBC [85027], CHOLESTEROL [82465.03], GLUCOSE [82947.09], HEMOGLOBIN, A1C [83036], LIPID PANEL(aka TRIGLYCERIDES) [80061], and ROUTINE URINALYSIS [81002]. The "LABS - Futured for 1 month" section includes the same list of lab tests. On the right side, there are status indicators for "Standing" (green dot) and "Future" (purple square), and an "Associations" button. A "Save As..." button is located at the bottom right of the editor area.

# Geisinger Careworks

- Retail and worksite clinics powered by Geisinger's EMR  
- Founding board member of Convenient Care Association 10/06 
- Alliance with Lehigh Valley Health 9/08 
- Provide consulting and management services to other health systems

# Geisinger Building Blocks

(How We Got Started)

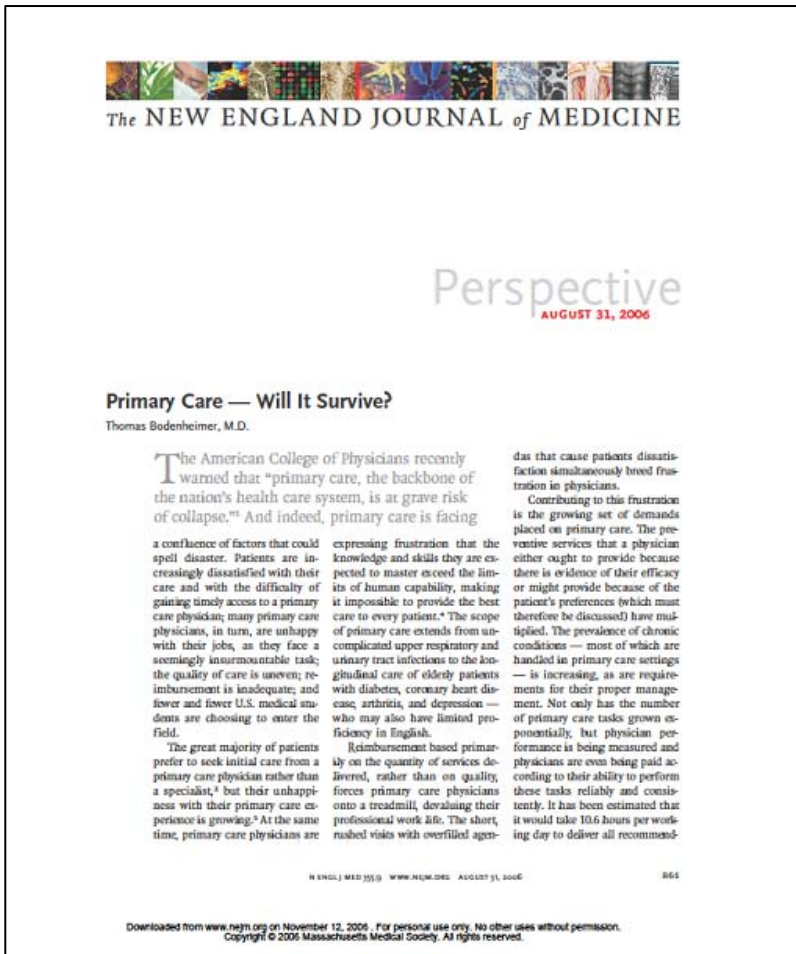
- Innovation focus
- Operational capacity
- Retailer relationship
- Financial appetite
- Political will
- Know-how

# Investment Rationale

- Clinics will open in the community, with/out us
- Being on the offensive offers upside potential
- Being on the offensive also provides a strong defense
- Presence of kiosks could allow for reduced physician requirements during off hours



# Time Required for Primary Care of Patients



## Hours/Day

- Acute Care 4.6
  - Preventive Care 7.4
  - Chronic Care 10.6
- 22.6**

Figure 2: Profiles of the Six Health Care Consumer Segments

Selected Distinctions	Content & Compliant	Sick & Savvy	Online & Onboard	Shop & Save	Out & About	Casual & Cautious
Size (2008)	29.3%	24.3%	7.3%	1.6%	9.1%	28.4%
Size (2009)	28.5%	25.3%	8.0%	2.4%	8.2%	27.6%
Change	-0.8%	+1.0%	+0.7%	+0.8%	-0.9%	-0.8%
System use	Medium	Highest	High	Medium	Medium	Lowest
Care preferences	Traditional, most likely to prefer authoritarian doctors	Traditional, but wants to be engaged with providers in making decisions	Traditional, but open to non-conventional (e.g., retail clinics)	Traditional, but open to non-conventional, seeks lower-cost doctors	Alternative, prefers holistic approaches and natural remedies, open to non-conventional	Disengaged, but currently leans toward traditional, seeks lower-cost doctors
Satisfaction	Most satisfied	Satisfied	Satisfied	Less satisfied	Least satisfied	Less satisfied
Adherence	Most compliant	Compliant	Compliant	Less compliant	Least compliant	Less compliant
Information	Least likely to seek information and compare alternatives	Strongest sense of quality differences, likely to seek coverage details, trust websites, have personal health record	Most likely to compare doctors, use cost/quality info, trust websites, have personal health record	Likely to compare doctors, use cost/quality and coverage info, have personal health record	Least likely to trust doctor's advice	Weakest sense of quality differences, less likely to seek information
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## 46% open to non-traditional care

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## Opportunity for patient activation

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# Our Experience

- Square peg in a round hole
- Site strategy
- Consumer marketing
- Brand development
- Referrals and downstream revenue
- New target market
- Delivering quality care
- Patient satisfaction
- Physician acceptance

# Integrating Retail Clinics into a Local System of Care

# Continuum of Integration

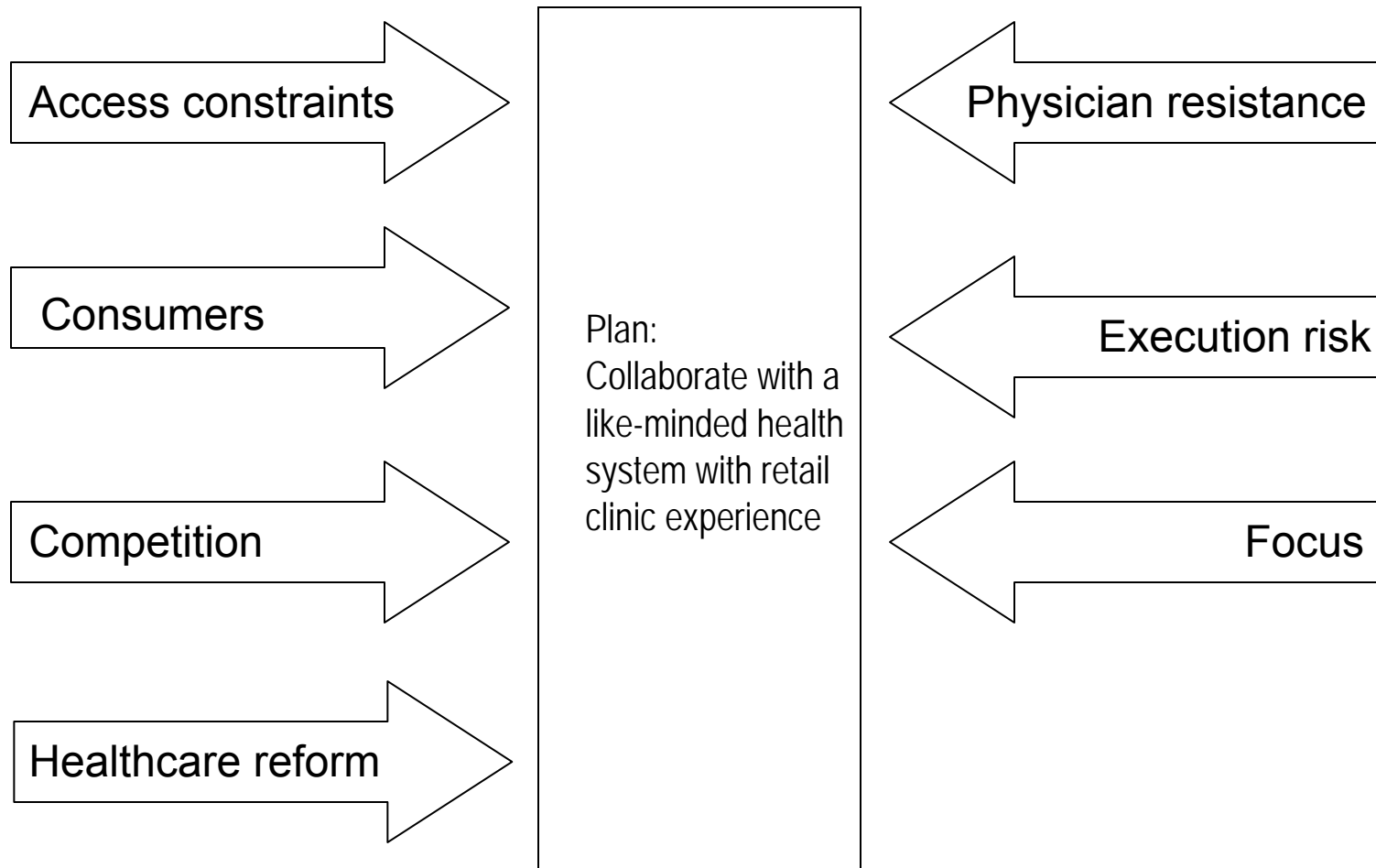


Traditional Community  
Hospital Model

Fully Integrated  
Health System



# Force Field Analysis



# Initial physician support (or lack thereof)

- Physician leaders
- Employed physicians
- Affiliated physicians

Local competition

Size of practice

FM ▪ GIM ▪ EM ▪ Peds

Stage of practice

# Community Physician Liaison

- Primary care physician
- Independent and local
- Medical community credibility

} Background

- Interface
- Trouble shoot
- Quality oversight
- Facilitate collaboration
- Clinic promotion and outreach

} Role

# Development Principles

- Focus on services that are least threatening to PCPs and build trust
- Make respect for patients medical home tangible
- Identify physician communication preferences
- Follow-through on communication promise

# Communication Tactics

- Department chair meetings
- Medical staff presentations
- Outgoing email and letter
- Promote awareness of medical liaison role
- Outreach to individual practices
- Leverage trust of health system

## Our Experience (So Far)

- Physicians interested in collaboration
- No detectable impact on patient visits
- Quality of care not a concern
- Improved continuity of care
- Well received by patients