



# Becoming Accountable:

**Delivering Value-Based Care  
through Optimal Use of IT  
and Data**

**Craig E. Samitt, MD, MBA  
President & CEO, Dean Health System  
National Health IT and Delivery System  
Transformation Summit  
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# Our Focus Today

- ***Our Structure:*** Introducing Dean Health System
- ***Our Progress:*** On the Journey towards Accountability
- ***Our Strategies:*** Delivering Value-Based Care through Optimal Use of IT and Data



# An Introduction to Dean

- Dean Health Systems, Inc. (“DHS”) is one of the largest integrated healthcare systems in the Midwest
  - December 31, 2010 LTM revenue of \$1.3 billion; EBITDA of \$50+ million
- Multi-specialty physician group practice
  - 500+ physicians providing over 1.5 million ambulatory visits per year
  - Network of more than 60 locations
  - Strategic partnership with SSM Health Care (“SSM”) – began in 1912
  - Estimated 30% service area market share by physician services
- Health insurance provider (“DHI”) and PBM (“Navitus”)
  - Provides healthcare coverage to approximately 300,000 members
  - Estimated 20% service area market share by enrollees
  - Largest HMO in Wisconsin
- A Vision to Transform Healthcare



# A Vision to Transform Healthcare

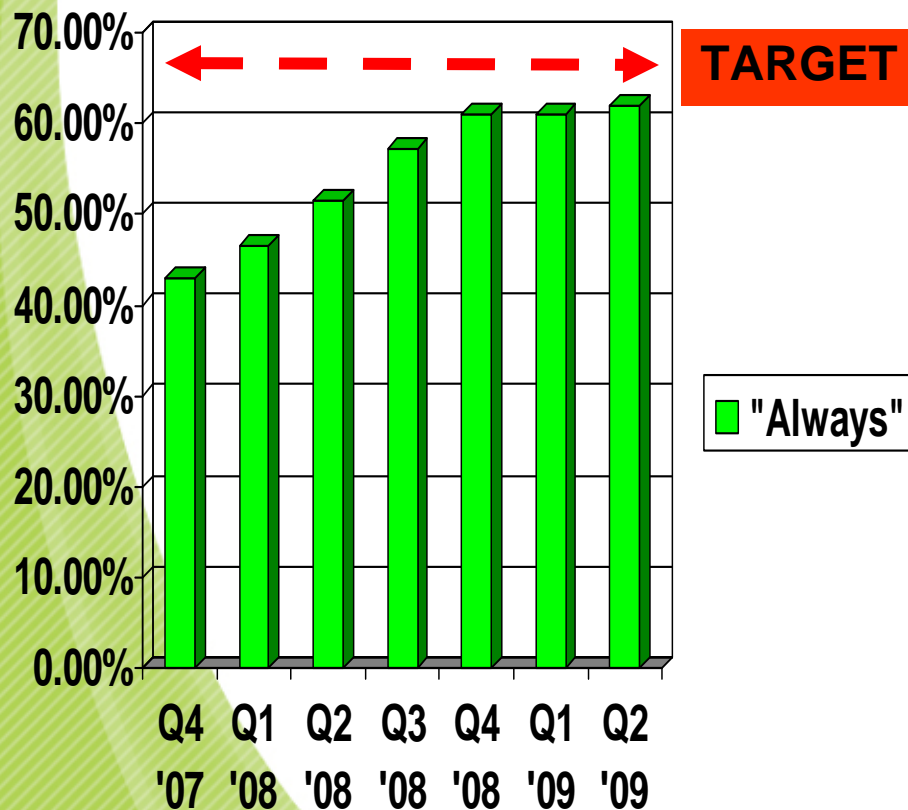
- Our Vision: “We are passionate about keeping our patients healthy, exceptional at caring for them when they are sick, and efficient in providing them with the best value and service.”
- Our Focus: **Let the rest of our industry focus on Volume. We’re focusing on Value.**
  - Delivering Effective Care
  - Delivering Patient-Centered Care
  - Delivering Efficient Care

# Delivering Value by Winning in a Transparent World



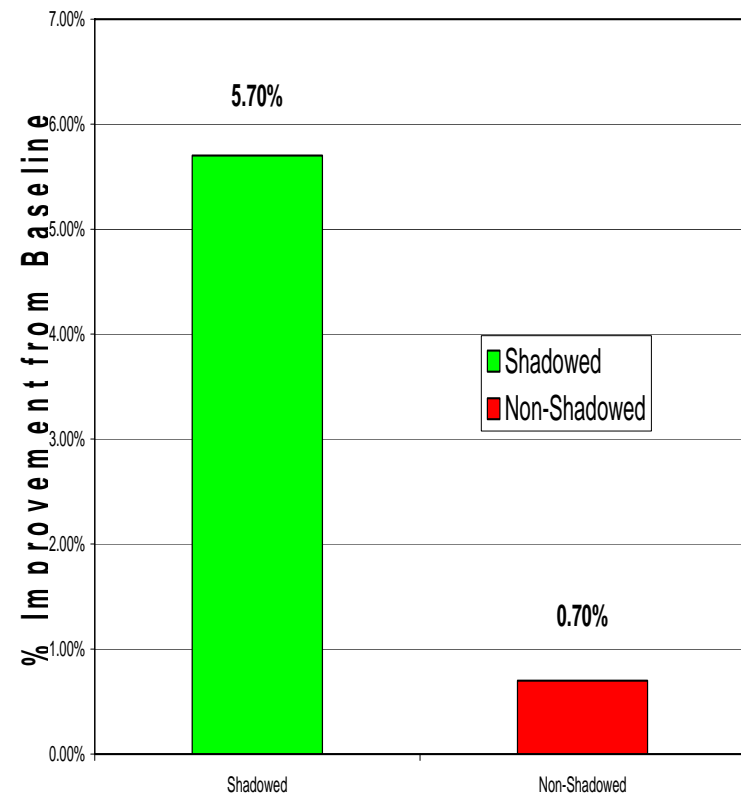
# Delivering Value through Service

“How often did you get an appointment as soon as you thought you needed it? (Primary Care)”



## Average Improvement in Overall Provider Rating

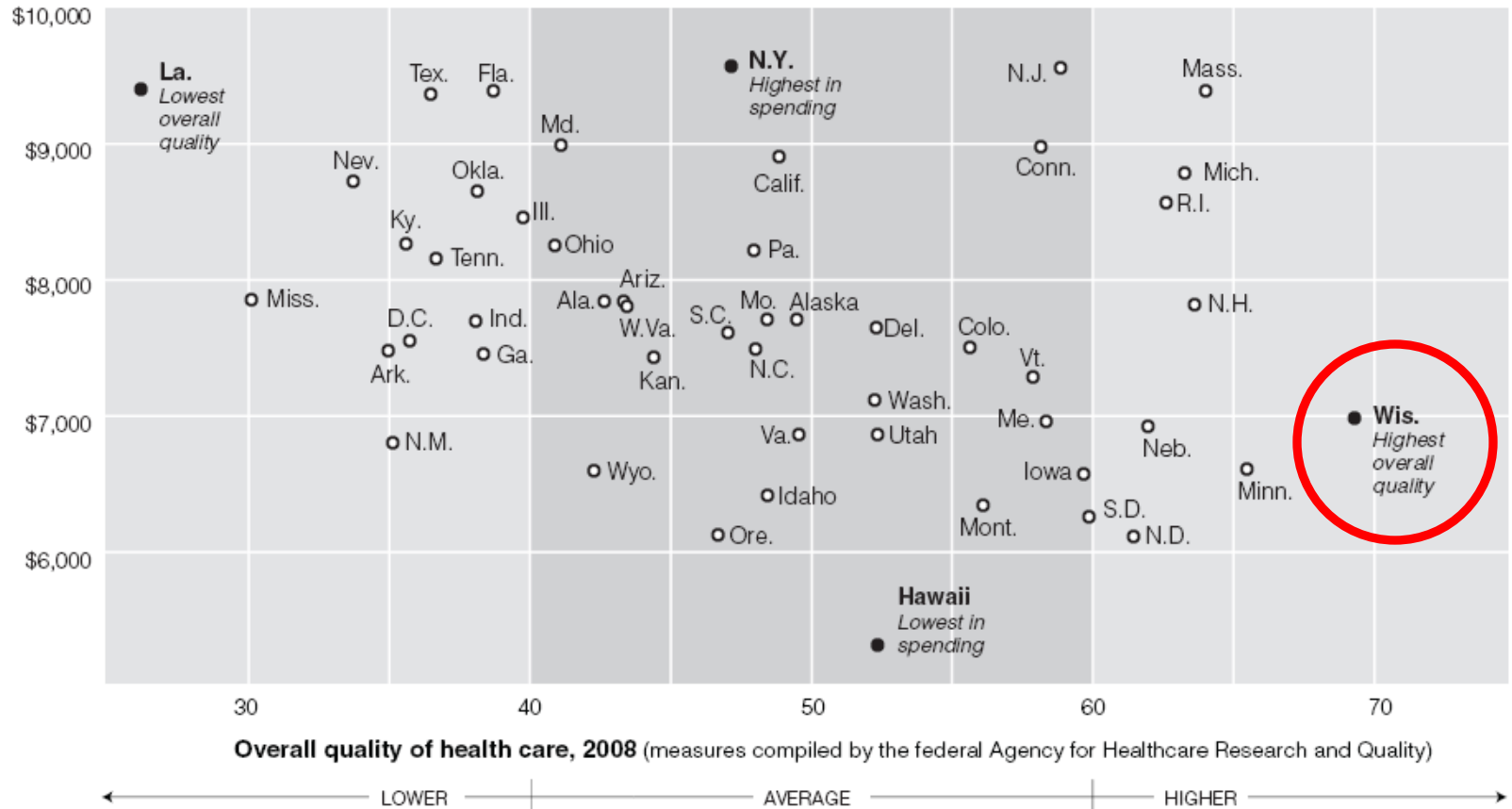
(Shadowed vs. Non-Shadowed, variable baseline to Dec. '10)



# Delivering Value through Quality:

## Where we stand in the nation

Medicare spending per beneficiary, 2006 (according to the Dartmouth Atlas of Health Care)



THE NEW YORK TIMES



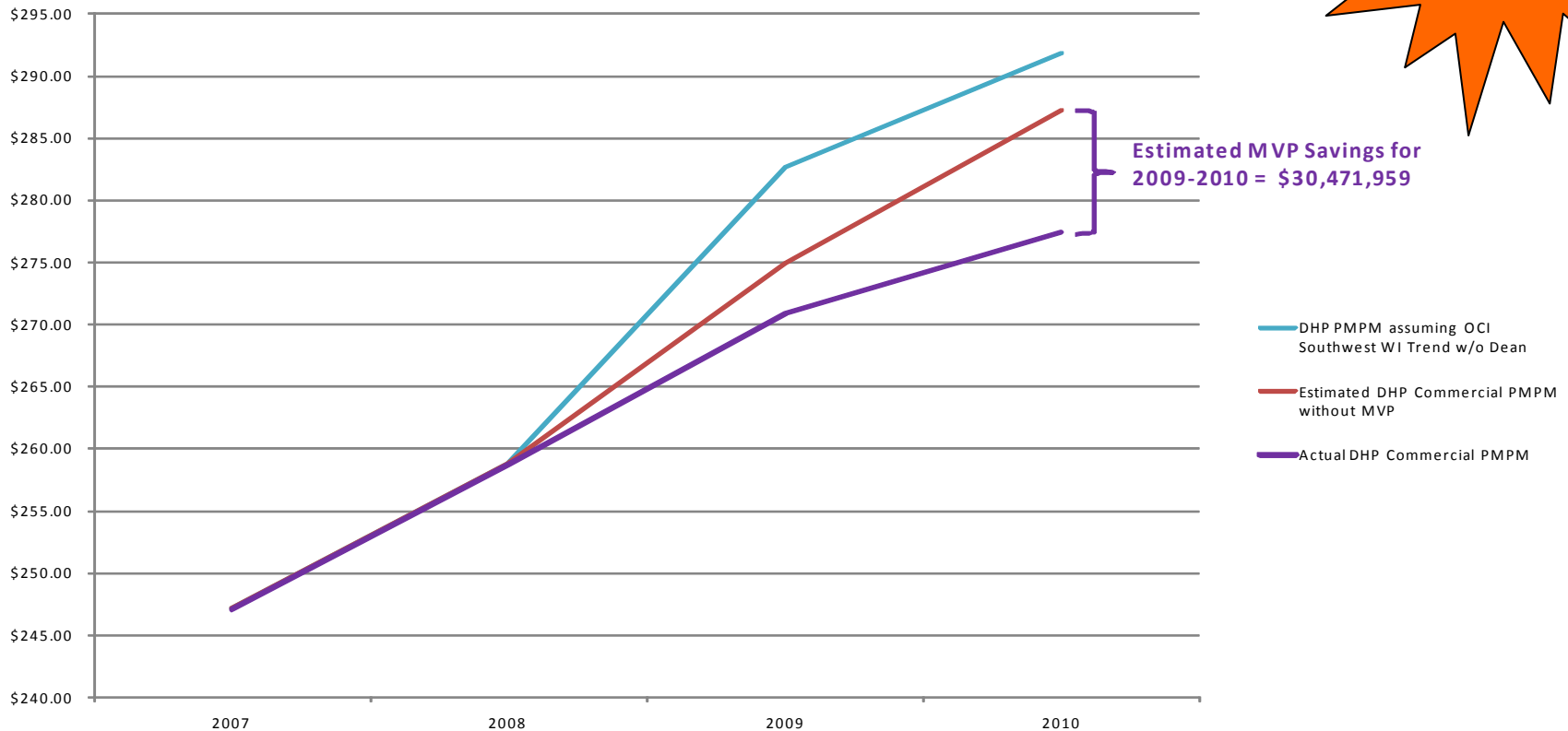
# Delivering Value through Quality:

## HEDIS/WCHQ Measure Progress from 2009 to 2011

Measure	30-Sep-2009	31-Dec-2009	30-Apr-2010	30-Sep-2010	31-Dec-2010	30-Apr-11
Overall Rating of Provider	75.9%	75.9%		76.4%	77.0%	
HbA1c Testing	68.6%	69.7%	68.0%	68.1%	69.6%	72.0%
LDL Testing	85.8%	86.7%	85.0%	84.3%	86.5%	88.3%
Nephropathy Screening	77.8%	79.1%	79.5%	79.7%	81.8%	85.6%
BP Control	49.9%	47.6%	48.7%	51.9%	49.1%	48.8%
LDL Testing	85.0%	85.9%	87.1%	86.7%	88.3%	87.8%
BP Control	73.7%	71.9%	72.7%	75.1%	73.0%	73.2%
Cervical Cancer Screening	83.6%	84.0%	84.2%	83.9%	83.4%	82.9%
Colorectal Cancer Screening	73.0%	73.5%	74.1%	74.7%	74.5%	74.4%
Tobacco Cessation	-	-	-	54.5%	55.5%	56.6%
Child Imm (Combo 3)	-	36.1%	57.8%	83.4%	85.7%	86.0%
Postpartum Care	89.0%	88.5%	88.9%	89.1%	89.5%	88.5%
My Chart Enrollment	18.6%	19.0%	20.9%	23.5%	25.3%	29.0%
Generic Utilization (YTD)	75.8%	76.1%	77.0%	77.3%	77.5%	78.9%
90-Day Rx Refill (YTD)	10.5%	11.6%	16.4%	19.6%	21.2%	28.3%
Frontline Composite	78.3%	78.1%		78.8%	79.4%	
Nursing Composite	85.4%	85.3%		85.4%	85.8%	
Routine Appt Access: PC	62.7%	63.8%		65.7%	65.9%	
Routine Appt Access: SC	66.3%	67.1%		69.2%	69.5%	

# Delivering Value by “Bending the Cost Curve”

Trend at ¼ the  
rate of the  
National Trend



DHP PMPM is Commercial only from financial statements

OCI claims trend is derived from OCI reported medical expense and member months, excluding Dean, include all products.

OCI 2010 trend based on Q3 filings.

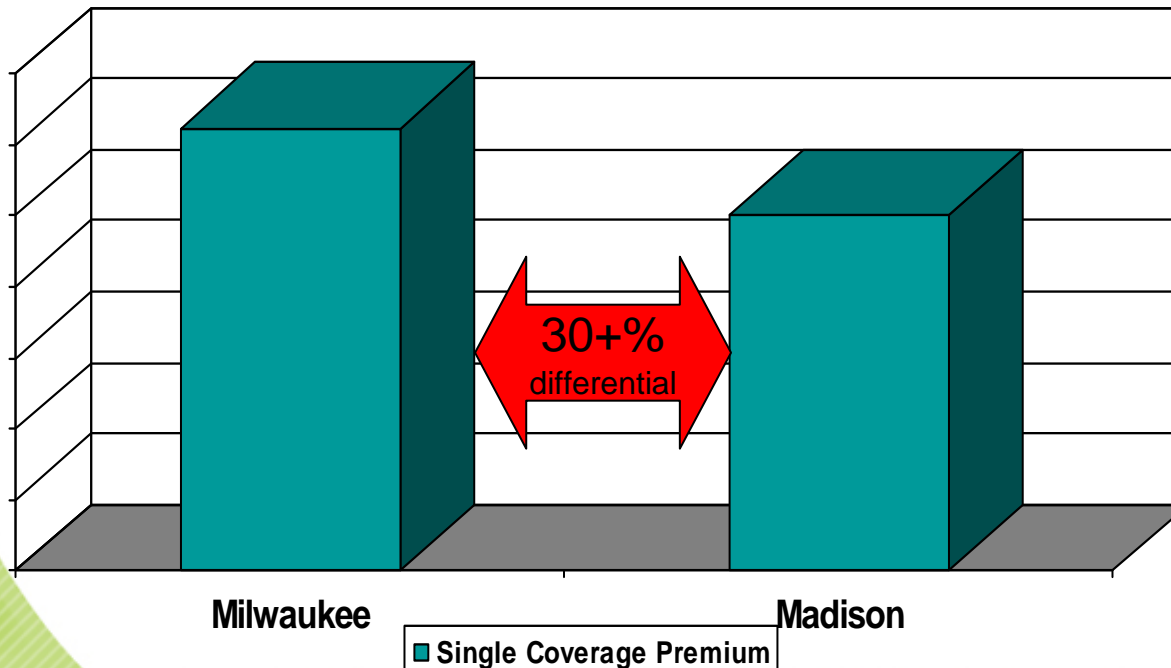
OCI trend applied 2009 and 2010 only.

# Delivering Value to Customers:

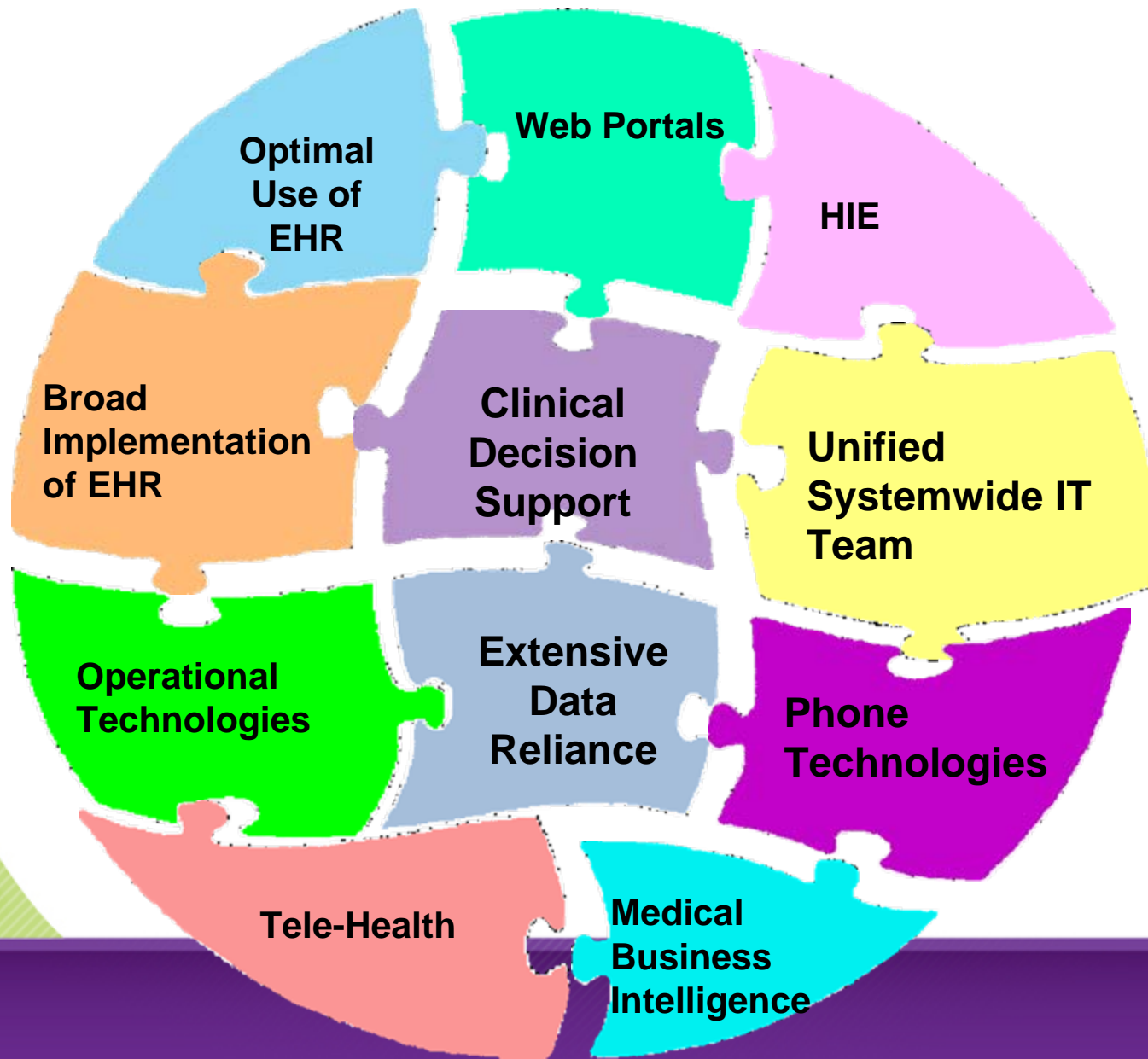
A Cautionary Tale of Two Cities  
75 miles away, but a world apart

**Milwaukee, WI:**  
National for-profit  
payor dominated.  
Lesser system  
Accountability

**Madison, WI:**  
Accountable Care  
Organization dominated.  
Provider-Sponsored  
Plans

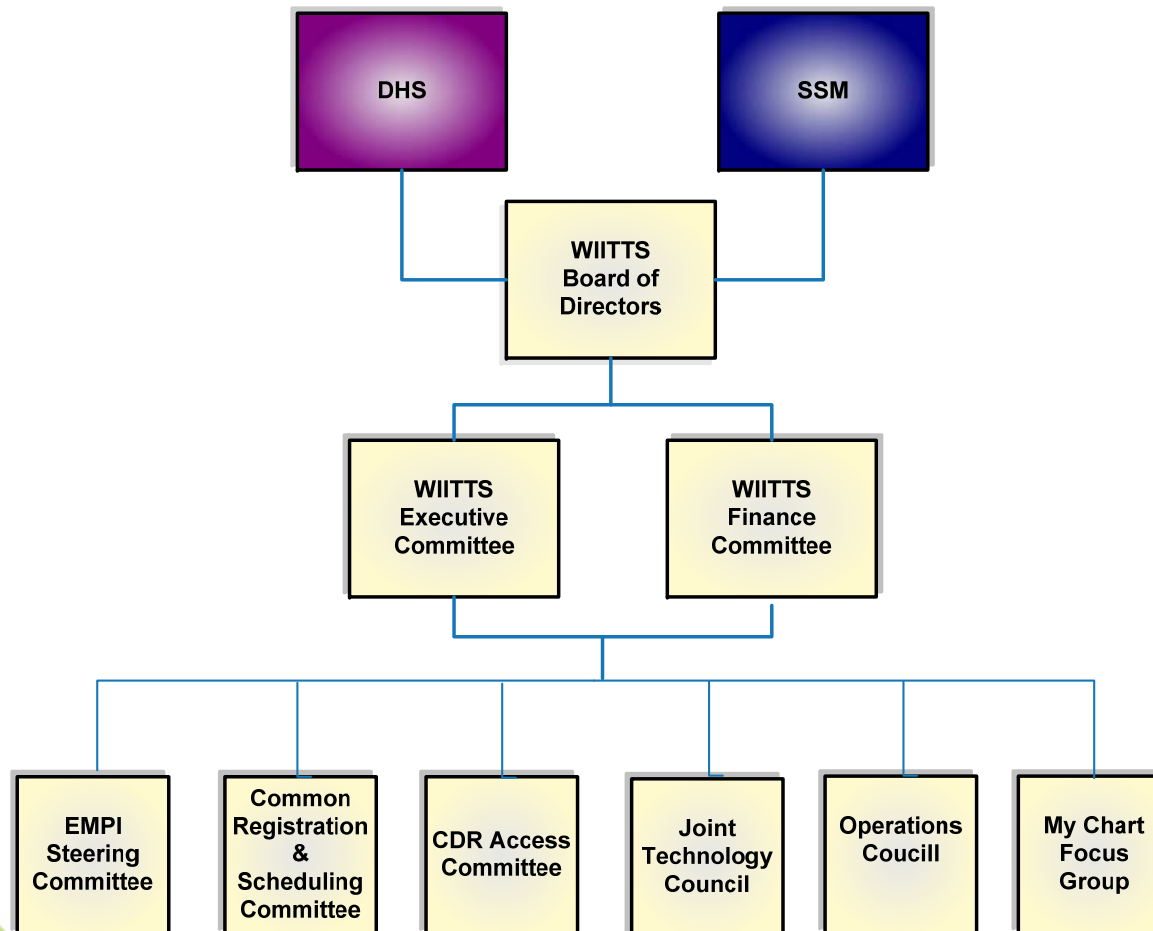


# Delivering Value through IT and Data Tools

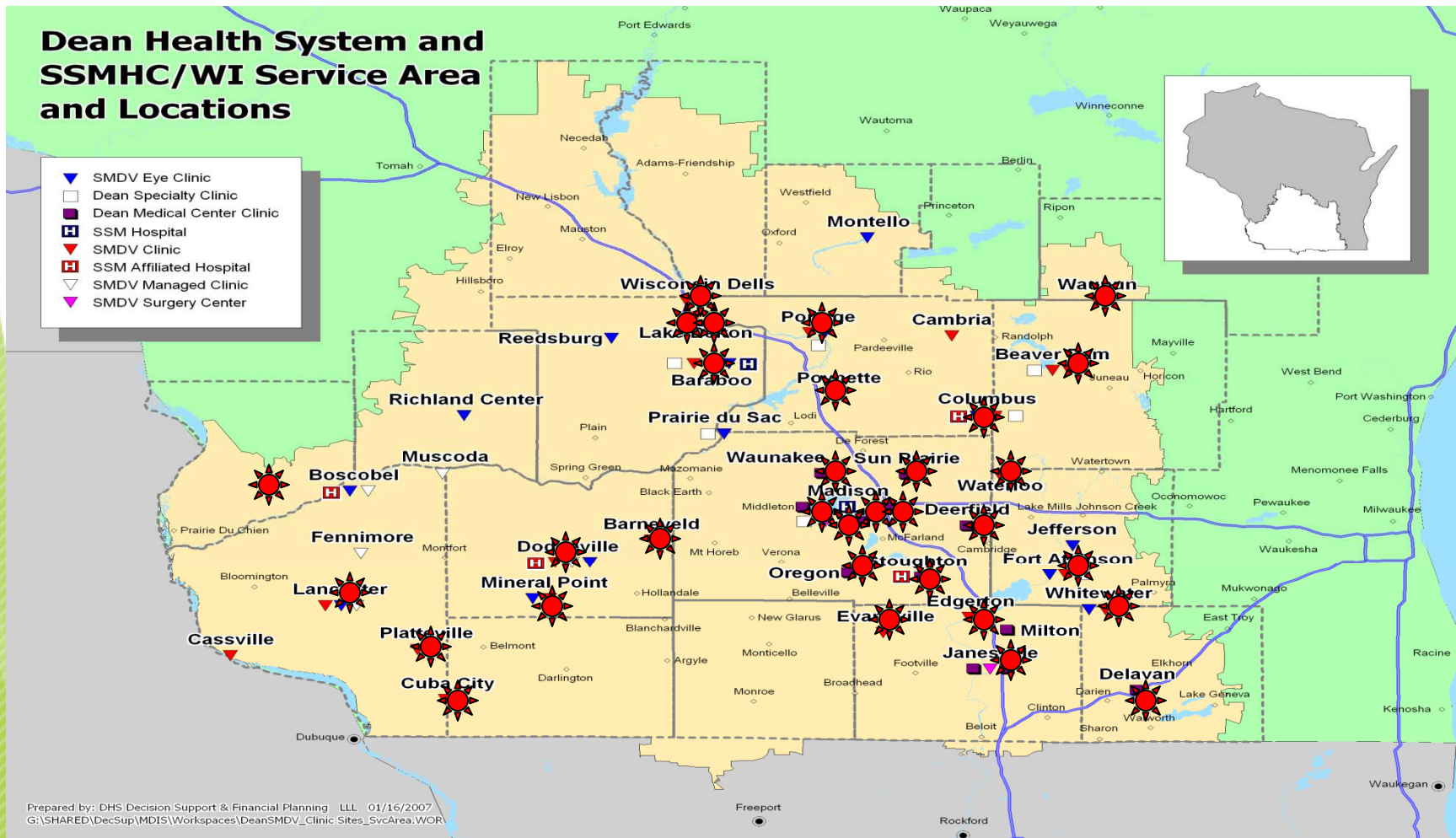




# Unified System IT Team: “Delivering Value through Integration”



# Broad Implementation of EHR: Including hosted implementation with affiliates



# EHR Optimization: Meaningful Use of EHR has not been sufficient. We've focused on "Optimal Use"





# Web Portals: Offering Personalized accessibility that spans generations





# HIE: Care Everywhere and WISHIN

## Care Everywhere Outside Records

Request Summary Update

Summary

Encounters

Lab Results

Other Results



From: **Dean/St. Marys**

Information displayed in this activity will not trigger automated decision support such as interaction warnings or alerts.

[Source Comments](#) | [Recent Encounters](#) | [Allergies](#) | [Medications](#) | [Active Conditions](#) | [Resolved Conditions](#) | [Immunizations](#) | [Surgical Hx](#) | [Medical Hx](#) | [Family Hx](#) | [Social Hx](#)

### Clinical Summary - Wexler, John (58 y.o. male)

As of Feb. 22, 2007

#### Source Comments - Group Health Cooperative

GHC-Madison is fully rolled out on EpicCare at all of its 6 clinics. Most Monona Medical Center inpatient units are fully rolled out, including CPOE. The exceptions are the Pediatric specialty units, which are not yet using EpicCare.  
Last edited: 12/3/06

#### Recent Encounters

Date	Type	Specialty	Providers	Description
08/01/2006	Office Visit	Family Medicine	Seeger, Marty E	Essential Hypertension; Hypercholesterolemia; Hypothyroidism
07/24/2006	Appointment	Physical Therapy	Shaw, Timothy R	
01/17/2006	Orders Only	Family Medicine	Seeger, Marty E	Essential Hypertension (Primary Dx)

#### Allergies

Allergen	Noted Date	Severity	Reactions	Comment
PENICILLINS	08/05/1995		Hives	Confirmed by exam

#### Medications

Prescription	Sig.	Disp.	Refills	Start Date	End Date
SIMVASTATIN 40 MG PO TABS	Take 1 tablet by mouth once a day in the evening.	30	12	01/17/2006	
DILTIAZEM HCL COATED TABLETS 30 MG	Take 1 capsule by mouth every day	30	12	04/17/2006	

# Operational Technologies: Maximizing the Use of Technology to Improve Workflow

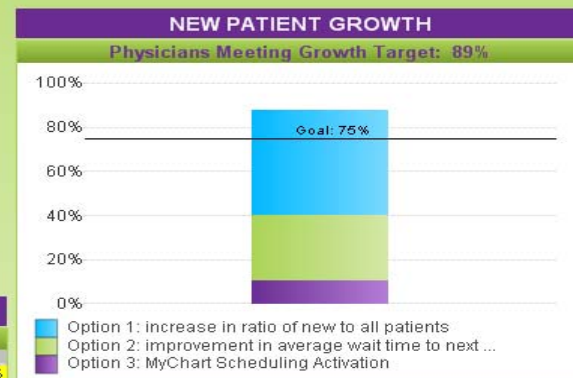
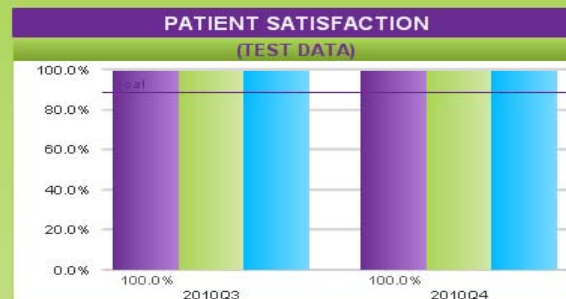
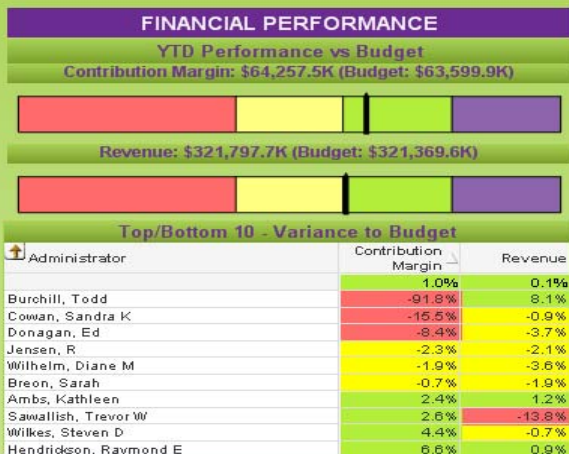




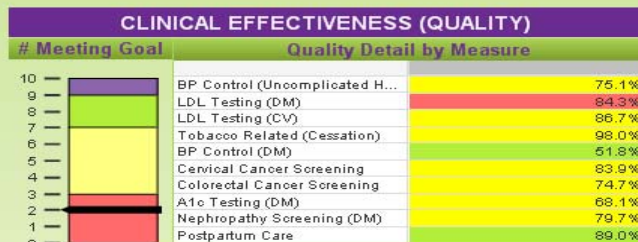
# Phone Technologies: Optimizing Communications via Technology



# Data Reliance: We've worked to benchmark everything, and then share all that we measure

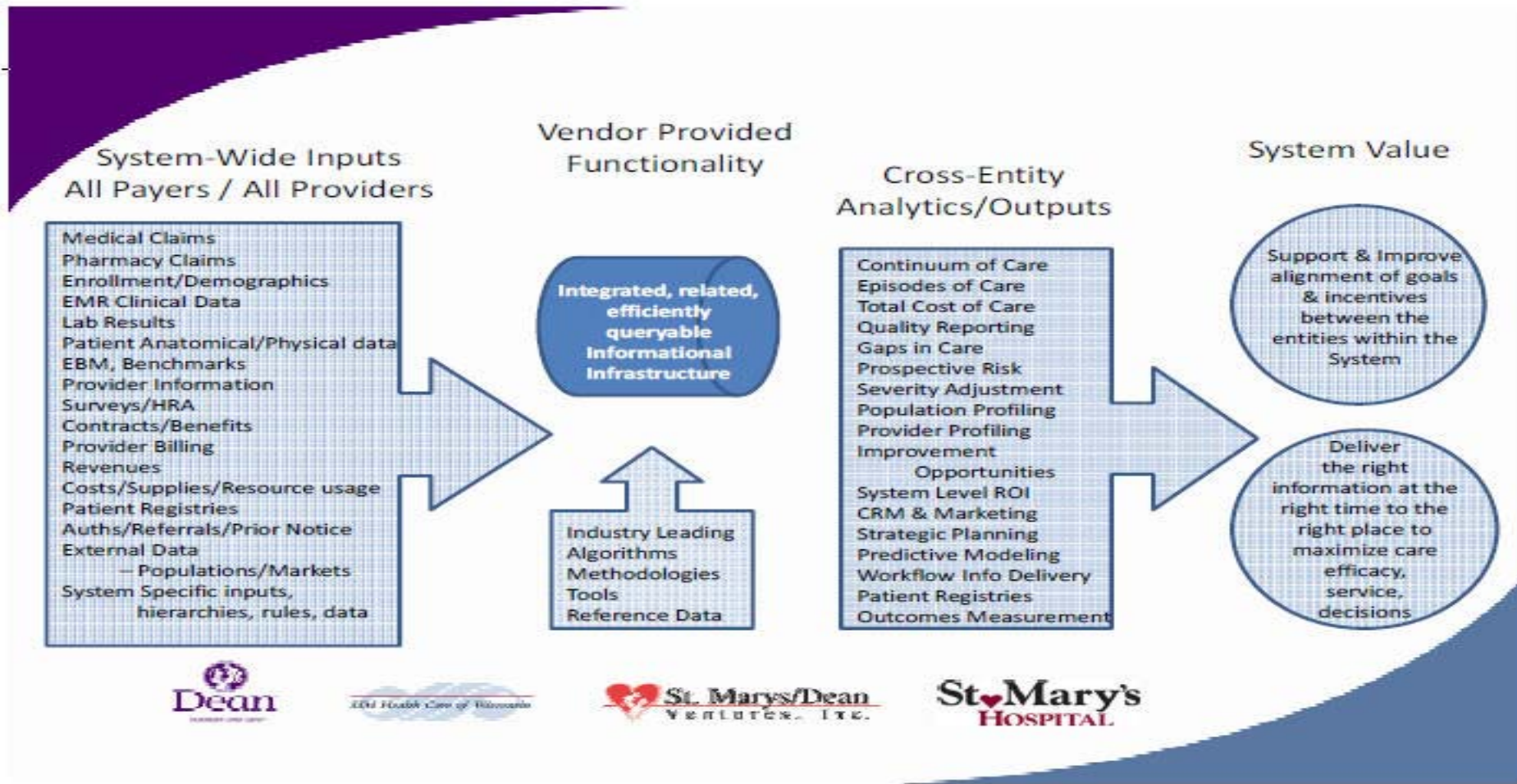


### MEDICAL STAFF AND EMPLOYEE SATISFACTION





# Medical Business Intelligence: Moving beyond Clinical Decision Support to more Extensive Data-Mining Capabilities

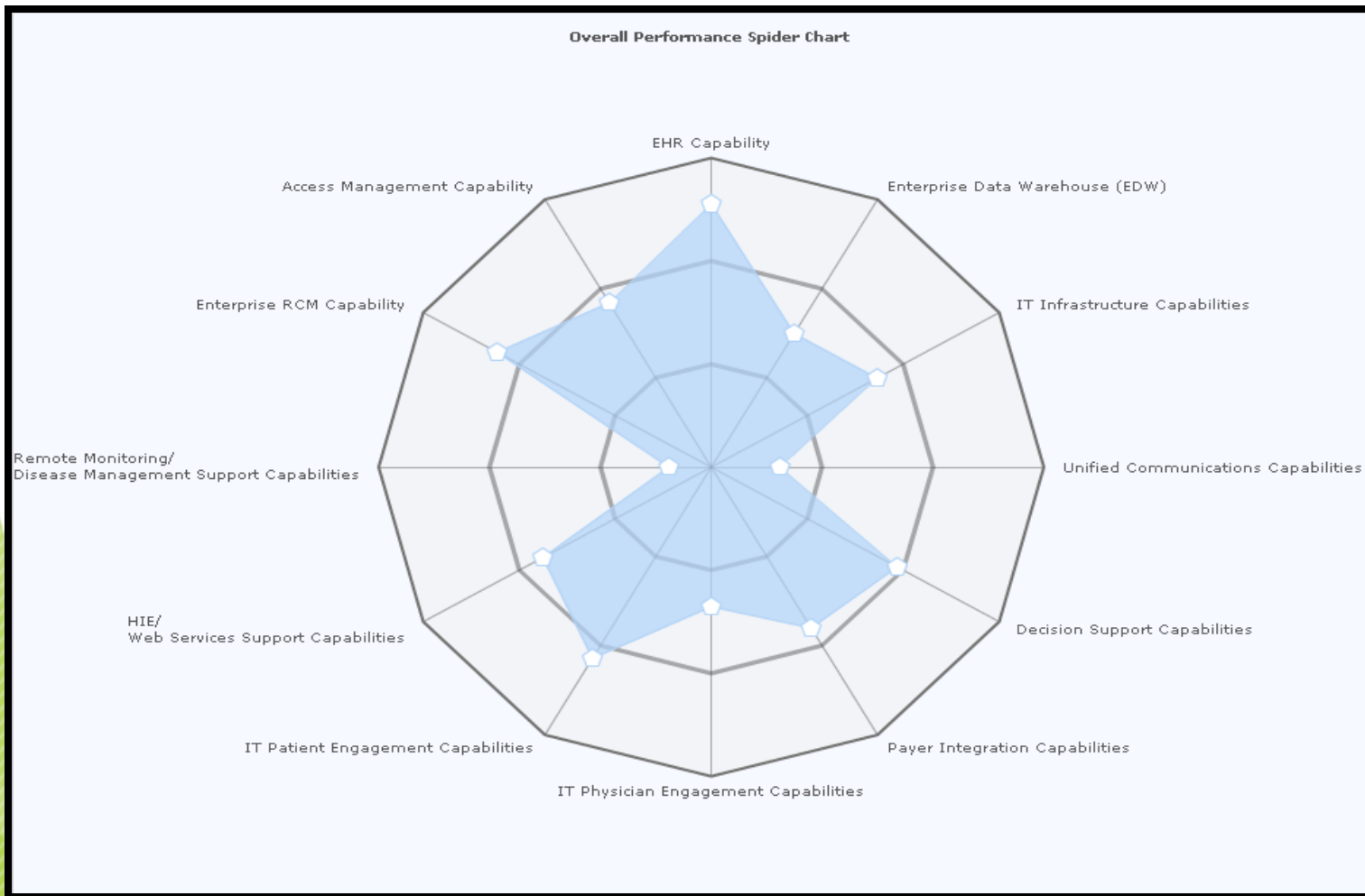


# Next Steps:

## Pursuing Emerging Technologies- Virtual Visits, Tele-Care, Remote Monitoring



# Next Steps: Working on Our Weakness





# Contact information:

Craig E. Samitt, MD, MBA

President and CEO

Dean Health System

1808 West Beltline Highway

Madison, WI 53713

E-mail: [craig.samitt@deancare.com](mailto:craig.samitt@deancare.com)

Telephone: (608) 250-1421