From the Frontlines:
Strategies to Enable PHM Success

innovation + you

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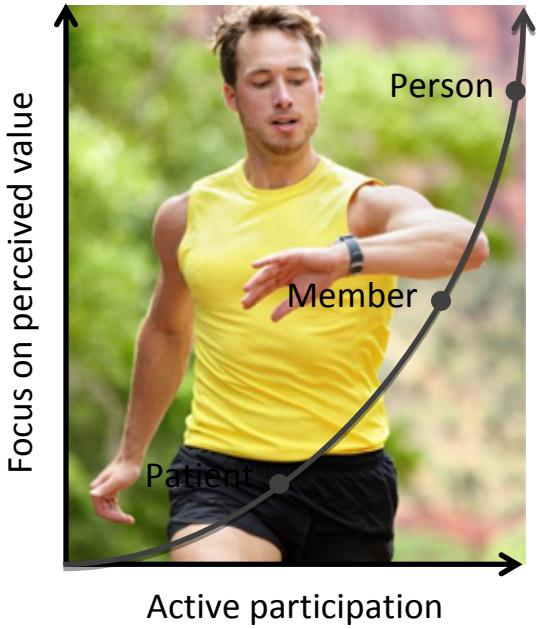
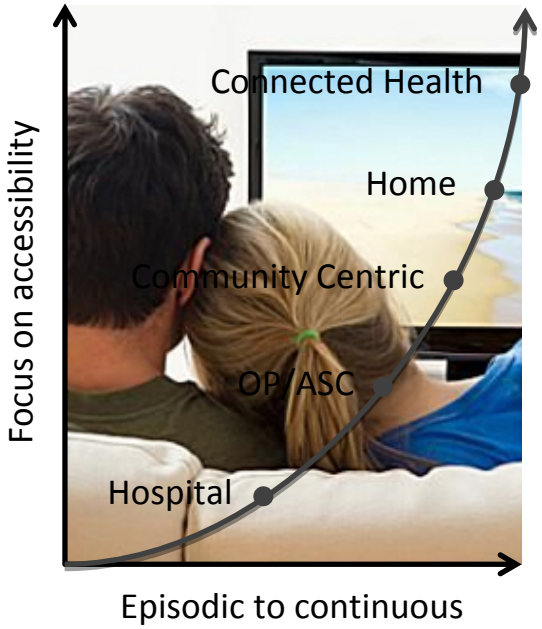
“May you live in interesting times.”
– Chinese proverb
“Damn.”
– Healthcare Delivery Organizations

Transforming how we think about health

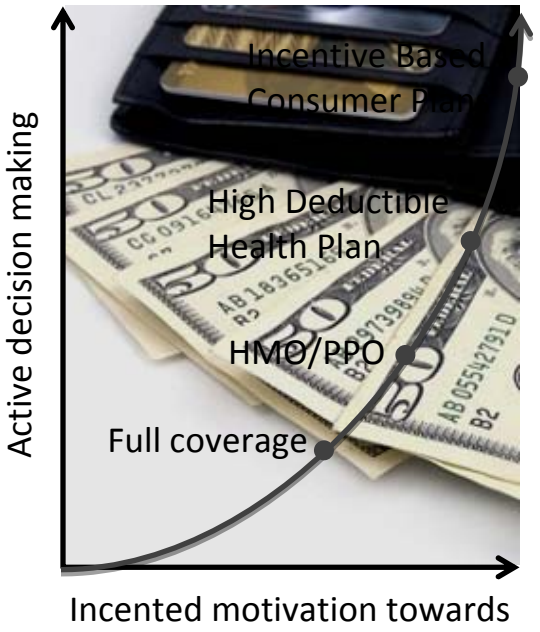
Who: Consumer Effect



Where: Netflix Effect



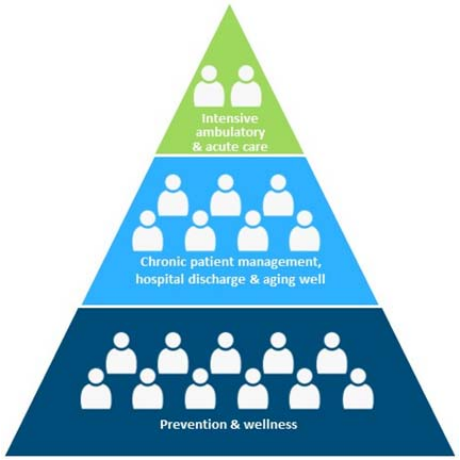
How: Wallet Effect



A heritage of innovation in healthcare

Managing populations and risk

Targeting
"Who"
Analytics



Targeting
"Where"
Connectivity

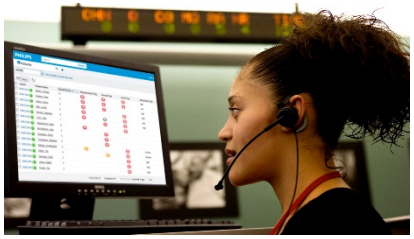
Targeting "How"
Continuous Health

The Big Five

1

From *big data* to *meaningful data*

All that data – but for what purpose?



- Technology captures more data at more locations across the health continuum
- Must be a purpose beyond informatics and analytics (the data hole)

- Measure to manage, but what actually matters?
- Of 1958 measures tracked by the quality management clearing house, only 139 (7%) are actual health outcomes

- The right data = the right focus
- Payer-provider collaboration creates actions
- We are beginning the journey from science to business impact

2

Managing risks, managing populations

Manage risk – but who?

- Focus on key utilizers and frequent fliers
- Address the near term opportunities

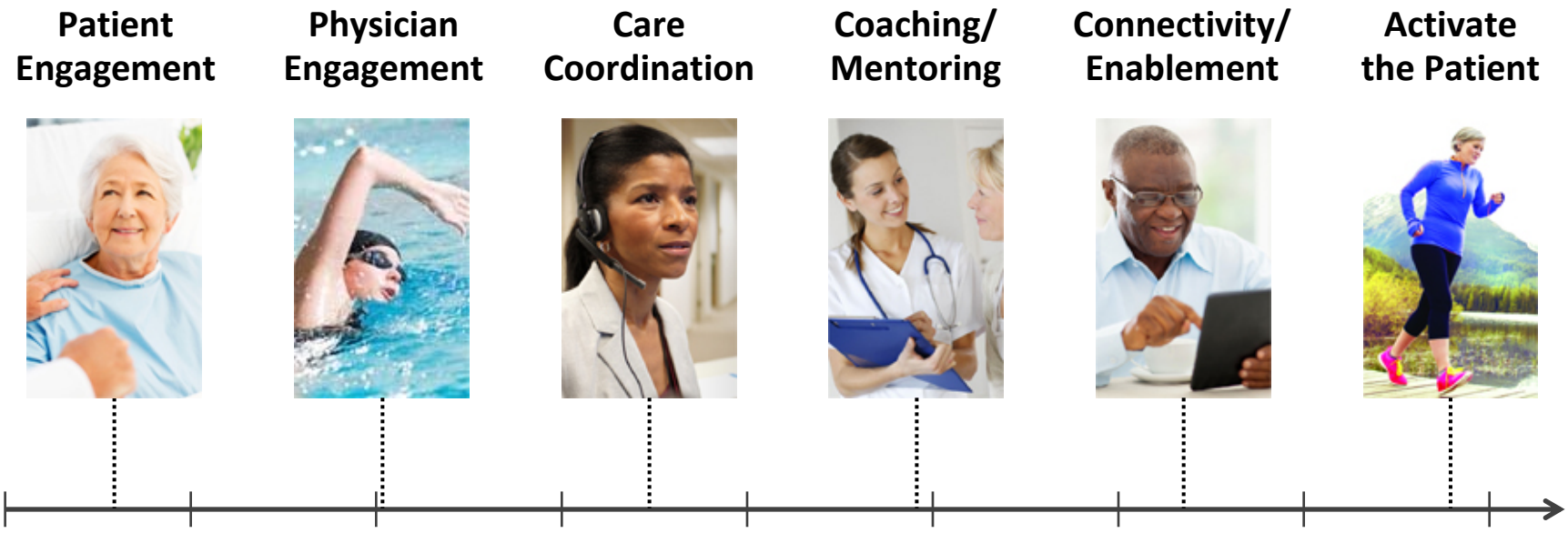
- Strategy must cover the entire population
- Develop plans, outreach and forecasts for each risk band
- Monitor socio economic and health factors

- Track movers that are critical to forecastable costs, utilization, and market

3

Activating patients

Activating the Patient– but how?

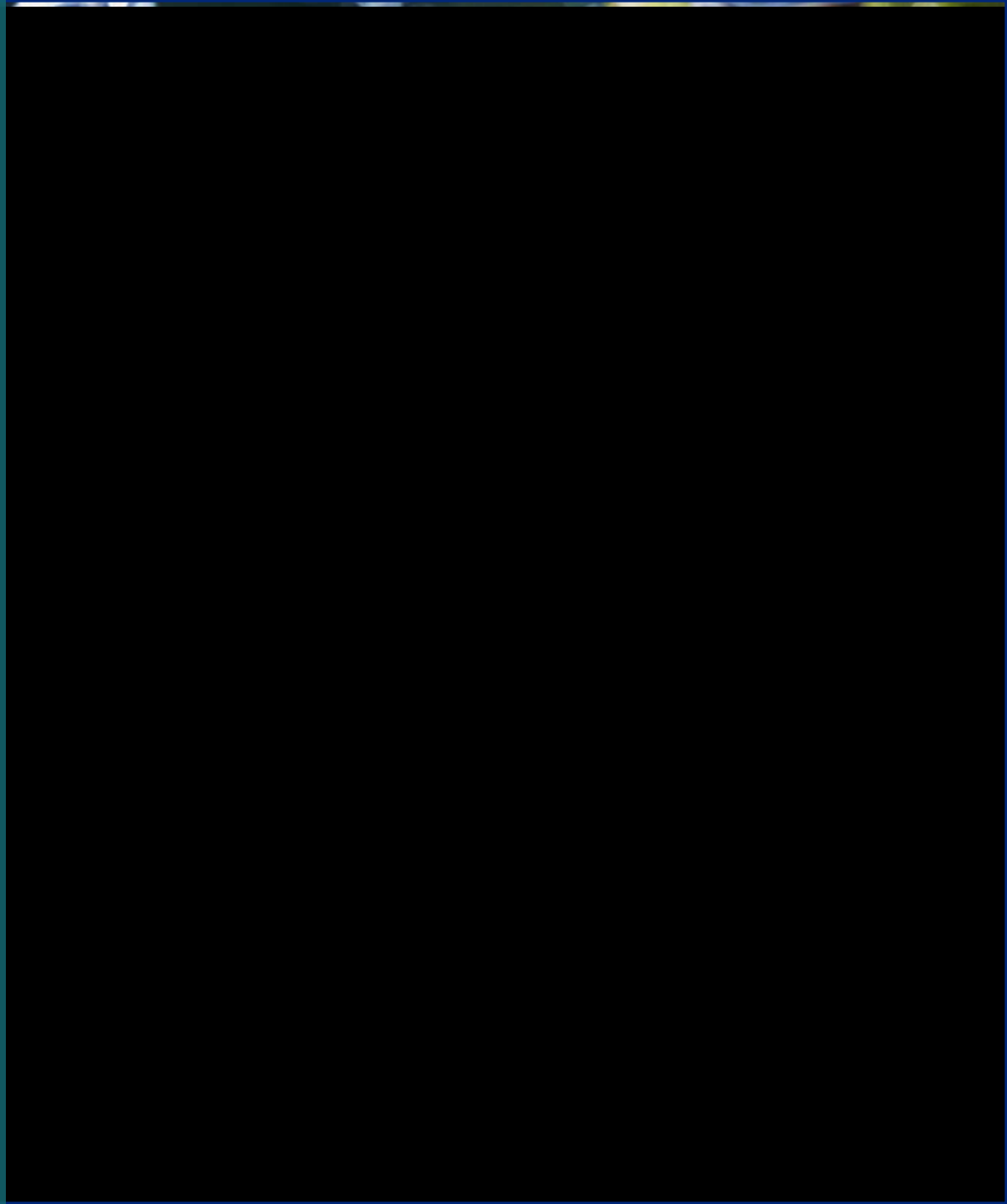


4

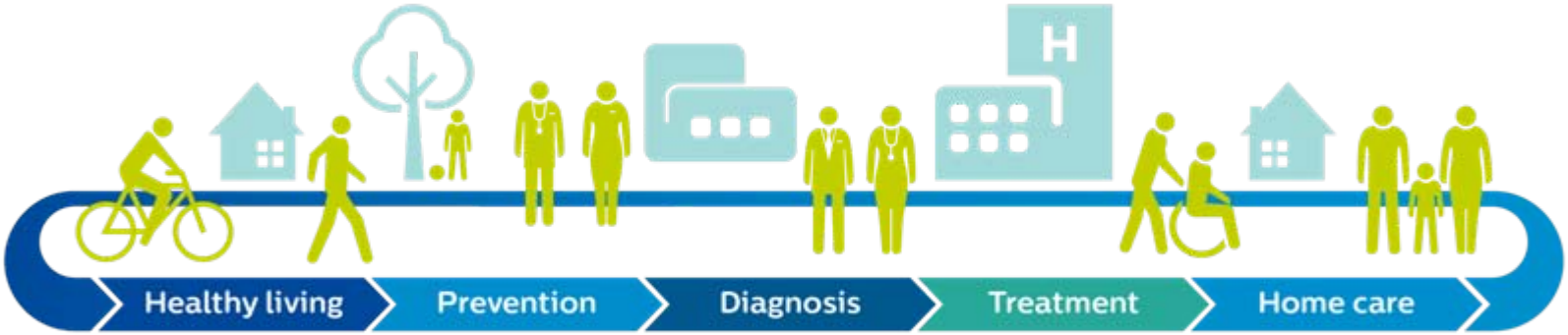
Social Influence

5

Enable continuous health



Continuous health



Working across the **full spectrum of where, when and how** health happens

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Friedman's Theorem of Biomedical Informatics

Figure 1: A "Fundamental Theorem" of informatics

Figure 2: What informatics is not

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