



Digital Health Conference

May 19, 2010

Health Information Exchange
the path to Collaborative Care



Making
healthcare
smarter

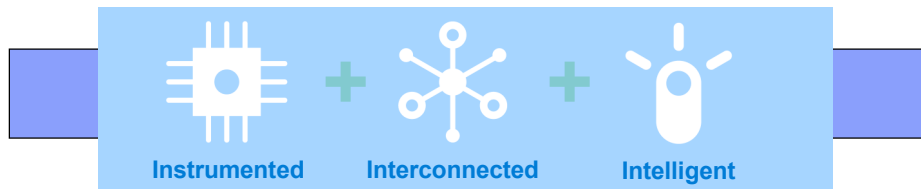
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Making healthcare smarter



The next wave of the health reform movement must be focused on leveraging HIT investments to achieve better quality and outcomes

As health systems forge new business models and relationships they must optimize existing partnerships in order to deliver better care, predict and prevent disease and empower individuals to make smarter choices.



Improve operational effectiveness

Deliver collaborative care for prevention and wellness

Achieve better quality and outcomes

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Proliferation of advanced Health Information Exchange will enable new business models and modes of communication, but demands on healthcare providers for secure digital communication will increase

IMPROVE OPERATIONAL EFFECTIVENESS

Building flexibility into operations to support cost reduction and excellence in clinical and business performance and practices.



DELIVER COLLABORATIVE CARE FOR PREVENTION AND WELLNESS

Collaborating across care settings to deliver integrated, personalized care experiences, prevent disease, promote wellness and manage care.




ACHIEVE BETTER QUALITY AND OUTCOMES

Applying insights to improve quality of care, clinical outcomes and services and deliver personalized healthcare value, while improving financial results.

Source: "Healthcare 2015 Series," IBM Global Business Services and IBM Institute for Business Value



A smarter health system forges collaborative partnerships to deliver better acute, chronic and preventive care, while improving effectiveness

TO BE SUCCESSFUL ...	HEALTHCARE ORGANIZATIONS WILL NEED TO MASTER ...	
 <p>Delivering collaborative care for prevention and wellness</p>	<ul style="list-style-type: none"> ▪ Health Information Exchanges ▪ Mobility and converged communications 	<ul style="list-style-type: none"> ▪ Care Management: Patient-centered Collaborative Care (Medical Home)
 <p>Achieving better quality and outcomes</p>	<ul style="list-style-type: none"> ▪ Health analytics ▪ Performance management 	<ul style="list-style-type: none"> ▪ Risk population analytics ▪ Public Health, disease surveillance and modeling
 <p>Improving operational effectiveness</p>	<ul style="list-style-type: none"> ▪ Electronic Medical Records Integration ▪ Electronic Privacy, security and business resilience ▪ Claims optimization, ICD-10 and HIPAA 5010 	<ul style="list-style-type: none"> ▪ Infrastructure for flexible business processes ▪ Process evaluation and design to optimize new business models and capabilities



A collaborative care strategy delivers Medical Home best practices leveraging holistic systems built specifically for healthcare



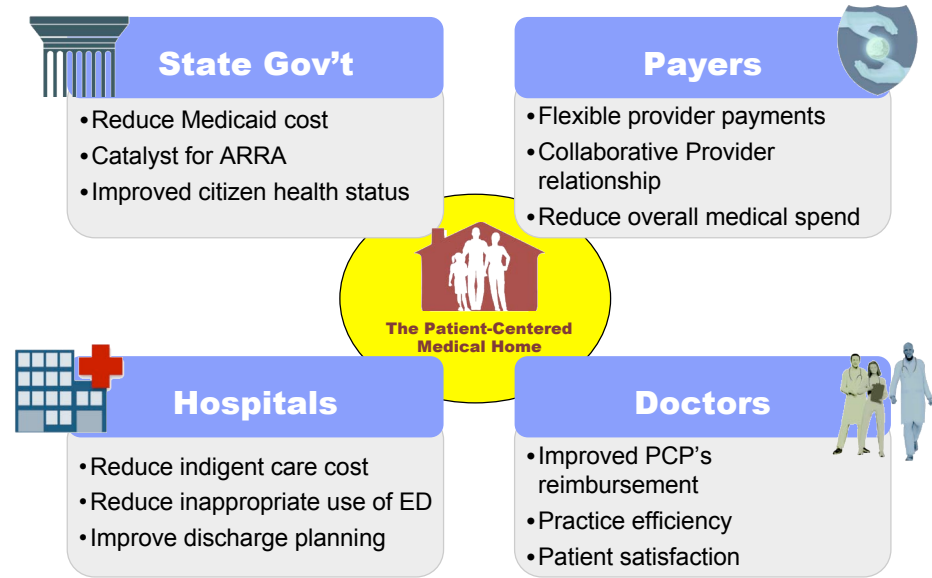
= Improved Outcomes and Efficiency

What it takes

- Care delivery processes tailored specifically to collaborative care models
- Secure, flexible, standards based Health Information Exchange and supporting applications
- Medical Services Organizations as an enabler of individual physician practices
- Incentives aligned with industry leading HIT technologies to drive clinical transformation (EMR, EHR, PHR etc.)
- Comprehensive analytics to capture and provide insight into digital patient data
- Clear business and clinical incentives to facilitate transformation from current care delivery models



Benefits of Patient Centered Medical Home





A commitment to support collaborative care can produce substantial value to all stakeholders in the ecosystem

Ecosystem Value Cycle Model

Providers

Assumes:

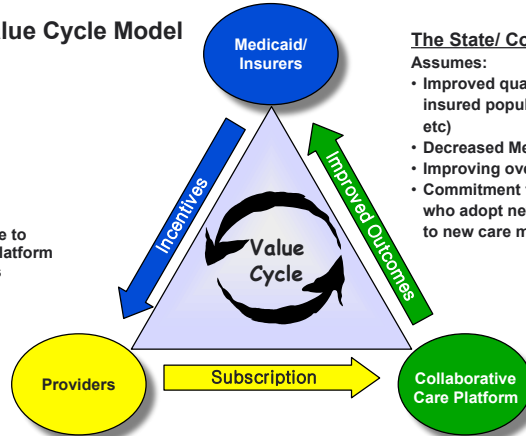
- Physicians subscribe to Collaborative Care platform
- Gain from incentives outweighs cost

Platform features:

- HIE
- EHR
- PMS
- eRx
- Analytics

Options:

- Billing & Collections
- Optional EMR



The State/ Commercial Insurers

Assumes:

- Improved quality and outcomes for insured populations (Medicaid, SEBP, etc)
- Decreased Medical Loss Ratio (MLR)
- Improving overall wellness in population
- Commitment to incentive for providers who adopt new technology and manage to new care models

Collaborative Care Service

Assumes:

- Provide and manage platform for
- EHR, PMS, eRx
- Analytics
- HIE (Connecting CCHIT certified EMR components)

Additional:

- Premium Options:
- Billing & Collections
- Add EMR



Thank You

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