

Innovation and Transformation in Health Care Delivery

Edmondo Robinson, MD, MBA, MSHP

Chief Transformation Officer

Senior Vice President, Consumerism

Associate Professor of Medicine, SKMC at Thomas Jefferson University



CHRISTIANA CARE
HEALTH SYSTEM

National Healthcare Macro Trends

- Cost, quality, pop health, shifting risk: **Value**
- Personalized, convenient, digital/mobile: **Consumerism**



What is “Value” in Health Care

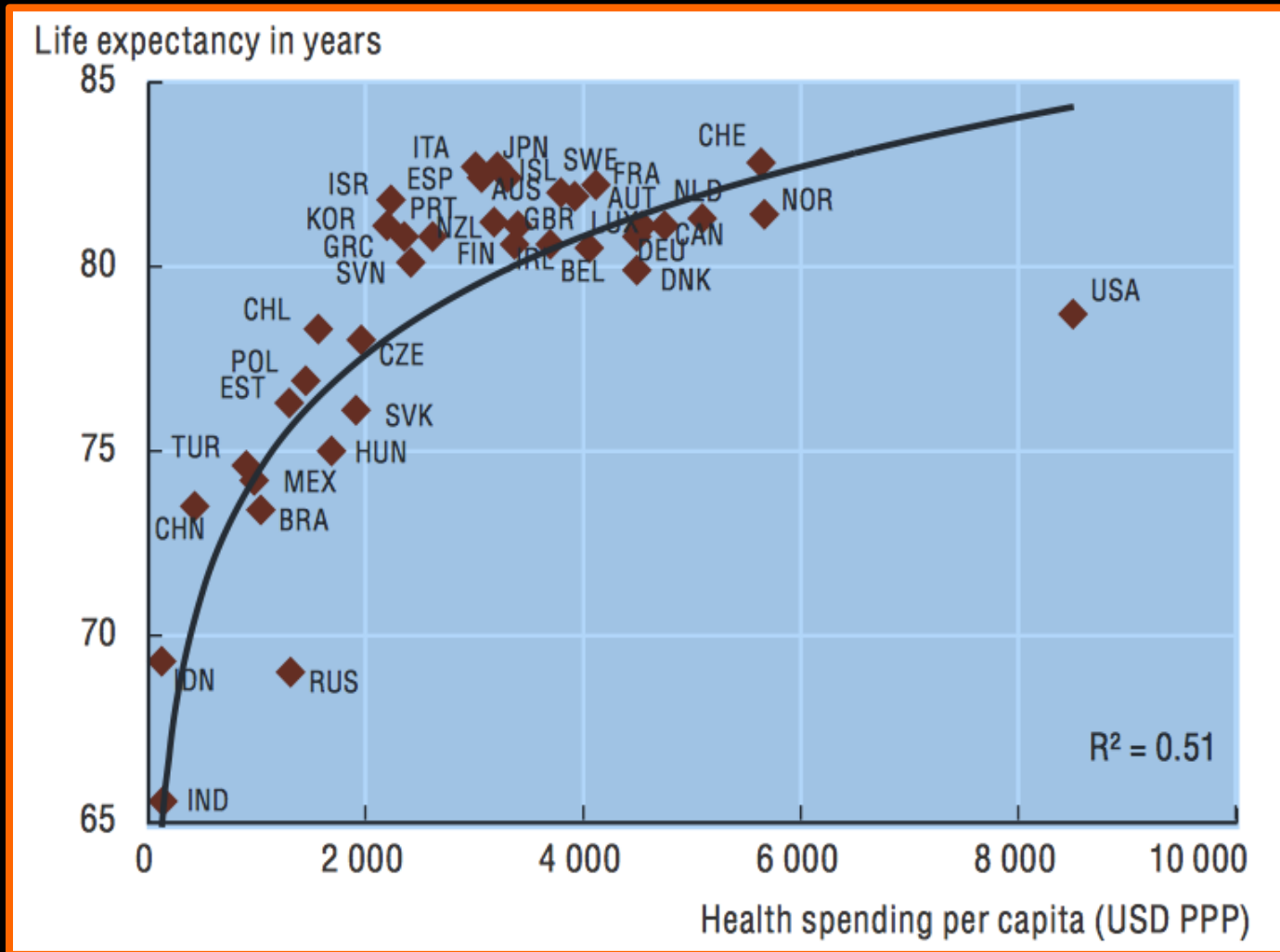
$$\frac{\text{Quality}}{\text{Cost}}$$



What is “Value” in Health Care

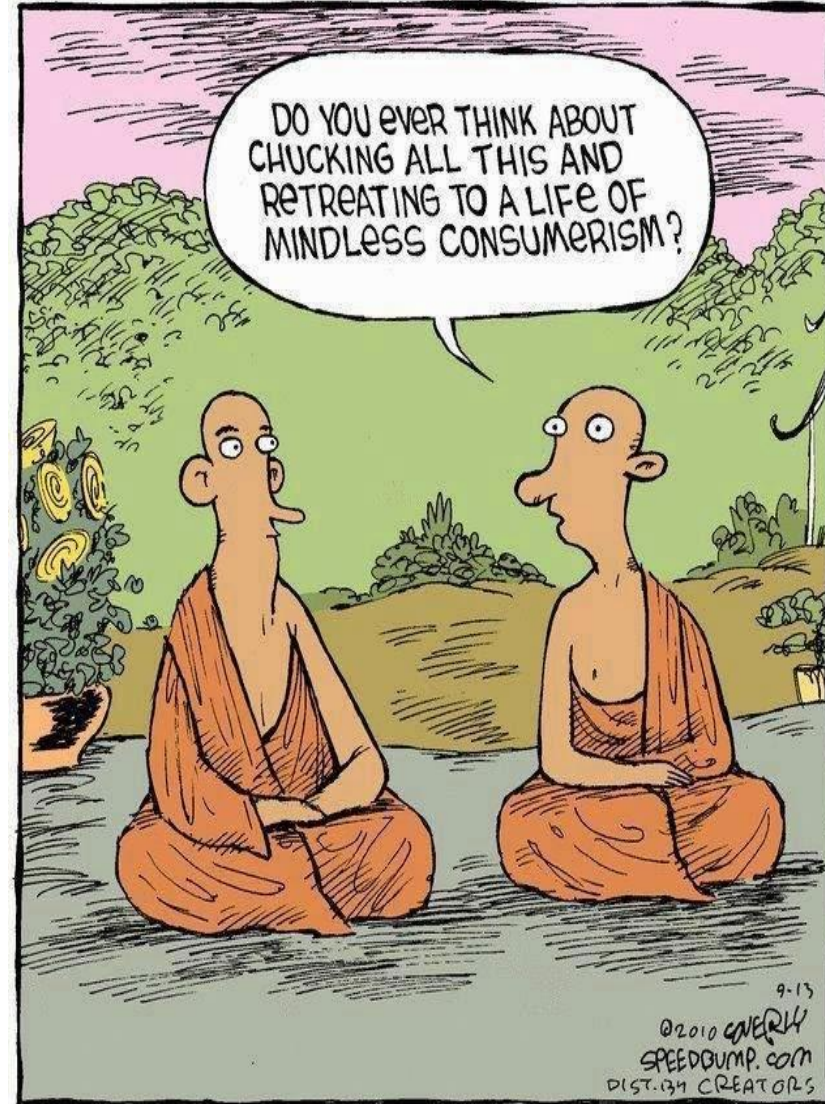
$$\text{Value} = \frac{\text{Outcomes, Safety, Experience, Access, Communication, Engagement, ...}}{\text{Out of Pocket, MLR, Health Benefits, Societal Costs}}$$

Value in Health Care?



Consumerism

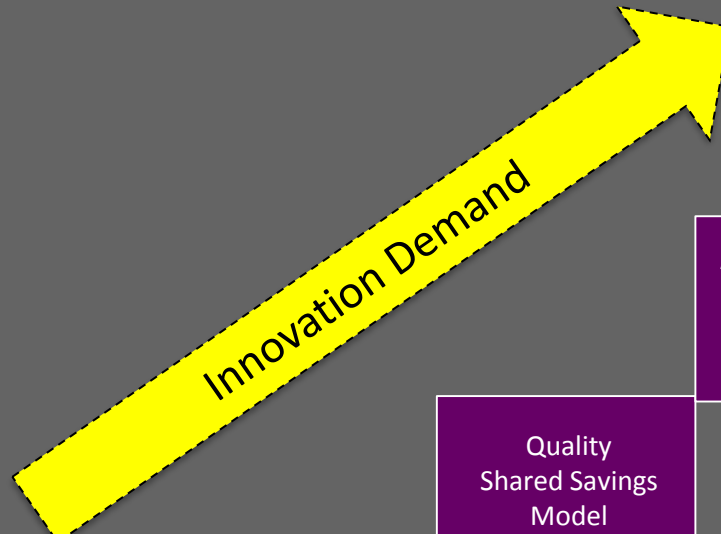
- ❑ Imperative to address customer **needs** and **expectations**
- ❑ Choice (locations, virtual)
- ❑ Access (cost, convenience)
- ❑ Transparency (cost, quality)
- ❑ “Mass customization”





Value and Consumerism Require Innovation

Risk



Fee For Service

Basic Quality

Performance-based Models

Episode-based Bundles

Quality Shared Savings Model
(↑ & ↑ / ↓)

Accountable Care Shared Savings Model
(↑ & ↑ / ↓)

Hospital Shared Savings Model (↑)

Capitation
+ Performance Based % of Premium

Accountable Care Models

Degree Clinical Integration & Accountability

Innovation and Transformation

- ❑ Technology: “Machinery, equipment or processes developed from the application of scientific knowledge”
- ❑ Innovation: “Translation of an idea or invention into a good or service”
- ❑ Transformation: “Thorough or dramatic change in form or appearance”

Transformation
...going **beyond** change



Health Communities (40 Companies)

Clinical Administration (133 Companies)

Doctor Search (82 Companies)

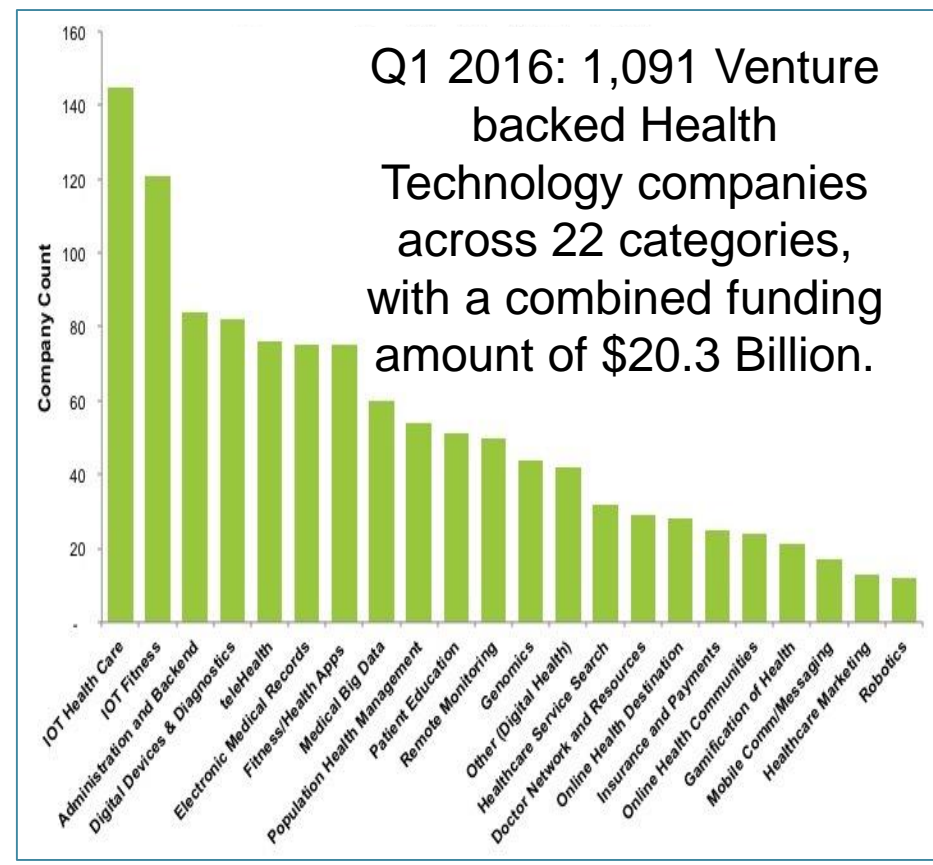
Patient Engagement (88 Companies)

Mobile Communication (28 Companies)

EHR/EMR (98 Companies)

Gamification (32 Companies)

Doctor Networks (37 Companies)



Digital Med Devices (155 Companies)

Healthcare Marketing (21 Companies)

Genomics (67 Companies)

IoT Fitness (142 Companies)

Healthcare Robotics (12 Companies)

Medical Big Data (90 Companies)

Health Insurance (79 Companies)

teleHealth (128 Companies)

IoT Healthcare (184 Companies)

Remote Monitoring (69 Companies)

Health Destination (40 Companies)

Nutrition Innovations (80 Companies)

Fitness/Health Apps (104 Companies)

Population Mgmt (67 Companies)

Personalization (Mass Customization)

- Genomics
 - Optimize therapeutic treatment options

- Customer relationship management
 - Enhanced content delivery options

- Predictive analytics/machine learning
 - Intervene to support patient prior to costly complications



Education and Engagement

- Access to and engaging in education and self-management is challenging



Emerging digital and mobile tools with evidence-based protocols and mix of human and automated support



CHRISTIANA CARE
HEALTH SYSTEM

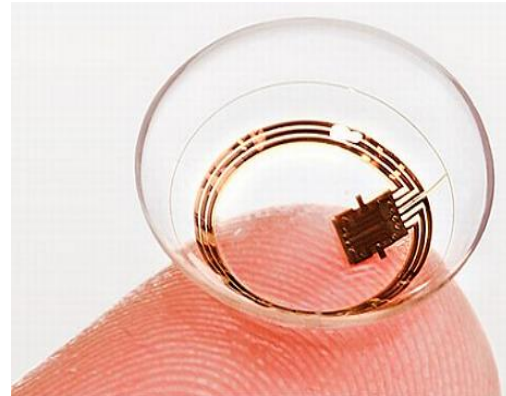
Acute Care Management

- Standardized care pathways
- Team-based care
- Sepsis Early Warning System using machine learning

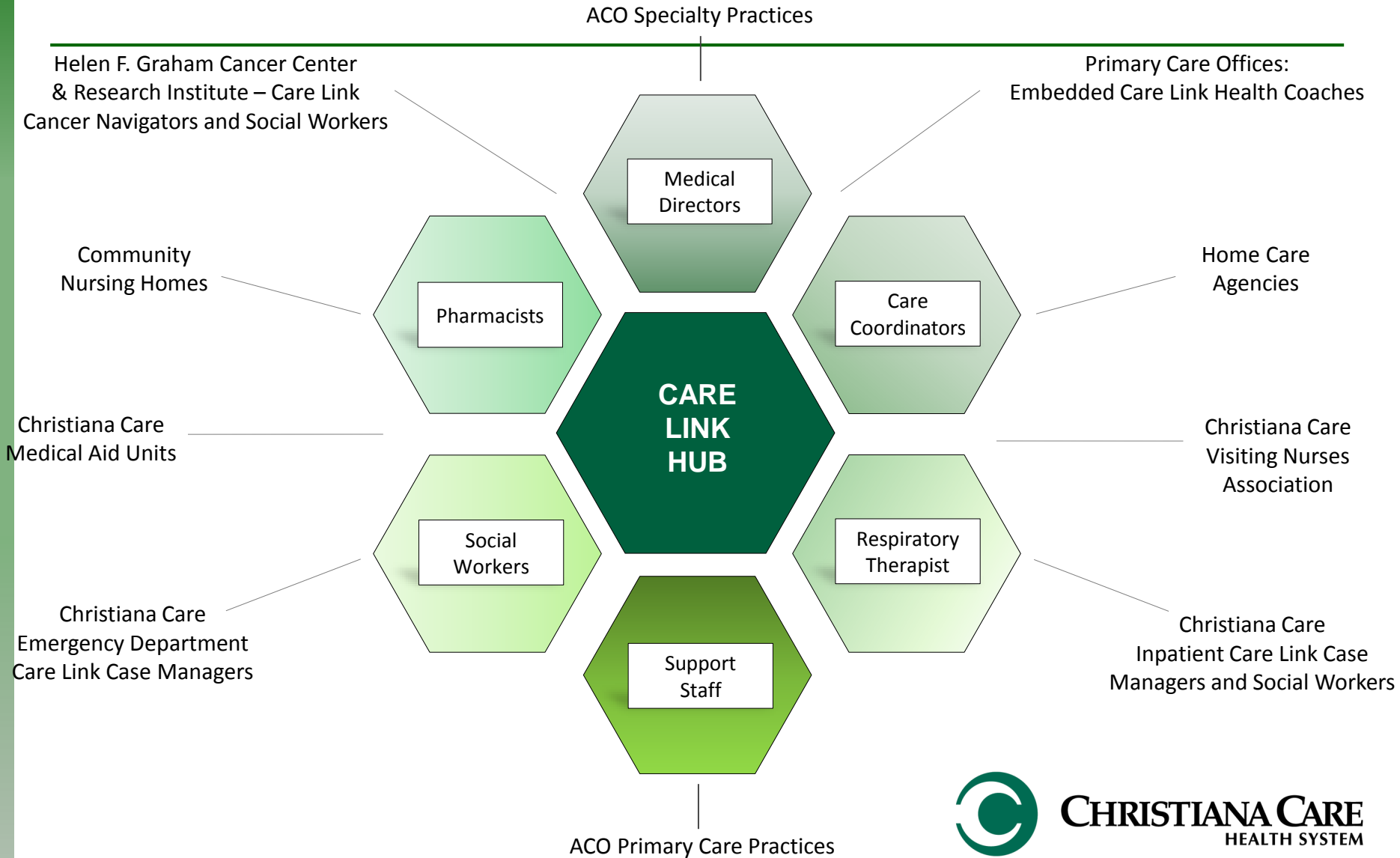


Population Health Management

- ❑ Remote monitoring and predictive analytics with machine learning
- ❑ Extended team-based care



Christiana Care – Care Link



Policy Implications

- ❑ Shift risk to the level of providers
- ❑ Move payment to value and focus on higher quality, lower cost settings of care (ex: telehealth)
 - Don't forget the “quality” component of value
- ❑ Incentivize team-based care
 - Enable top of license practice for entire care team
- ❑ Invest in IT and data infrastructure that will sustain the state moving forward
 - Health tech as a core business sector



INSTEAD OF RISKING ANYTHING NEW,
LET'S PLAY IT SAFE BY CONTINUING OUR
SLOW DECLINE INTO OBSOLESCENCE.

