



The Future of Healthcare

Rosemarie Nelson

CHANGE AHEAD Chart Your Course at the 2014 Practice Management Workshop July 18-20, Atlanta, GA  American Academy of Medical Assistants & Immunology


Disclosure

- Nothing to disclose

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Agenda

- Trends in technology
- Patient engagement
- Impact of Affordable Healthcare Act

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Science and technology

- Telemedicine transforming traditional view of medicine
- Mobile technology untethers healthcare and enables the practice of care anywhere
- DTC market for genetic testing will expand
- Activist disease foundations upending the way scientific research is done and the way academics interact with pharmaceutical and biotech companies
 - Demands accountability and information sharing – almost unheard of in broad scientific community



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Mobile technology

- Reduces need for hospital admissions and physician office visits
- Improves access
 - Remote patients
 - Creates schedule availability
 - 40% of physicians say could eliminate 11% to 30% of office visits thru use*
- Contrary to payment mechanisms
 - Why accept technology that hurts incomes?
- Provides access to more accurate data at decision-making point of care

*PWC Health Research Institute, Sept. 2010



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Mobile health from multiple stakeholders

Stakeholder	Target issue	Mobile health solution
Employer	Rising healthcare costs of self-insured employers	Competition among locations to promote health lifestyles and incentives for lowering healthcare premiums for employees
Provider	Efficiency in coordinating care/workflow	Smartphone app to help physicians access patient records, track vitals, order medication and coordinate with care team
Health insurer	- Finding physicians in network - Checking claims	Mobilizing "doc" finder and claims check
Pharma	Patient compliance in diabetes monitoring	Digital glucose monitor that integrates with Nintendo game console
Retail pharma	Cost info and Rx management cumbersome to maintain	Smartphone app for Rx drug info and member management of Rx refills, history and retail location finder



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Mobile health reduces provider revenues

Disease	Where	What	Result
Diabetes	PA	Post discharge remote monitoring	42% drop in overall cost per patient
	Cleveland	Cell phone size wireless transmitter transferring vital sign to EHR	71% increase in number of days between office visits
CHF	Trans-European Network-Home Care Management System	Remote monitoring of patients who received implantable cardiac defibrillators	35% drop in inpatient LOS 10% reduction in office visits 65% drop in home health visits
COPD	Canada	Remote monitoring of patients with severe respiratory illness	Reduced hospital admissions by 50%, acute home exacerbations by 55%, hospital costs by 17%

Tech trends

- Apps
 - For providers
 - For nurses
 - For patients

Apps for Docs

- Uptodate
- Epocrates
- Isabel
- Micromedix
- Medcalc
- Doximity

Apps for allergy patients

- Find me gluten free
- Zyrtec
- Allergyeats
- Food Allergy Detective
- Cook IT Allergy Free
- AllergyManager
- AroundMe
- Food Intolerances
- iEatOut Gluten Free



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Apps for asthma patients

- AsthmaMD
- Wellapets
- AsthmaBuddy
- Pollen
- SPARX
- AsthmaSense
- Assist Me With Inhalers



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Apps to help educate patients

- DrawMD (free in Apple app store) – physicians can sketch, stamp or type on detailed anatomic images and then save to EHRs and/or share images with patients
- NumeraNET (free in Apple app store) – patients can share info such as weight, blood pressure, pedometer results with physicians, who can send the info to an EHR
- Survey on the Spot (free in Apple app store)
 - Gather instant feedback on your practice with custom surveys
 - See compiled survey results in your account
 - Get software alerts when a patient rates service as poor





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Nursing tech tools

- Skyscape
- Taber's Medical Dictionary
- Davis' Drug Guide for Nurses
- RN FastFacts
- ABCs of Interpretive Laboratory Data


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How to...

SquareUP

ZocDoc

Scanner Pro App

DirectTrust
The most trusted names
in healthcare exchange.

ShareableInk
IMMEDIATE. EFFORTLESS. ACTIONABLE.





DropBox


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Tech for convenience

- Patient portal
 - Online scheduling
 - Test results


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Consumers demand portal services

- Patients want improved communication
- 79+% of patients have internet access
- % of patients wanting the following services:
 - 77% Ask questions where no visit is necessary
 - 71% Fix appointments
 - 71% Get new prescriptions for medications they take
 - 70% Receive the results of medical tests
 - 6% None of the above
 - 4% Don't know

55% indicated the ability to communicate with their doctors in the above manner would influence their choice of health plans.

-Harris Interactive™



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What a Portal Delivers



- Pre-registration / Health forms
- Appointment Requests
- Patient Messaging
- Check In



- Online Bill Payment
- Auto-draft payment plans
- Virtual Card Swiper
- Ask a Biller



- Prescription Renewal
- Secure Patient Messaging
- Ask a Clinician
- Symptom Assessment
- Referral Portal
- PHR

Practice website, patient education, patient satisfaction surveys ...



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Patient portal increases efficiency

- The patient self-registers saving staff data entry
- The patient's past medical, social, family history can be captured in the portal and "accepted" or imported into the PM/EHR
 - More accurate and comprehensive
 - Saves the patient time in the practice setting
 - Saves nursing time



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Online scheduling

- Eppointments (www.eppointments.com)
 - Online patient services: forms, email messages, confirm appts
 - Internal patient tracking
- www.needmydoctor.com – web-based communication channel
- Employee scheduling
 - www.abs-usa.com (online)
 - \$20/month - \$33/month
 - 25-50 employees
 - www.asgardsystems.com (sw)
 - \$500 - \$800
 - 30-50 employees

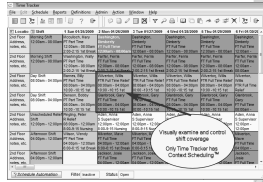


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QR - - Quick Response codes

- Scan the QR (like bar codes) using smartphone camera to access data that links to web page
- Add QR code to patient statements that link to your payment page online
- Free QR code generation:
 - Qrstuff.com
 - Zxing.appspot.com/generator
 - Quikqr.com
 - Create the code, print it, and it's ready!



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Kiosk check-in and more



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Kiosk check-in cost-benefit

- Range of costs: free to ...
 - \$2,000-\$5,000 per tablet/kiosk
 - \$3,000-\$5,000 installation, training, setup
 - \$2,000-\$10,000 integration services
 - \$250-\$400 monthly fee (updates insurance info)
- Benefits beyond reduced paper:
 - Reduced denials
 - Better performers: 3% of claims denied on first submission (others 5%)
 - \$11,520 costs recovered annually
 - 30 claims/day, 4 days/wk, 48 wks/year, \$40/claim to rework



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Tech trends

- Smarter RCM
 - Leverage clinical workflow
 - Billing is a by-product
- Population Health
 - Manage patients more effectively
 - Collaborate with PCMHs
- Business intelligence/Meta Data



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The patient's records

- Patients, parents of patients, adult children of elderly patients
- Portable patient record with easy access for the practice
- www.healthetracks.com \$24.95/yr
- www.nomoreclipboard.com Free-basic
 - Secure transmission to your EMR
- www.digitalassent.com



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The Patient – Where it all Starts

- Is the practice web site getting traction with patients?
 - In the July 2005 *MGMA Connexion* article, “e-mail ease”, author A.J. Melaragno cited two methods to introduce a practice portal on page 26:
 - Evanston Northwestern Healthcare “doctors tell patients about it during office visits and give them a descriptive brochure, then issue access codes to those interested in signing up.”
 - “Marshfield Clinic launched a direct mail campaign in its primary service area.”
- Patient intake tools
 - Instant Medical History
 - www.practisinc.com
 - PatientPoint
 - Medfusion.net (Intuit)

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Passwords made easy

- RoboForm www.roboform.com
- Saves user name and PW
- Heavy encryption
- Master password – reboot, sleep mode, inactive time
- Creates passwords – random character generator
- Inserts a toolbar into your browser
- \$29.95 (free version for up to 10 passwords)



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“All or Nothing” is a Losing Proposition

- Accept the incremental benefits
- Waiting for the “next upgrade” or the “next release” delays *all* benefits realizations
- Transferring 30% of incoming phone calls to web communications is better than 0%



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Key Industry Trends

- Consolidation
- New business models
- Connectivity and interoperability
- Reliance on data
- NPP demand rising



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Changing reimbursement

- More aggressive billing and collection tactics
 - Refer to collection sooner (than 180 days)
 - Request payment for out-of-pocket costs in advance of services
- Revenue growth
 - Not from increased negotiated rates
 - From incentives tied to outcomes, patient satisfaction and cost reductions



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Do you know your numbers?

- Per capita cost of care
- Quality at patient panel level



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AHIP Conference '14

- Value-based reimbursement models widely accepted
 - Two-thirds by 2020
- Private health insurance exchanges expanding rapidly
- Data, data, data

America's Health Insurance Plans



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Retail medicine

- Healthcare consumers ripe for change
 - Higher deductibles and copays
 - Access, convenience, value
 - Price transparency

Year	% of Companies offer ONLY high-deductible plans
2012	13%
2013	17%
2014	44%



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Status Quo

If we keep doing what we've always done, we'll keep getting what we always got.



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