

VALUE-BASED HEALTH CARE WHAT IS IT AND HOW CAN WE MOVE IT FORWARD?

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THE PROBLEM IN HEALTH CARE?

IT DOESN'T IMPROVE HEALTH ENOUGH

POOR HEALTH DRIVES SPENDING

LIVING IN
GOOD HEALTH IS
INHERENTLY
LESS EXPENSIVE
THAN LIVING IN
POOR HEALTH



SPEND MORE OR RATION MORE

FALSE DICHOTOMY

THIRD CHOICE:
IMPROVE HEALTH CARE VALUE

$$\text{VALUE} = \frac{\triangle \text{ HEALTH OUTCOMES THAT MATTER MOST TO PATIENTS}}{\text{COST OF FULL CYCLE OF CARE}}$$

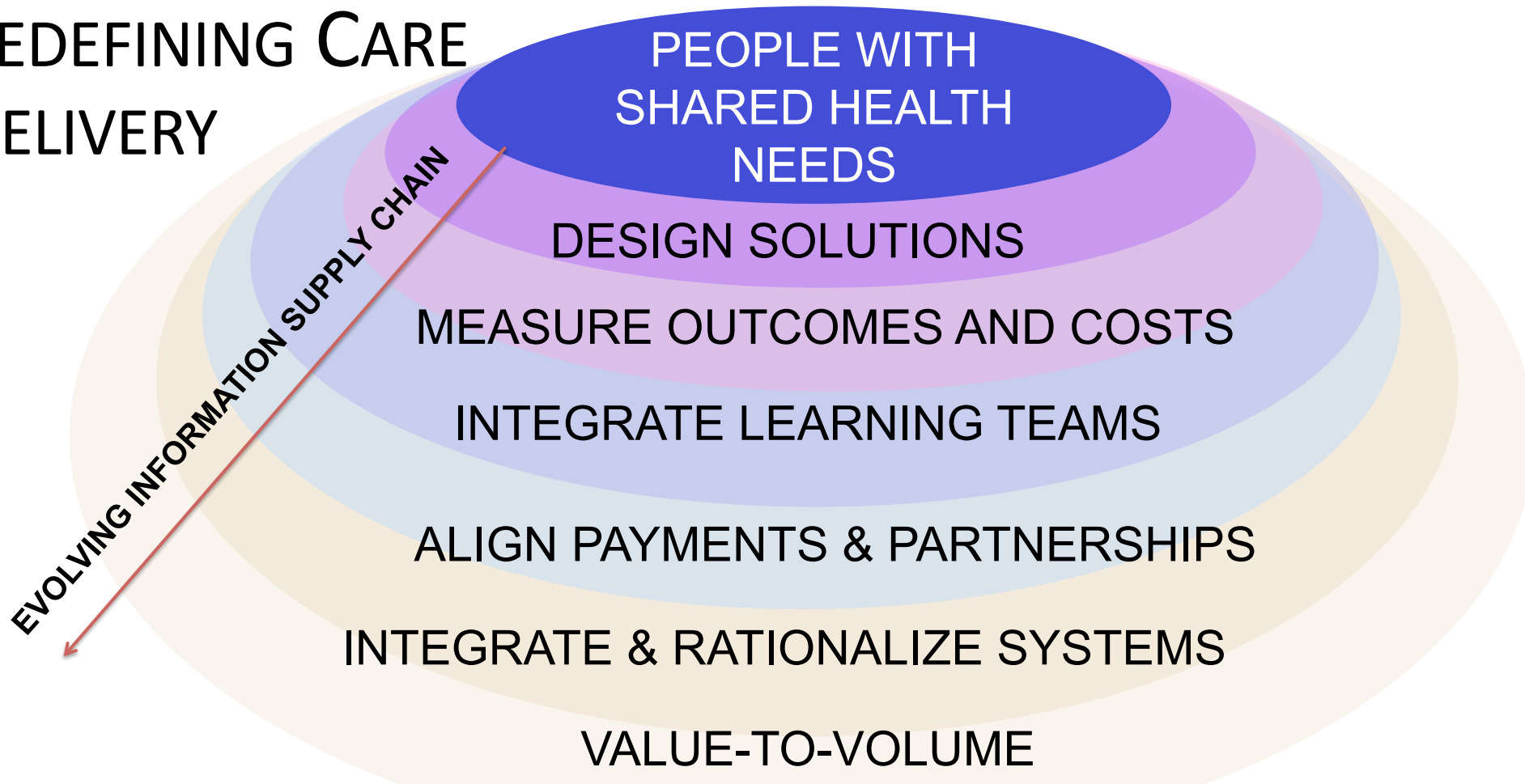
COST REDUCTION IS NECESSARY AND NOT SUFFICIENT
PAYING LESS FOR INEFFECTIVE CARE IS NOT A SOLUTION

WHAT WILL IMPROVE HEALTH CARE VALUE IN CANADA?

ORGANIZE AROUND PATIENT SEGMENTS

MEASURE OUTCOMES THAT MATTER MOST
TO PATIENTS

REDEFINING CARE DELIVERY



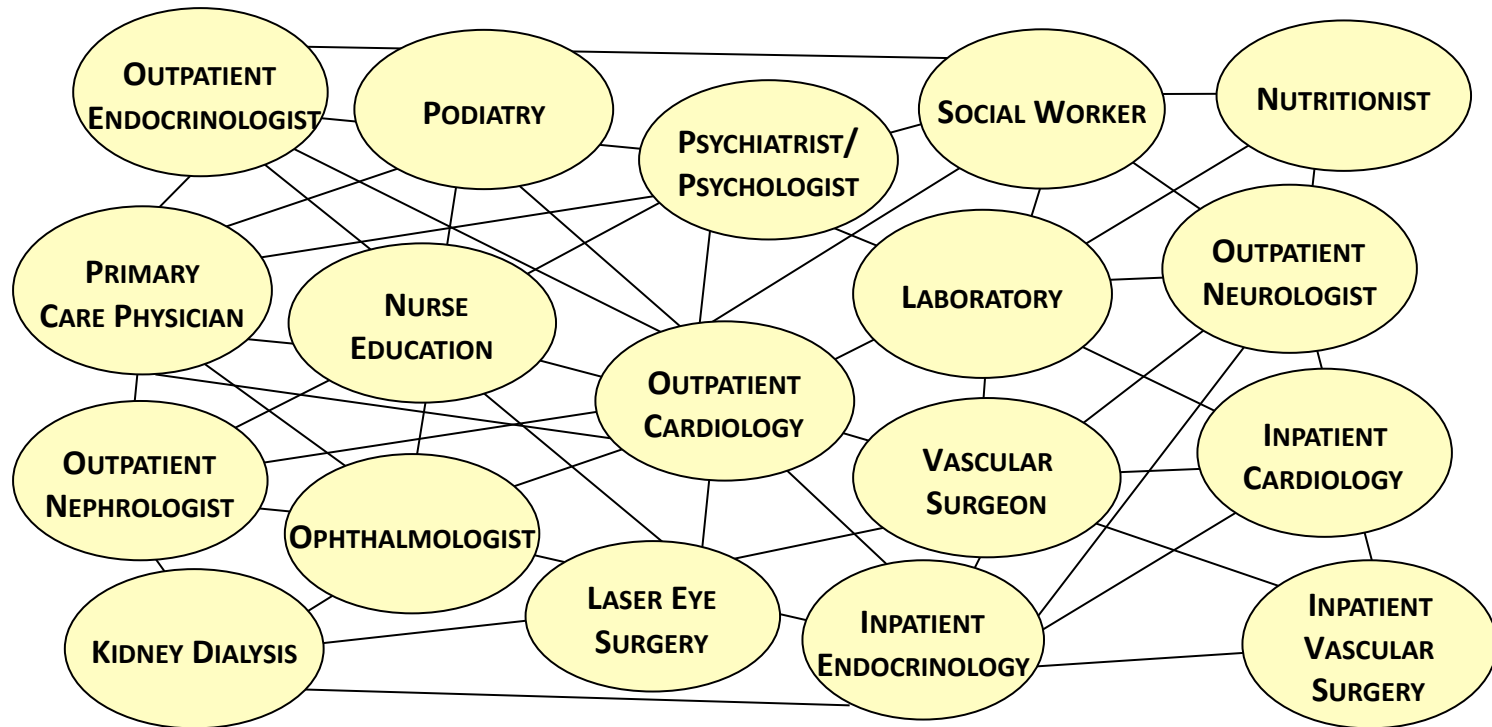
OPTIMAL STRUCTURE

ORGANIZE SERVICES AROUND HOW VALUE IS
CREATED FOR CUSTOMERS

STRUCTURE OF CARE DELIVERY

ORGANIZED AROUND HOW DOCTORS TRAIN OR
CARE IS COMPENSATED

USUAL DIABETES CARE PATH



SEGMENTS FIT CARE TO INDIVIDUALS

HOW CAN WE ***POSSIBLY*** MEET EACH
INDIVIDUAL'S NEEDS?





ORGANIZING AROUND SEGMENTS

STRUCTURE CARE AROUND SHARED MEDICAL
CIRCUMSTANCES AND SHARED NEEDS

SERVICE LINE DISTINCTION

SERVICE LINE: PROCEDURES AND SERVICES
AGGREGATED WITHIN A SPECIALTY AREA.

SEGMENT STRUCTURE: CO-LOCATED SERVICES
ADDRESSING COMPREHENSIVE NEEDS OF
PATIENTS.

OUTCOME MEASUREMENT

INTERMEDIATE GOODS



PATIENT EXPERIENCE

RESPECT, DIGNITY AND SAFETY ARE THE
FLOOR, NOT THE ASPIRATION

FOCUS ON THE PURPOSE OF HEALTH CARE

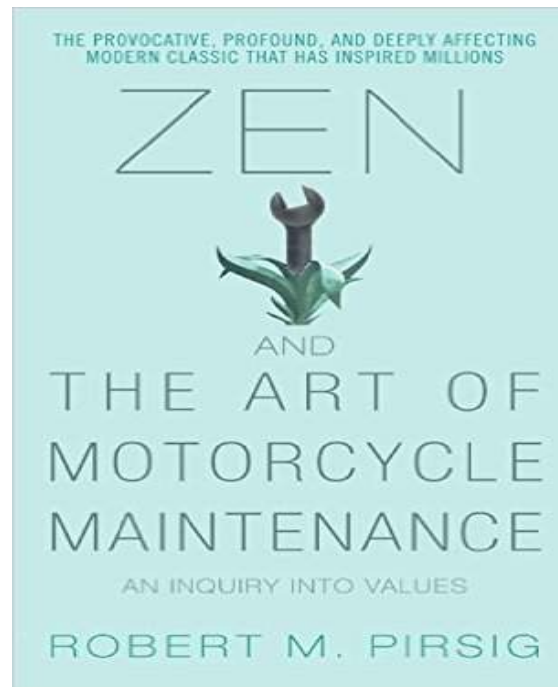
HOW WERE WE?

HOW ARE YOU?

WHAT DO YOU KNOW ABOUT YOUR DOCTORS' OUTCOMES?

EVIDENCE, NOT EMINENCE
ON THE OUTCOMES THAT MATTER MOST

WHAT IS *QUALITY*?



“QUALITY” IS TOO GENERIC

REQUIRES THE CONTEXT OF A SPECIFIC SET OF
MEDICAL CIRCUMSTANCES

QUALITY IS BETTER HEALTH OUTCOMES GIVEN THOSE
CIRCUMSTANCES



WHAT OUTCOMES MATTER?

FIVE STAR HOTEL?

LASTING MEMORIES

SIX FLAGS?

A WILD RIDE!

FAVORITE PUB?

A PLACE TO HANG OUT

YOUR HEALTH CARE?



THE OUTCOMES THAT MATTER

QUALITY OF LIFE AND DIGNITY OF DEATH

HEALTH

CAPABILITY

COMFORT

CALM

CAPABILITY



COMFORT



CALM



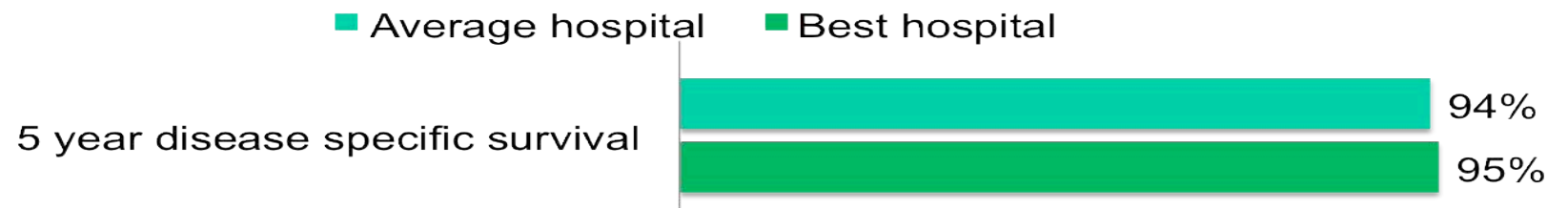
MEASURE WHAT IS RELEVANT

IS MORTALITY A RELEVANT MEASURE?

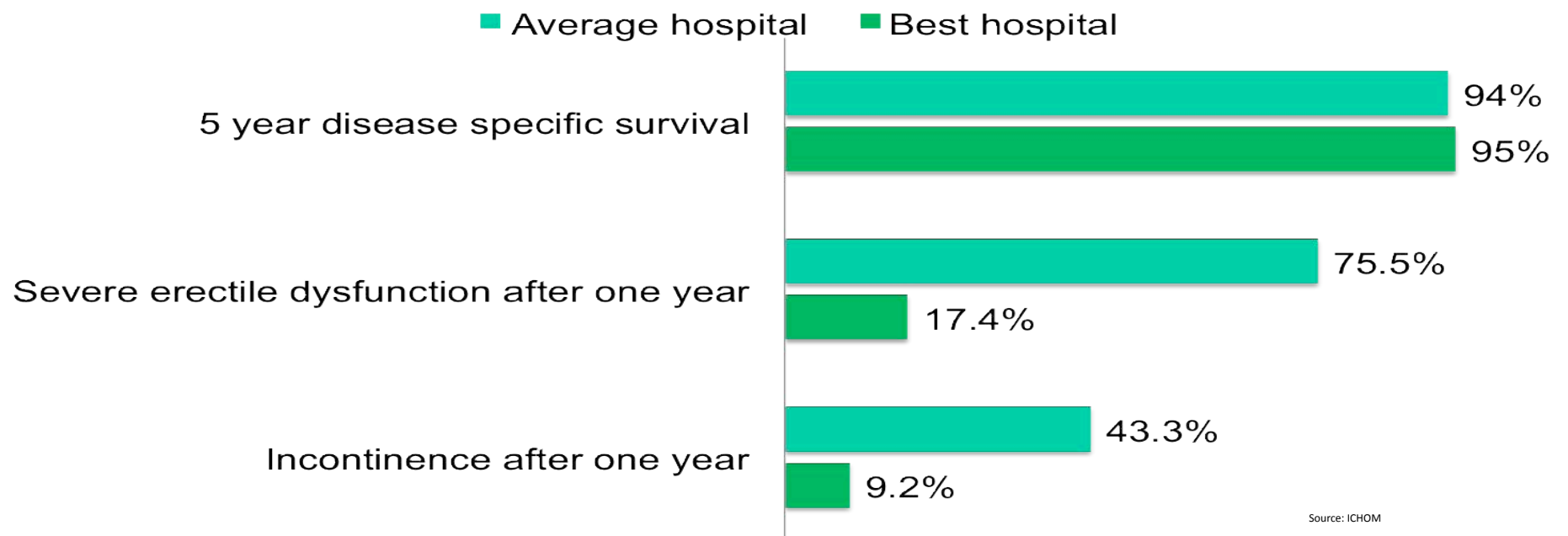
(FOR A DENTAL EXAM?)

MEASURES MUST BE SPECIFIC TO THE PATIENT'S
MEDICAL CIRCUMSTANCES.

MORTALITY IN PROSTATE CANCER



FUNCTIONAL OUTCOMES IN PROSTATE CANCER CARE AT MARTINI KLINIK



MEASURE AROUND MEDICALLY
DEFINED PATIENT SEGMENTS

MEASURE AT INDIVIDUAL PATIENT LEVEL
DURING AND AFTER CARE

RESULT IS LIMITED SET OF MEASURES

HOW DO YOU KNOW WHAT MATTERS?



EXPERIENCE GROUP INSIGHTS

**CLARIFY
PATIENT
SEGMENTS**

**DEVELOP INSIGHT
ON (INVISIBLE)
UNMET NEEDS**

**IDENTIFY
MEANINGFUL
METRICS**

GUIDING A NATIONAL EFFORT TO IMPROVE VALUE

REORGANIZE AROUND MEDICALLY-DEFINED PATIENT
SEGMENTS

LEARN WHAT OUTCOMES MATTER MOST TO PATIENTS

MEASURE WHAT IS MEANINGFUL

SET THE DIRECTION AND FOSTER LOCAL INITIATIVE

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