

REGION I Leadership Conference

Jack Cochran, MD





“Our greatest responsibility is to be good ancestors.”

Jonas Salk

Health Care's Common Challenges

- **Access to / timeliness of care**
- **High costs**
- **Quality gaps and variation – overuse, underuse, misuse**
- **Increasing prevalence of chronic diseases**
- **Need for improved coordination across “system”**

Meet Teacher Dan



\$7,300

Salary increase 2002 – 2012

-\$15,418

Inflation

-\$4,296

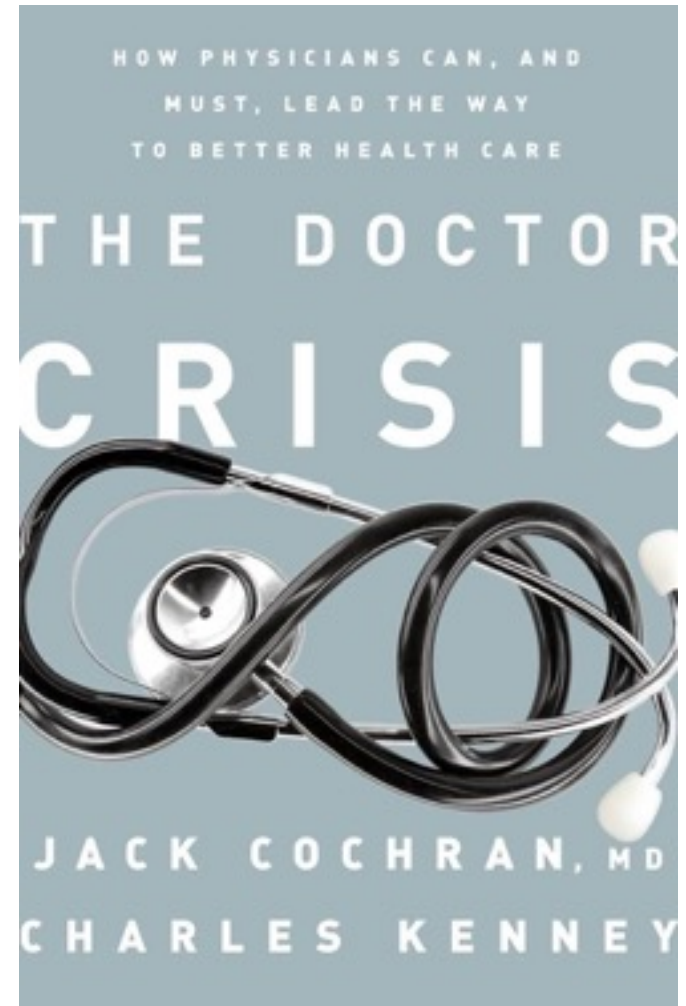
Health benefit contribution increase

-\$12,414

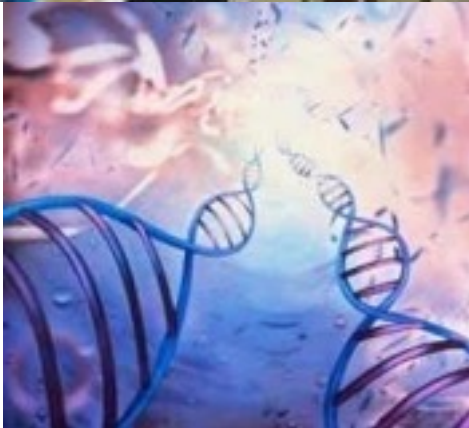
Actual salary change

Is Excellent Good Enough?

- **Exponential Growth in Knowledge, Technology, and Information (↑ Complexity)**
- **Physician Career Dissatisfaction**
- **Aging Population and More Co-Morbid Patients (↑ Complexity)**



Complexity of Knowledge



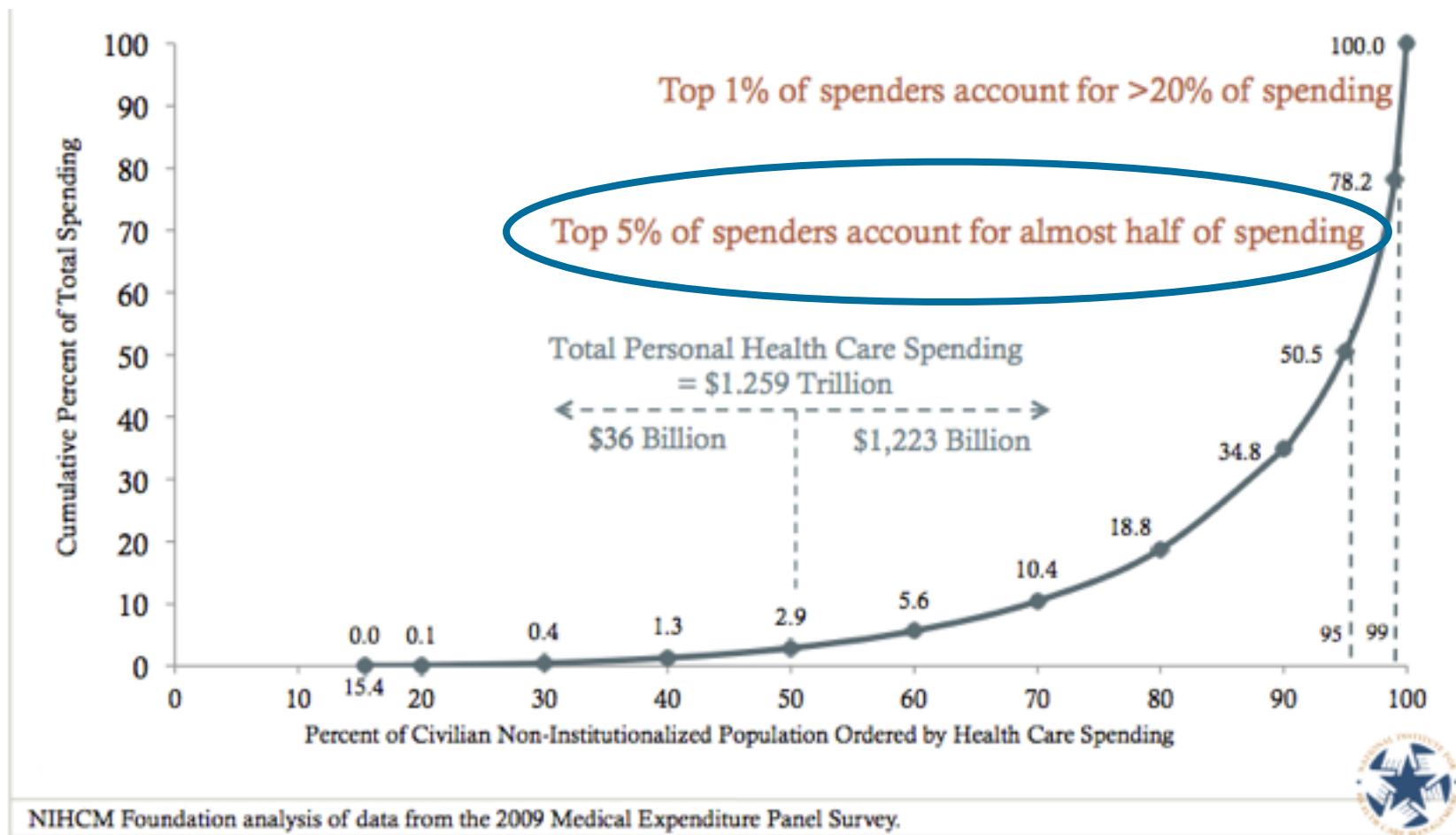
Doctors Are Dissatisfied

68% Feel Negative about the
Current State of the Medical
Profession

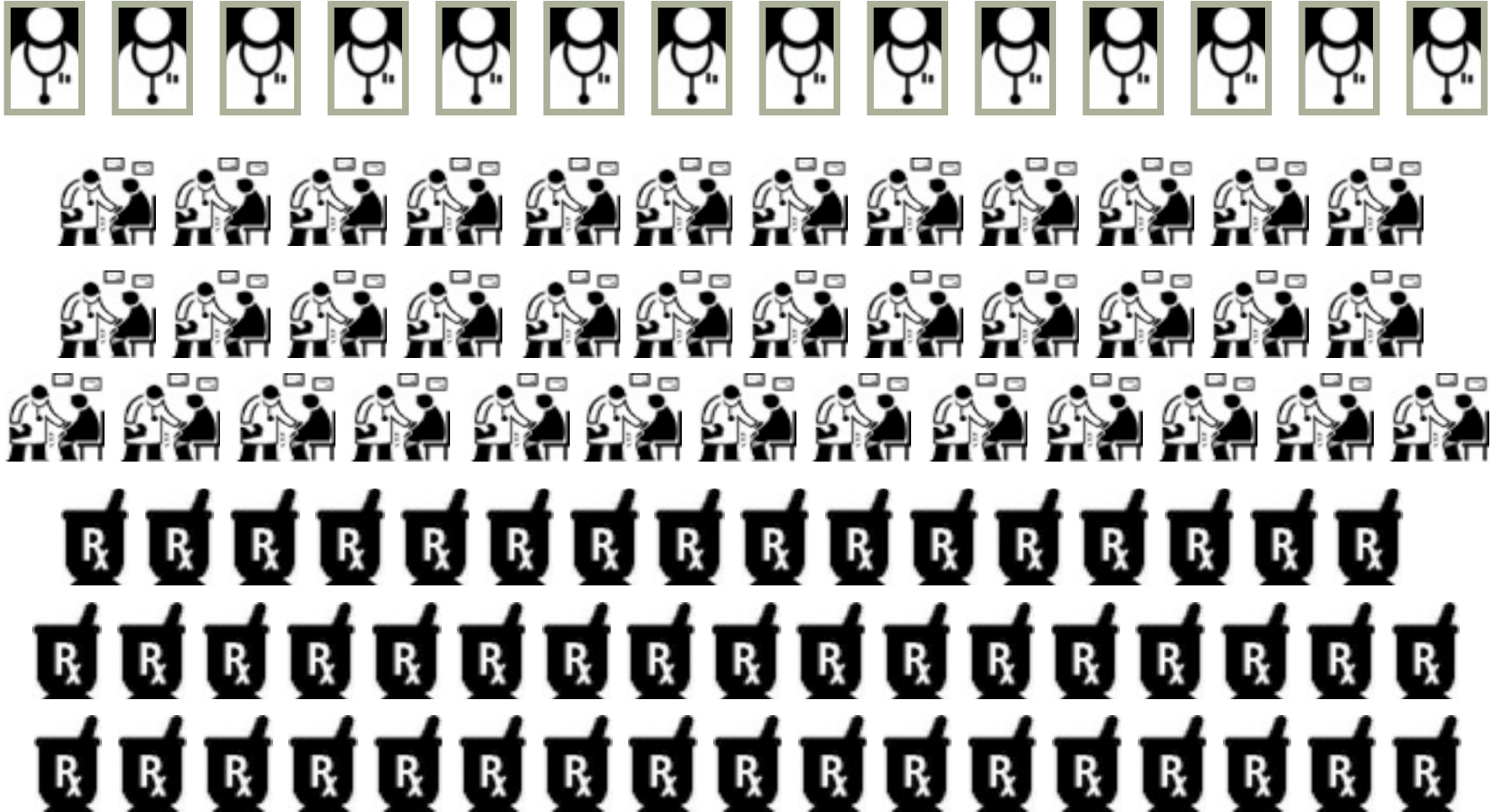
77% Feel Negative about the
Future of the Medical Profession

Source: A Survey of America's Physicians: Practice Patterns and Perspectives,
The Physician's Foundation, September 2012

Complexity of Patients



Complexity of Patients



Changing Mindsets, Changing Care Delivery



Industrial Age Model of Care

- One patient at a time
- Only know about patients who appear in your office
- No use of IT
- Limited use of “extenders”



Information Age Model of Care

- Accountability for panel/ population
- Transparency
- Use of EMR, registries, internet
- Team care (including patient)
- Moving care out of doctor’s office

Asking New Questions

From How many patients can you see?

To How many patients' problems can you solve?

From How can we encourage and convince patients to get required prevention?

To How can we create systems that significantly increase that patients get required prevention?

From How often should a physician see a patient to optimally monitor a condition?

To What is the best way to optimally monitor a condition?

Information



PEOPLE

Patient-centered focus
Integrated teams
Coordinated care
Connectivity – Outreach



PROCESS

Clinical evidence
Guidelines & protocols
Risk stratification
Process maps



TECHNOLOGY

Registries
Electronic Health Record
Patient Portal
Decision Support
Advanced Analytics
Intelligence

Proactive Office Encounter



Pre-Encounter

- Identify missing labs, screenings, kp.org status, etc.
- Provide member instructions
- Contact member and document encounter in HealthConnect™



Encounter

- Vital sign collection & documentation
- Identify and flag alerts for provider
- Prepare patient for exams
- Pre-encounter follow-up



Post-Encounter

- After visit summary, care instructions, follow-up appt, educational materials, access to kp.org
- Follow-up contact and appointments

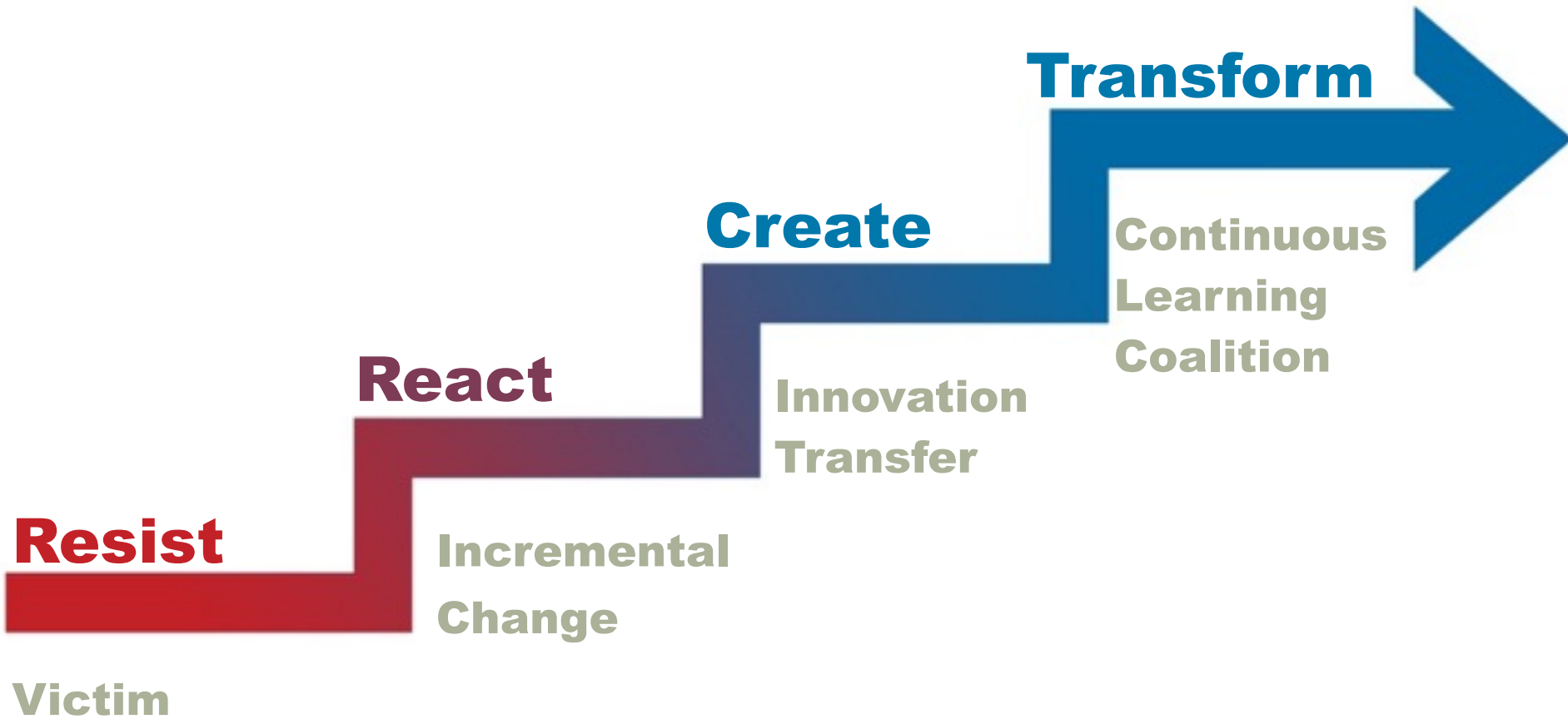
America's Best Medicare Health Plans

1. **Kaiser Foundation Health Plan of Southern California**
2. **Kaiser Foundation Health Plan of Northern California**
3. **Kaiser Foundation Health Plan of the Northwest**
4. **Capital Health Plan**
5. **Kaiser Foundation Health Plan of Hawaii**
6. **Kaiser Foundation Health Plan of Colorado**
7. **HealthSpan Integrated Care**
8. **Kaiser Foundation Health Plan of Georgia**
9. **Kaiser Foundation Health Plan of the Mid-Atlantic States**
10. **Geisinger Health Plan**

Kaiser Permanente's Key Success Factors

- **Clear, agreed upon mission**
- **Clinical leadership**
- **Transparent measurement**
- **Culture of learning**
- **Aligned incentives**
- **Facile, flexible technology**

Achieving Transformation



**“Success is not final, failure is not fatal:
it is the courage to continue that
counts.”**

Sir Winston Churchill

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