

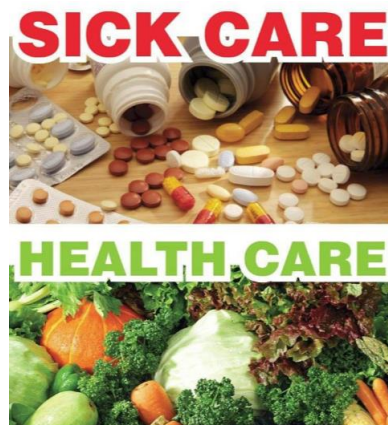
# The Health-Delivery Organization: Moving from Sick Care to Health



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## Overview: Advanced Publicity

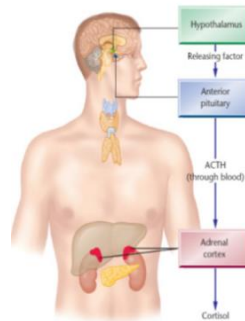
- Healthcare reform is silently bringing about a seismic shift from today's fragmented, sick care system...
- To the rapid evolution to a new type of entity...
- The "health-delivery organization"
- Note the missing four letters
- The new organization delivers "health", not "healthcare".



## Warning!!!

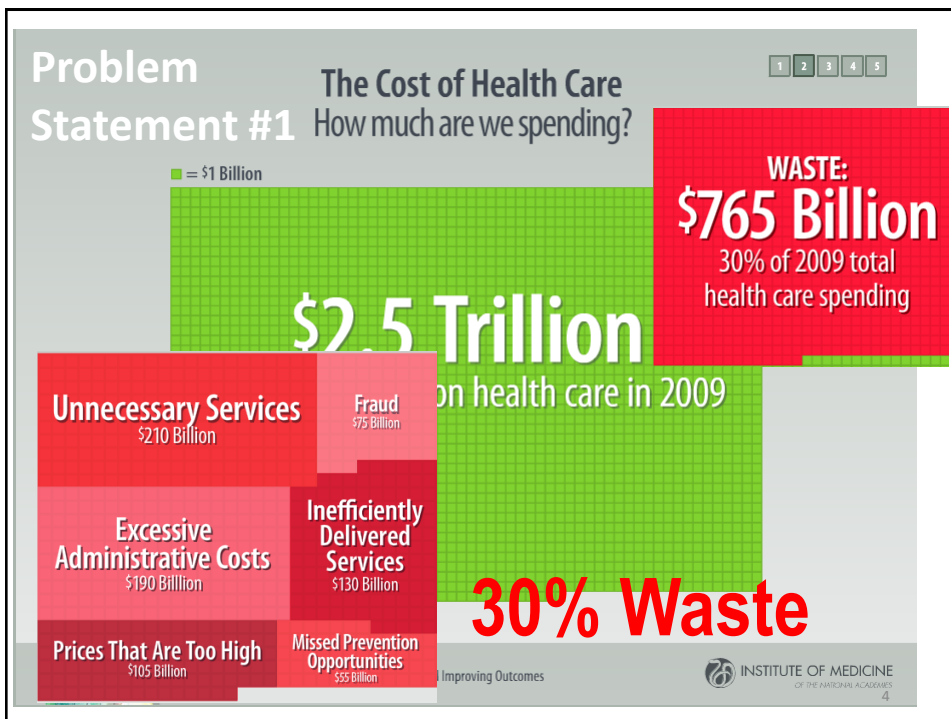
- This is going to be a
  - *Radical*
  - *Outside the box*
  - *Exciting, but*
  - *Potentially disturbing*
- Conversation

**CHANGE IS  
WORTHLESS IF  
IT'S GOING IN  
THE WRONG  
DIRECTION**



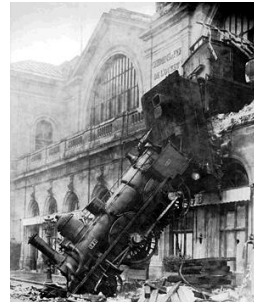
Neuroendocrine System

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## Problem Statement #2

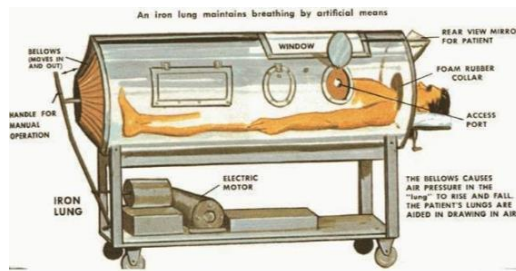
- “Our nation is at a crossroad. The care we have simply cannot be sustained. It will not work for health care to chew even more deeply into our common purse.”
- “If it does, our schools will fail, our roads will fail, our competitiveness will fail. Wages will continue to lag, and, paradoxically, so will our health. The choice is stark: chop or improve.” (Don Berwick, former CMS Administrator)



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## Problem Statement #3

- Oregon Representative Mitch Greenlick:
  - Health Reform in the Affordable Care Act era is made up of “halfway technologies”.
  - Example
    - The iron lung was invented to treat individuals with polio
    - It addressed the symptoms, not the underlying problem
    - In contrast to the polio vaccine, which was a full technology
  - **All** of the exciting health reform work going on in Oregon fits into the category of “halfway technologies”.



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## Translation...

- While Oregon is touted as the most successful state in the country in terms of Medicaid reform, succeeding in
  - Keeping the health care cost growth to 3.4% per year
  - Showing great outcomes (ER Use, Primary Care Visits, Diabetes Control, etc.)
- It's not doing enough to create a shift from a *Sick Care System* to a true *Health System*



In Canada, some people are put into a tent if they don't have a home. Photograph by Philip Vlahos.

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## Today's Question

- What would Mitch Greenlick say about Colorado?



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## What Does the Future Look Like?



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## THE STRATEGY THAT WILL FIX HEALTH CARE

HBX.ORG  
**Harvard  
Business  
Review**

OCTOBER 2013



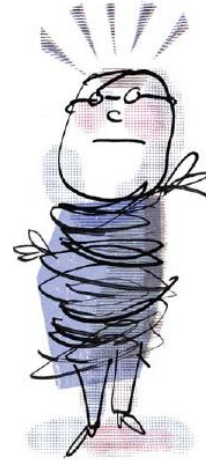
**Providers must lead the way in making value  
the overarching goal by Michael E. Porter  
and Thomas H. Lee**

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## Michael Porter

- “In health care, the days of business as usual are over.”
- “It’s time for a fundamental new strategy.”
- “We must...
  - Shift the focus from volume to patient outcomes achieved
  - Replace today’s fragmented system with a system in which services are concentrated in health-delivery organizations”



### ***Health-Delivery Organizations***

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## Three Roles for the New Health Delivery Ecosystem

- Help folks who are healthy, stay healthy
- Help prevent chronic health conditions
- Help folks with chronic health conditions lead a great life and stay out of ER and Hospitals
- A.K.A.
  - Primary Prevention
  - Secondary Prevention
  - Tertiary Prevention



## The Crystal Ball is Starting to Clear

- The future is neither in plastics.
- Nor patient-centered medical homes.



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## The Future Is...

- **One-Stop Health and Wellness Centers** providing Integrated Whole-Health Care.
  - Combined with specialty care (medical and behavioral health; inpatient and ambulatory) provided at **Centers of Excellence**.
  - Combined with **Community Services & Supports** that address the social determinants of health.
  - Supported by **Payment Reforms**.
- Together this describes the **Health Neighborhood** of the near future.



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## Have You Heard Me Talk About Atlanta?

- Fulton County Georgia's Objective: create *health neighborhoods* with *one-stop centers* where people receive a holistic set of services under one roof that are customized to the needs of the neighborhood.
- Neighborhood Union Primary Care Partnership was the first of four one-stops.



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## What's in the Health Neighborhood?

- The Neighborhood Union Primary Care Partnership's One Stop Shopping:
  - Well patient care
  - Sick-patient care
  - OB/GYN services
  - Travel immunization services
  - Communicable disease intervention
  - WIC/nutrition education
  - Oral health services
  - Behavioral health services
  - Employment assistance
  - Disability and vocation rehabilitation services
  - Foreclosure prevention services
  - Housing assistance

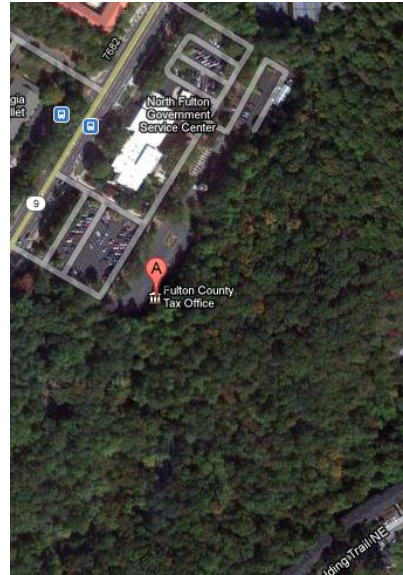


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## What's in the Health Neighborhood?

- The second one-stop, The North Fulton Government Service Center has all of the above plus:
  - A day center for the children of parents receiving services
  - A branch of the public library
  - A reading room/information center that offers ESL classes
  - An office where you can pay your parking tickets and taxes
  - A farmer's market
  - A community garden
  - A walking trail



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## What Does a One-Stop Health and Wellness Center Look Like?

Ornish Spectrum Introduction



[VIEW COMPLETE VIDEO GALLERY >](#)

On this page:

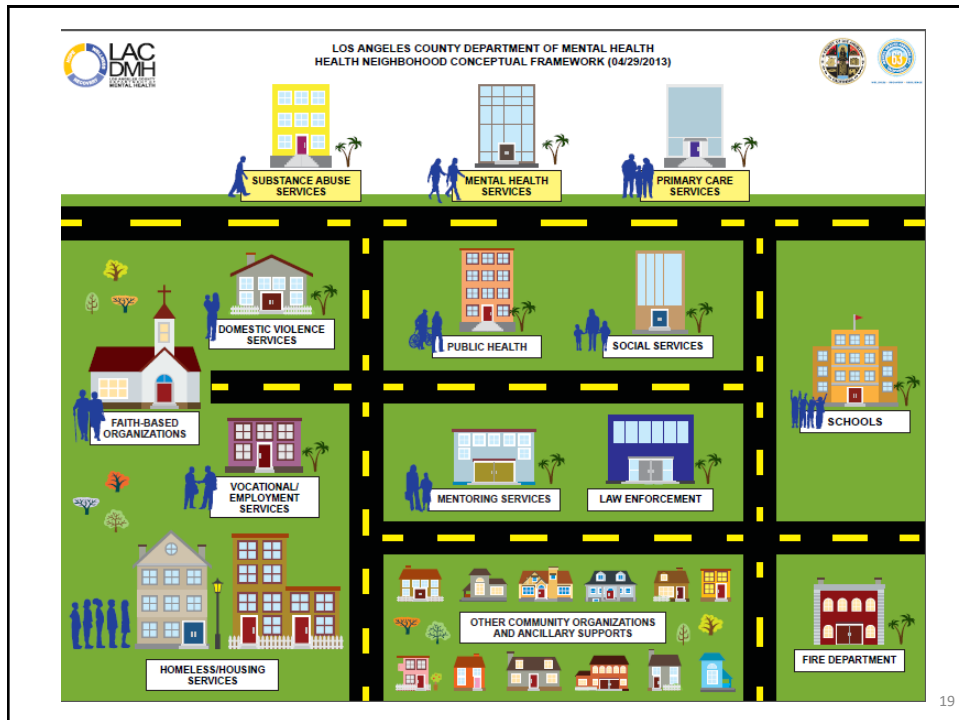
- |   |  |
|---|--|
| <a href="#">&gt; Physician / Medical Director</a> | <a href="#">&gt; Registered Nurse/Case Manager</a> |
| <a href="#">&gt; Exercise Physiologist</a>        | <a href="#">&gt; Group Support Specialist</a>      |
| <a href="#">&gt; Stress Management Specialist</a> | <a href="#">&gt; Registered Dietician</a>          |
| <a href="#">&gt; Program Director</a>             | <a href="#">&gt; Administrative Assistant</a>      |
| <a href="#">&gt; Chef/Food Services</a>           | <a href="#">&gt; Marketing Recruiter</a>           |

[the proven program](#) [the research](#) [nutrition](#) [fitness](#) [stress management](#) [love & support](#)

### Stress Management Specialist

- Certification (500 hour basic yoga teacher certification) from a traditional yoga teacher-training program (i.e., Integral Yoga Institute, Ananda, Sivananda, Kripalu, American Yoga College or Himalayan Institute Centers), or comparable training and teaching experience
- Training in breathing techniques, the science and practice of meditation, yoga philosophy, anatomy and physiology, and solid background in the body postures of Hatha yoga
- Registered Yoga Teacher (RYT) through the National Yoga Alliance preferred
- Actively practicing the postures, meditation, breathing techniques and Program lifestyle

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## What Does a One-Stop Health and Wellness Center Look Like?

From Symptoms to Total Wellness

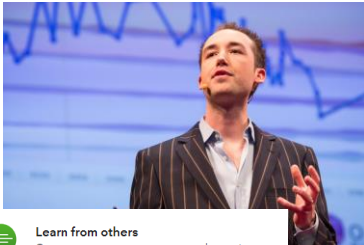
San Mateo County CA



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## What Does a One-Stop Health and Wellness Center Look Like?

PatientsLikeMe Is Building A Self-Learning Healthcare System



### Learn from others

Compare treatments, symptoms and experiences with people like you and take control of your health



### Connect with people like you

Share your experience, give and get support to improve your life and the lives of others



### Track your health

Chart your health over time and contribute to research that can advance medicine for all



Find out what your DNA says about you and your family.

Trace your lineage back 10,000 years and discover your history from over 750 maternal lineages and over 500 paternal lineages.

order now

\$99

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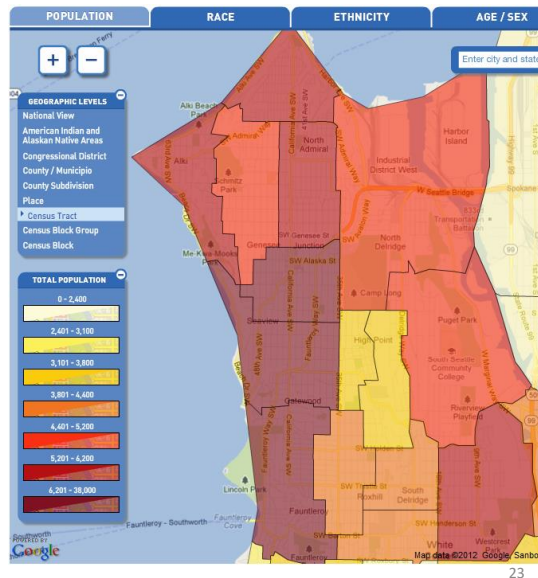
## What Does Your Future One-Stop Health & Wellness Center Look Like?



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## Example: West Seattle 2010 Census

- 16 census tracts
- 81,397 residents (humans)
- 17,000 dogs



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## West Seattle Healthcare Spend

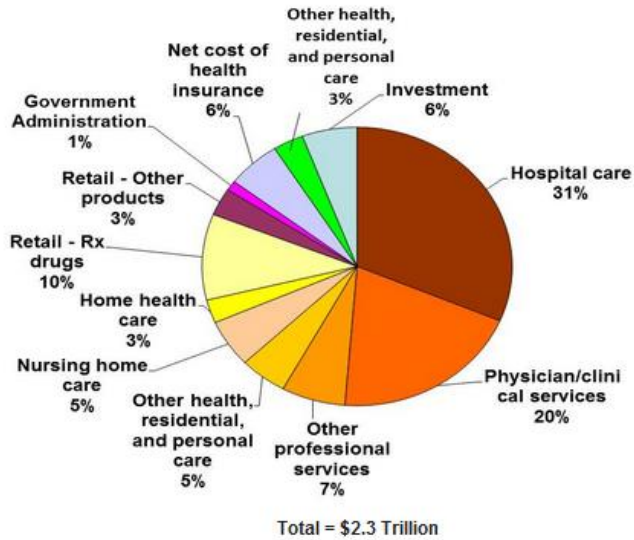
81,397	Residents
\$6,782	Average Cost per Year (WA)
\$552,034,454	Annual Healthcare Spend
30%	Percent Waste
\$165,610,336	Waste Dollars



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## How Would You Change this Spend?

National Health Expenditures, 2010



...If your community's data has a similar profile and you had \$165M to play with, where would you start?

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