Achieving Value Through Professionalism

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Value in Healthcare

• It is a mathematical relationship
  • Quality/Cost=Value
• Value can be improved by adding quality or reducing cost or both
• So why do we need to achieve more value in healthcare

Why Value - Quality/Cost
LIFE EXPECTANCY VS SPENDING
$2000 at age 78.

World Bank for non-OECD countries
DataLink: http://dx.doi.org/10.1787/88993290940
Where is the Quality and Cost Problem
Population Health Spend

Annual per capita healthcare costs

Age
0 10 20 30 40 50 60 70 80 90

$45,000 $40,000 $35,000 $30,000 $25,000 $20,000 $15,000 $10,000 $5,000 $0

UK Germany Sweden US Spain

U.S. is spending much more for older ages

Aggregate Spend by Complexity

Aggregate by Complexity

• First. A profession is an occupation for which necessary preliminary training is intellectual in character, involving knowledge, and to some extent learning, as distinguished from skill

• Second. A profession is an occupation which is pursued largely for others and not merely for one’s self

• Third. It is an occupation in which the amount of financial return is not the accepted measure of success.

**Supreme Court of the United States**

“on Sources and objects of Professionalism”

- Justice Brandeis 1914
What is Professionalism

“The Practice of Medicine is not a Trade”

“The practice of medicine is an art, not a trade; a calling, not a business; a calling in which your heart will be exercised equally with your head.”

– Sir William Osler

5 Fundamental Features of a Profession

1. A profession requires a duty first to a group outside itself and is duty bound to keep that interest primary
2. A profession determines the standard of practice for the group and enforces it.
3. A profession recognizes the unequal bargaining position inherent between professional and patient and requires its members avoid conflicts of interest and the appearance of impropriety
4. It insists on Professionalism as the organizing principle of practice relationships with patients, colleagues and community and
5. It is the basis for monopolistic licensing requirements which will end when professionalism ends

Professionalism

Professional Duty – to offer an oath:
• Transcends physician roles and specialties
• Transcends geographic boundaries and political divides
• Sets the stage for collaboration
• Fosters respect and Trust

Profess a Commitment to:
• Patient confidentiality
• Honesty with patients
• Professional competence
• Improving quality
• Improving access
• Maintaining Trust by managing conflicts of interest
• Professional Responsibility
Institute of Health Report
Doctor-Patient Relationship and the Point of care

Professionalism defines the solution to value

“… payment reforms need to create incentives to encourage behavioral change at the locus of care (provider-patient), and thus payment should target decision making units at the level of the individual provider…”

Professionalism Creates Value

✓ Sets the stage for collaboration – necessary for value creation
✓ Collaboration enables collective learning and sharing best practices
✓ Data is the “currency of exchange” in value
  • Quickly identify opportunity for improvement (cost & quality)
  • Creates accountability
  • Better management of populations – focused resources on high risk patients
  • Reporting on quality and cost measures
✓ The whole is greater than the sum of its parts

Ever played in a golf scramble?

59 club – Maybe, if it’s a scramble
Infrastructure & Function of a Professionally Driven Care Model

“The universe of solutions is small”

Key Infrastructure Components Needed To Achieve Value through Professionalism

- Systems which protect the provider-patient relationship (un-conflicted)
- Systems which interoperate to share all data on cost and quality
- System which Share data on shared patients at the point of care
- Systems which follow patient care real time
- Systems which function inside currently existing workflows
- Systems which deliver value-prompts / decision support to the point of care
Clinical Workflow

“Professionally shared Data is the currency of exchange in Value”

Working together

The Professional - Patient Relationship

Work Flow

Clinical information in real time.

“Value” prompts that are patient and Value contract specific.

WHERE IS THE PATIENT NOW
How are we doing?
Measure Compliance and Performance

Continuous Process Improvement
Plan

Summary
To succeed in creating value – demand professionalism be the guiding light.

- Profess – Take the oath:
  - DO THE RIGHT THING for the patient FIRST
  - Remove barriers to collaborate, communicate and measure
  - Measure and improve patient experience and care outcome for patients
  - Use technology to work smarter, leveraging data for patients
  - Demand professionalism and hold one another accountable for patient value
Thought from the Institute of Medicine

• First page of the Report on "…Geographic Variation in Health Care Spending and the Promotion of High-Value Care"

  Knowing is not enough; we must apply.
  Willing is not enough; we must do.
  Quoting Goethe

Questions?

Disclosure Statement of Financial Interest

I, SCOTT FOWLER,

DO NOT have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.

• My affiliations:
  – President and CEO, Holston Medical Group, P.C., is a professional corporation for the practice of medicine
  – OnePartner, LLC is a data center and healthcare information company dedicated to patient centered care
  – Qualuable Medical Professionals, LLC is a 25,000 patient Medicare Shared Savings Program ACO