



A Common Sense Approach to Value Based Care

Transforming Healthcare From a Managing
Sickness Model to a Preserving Wellness Model



Introduction



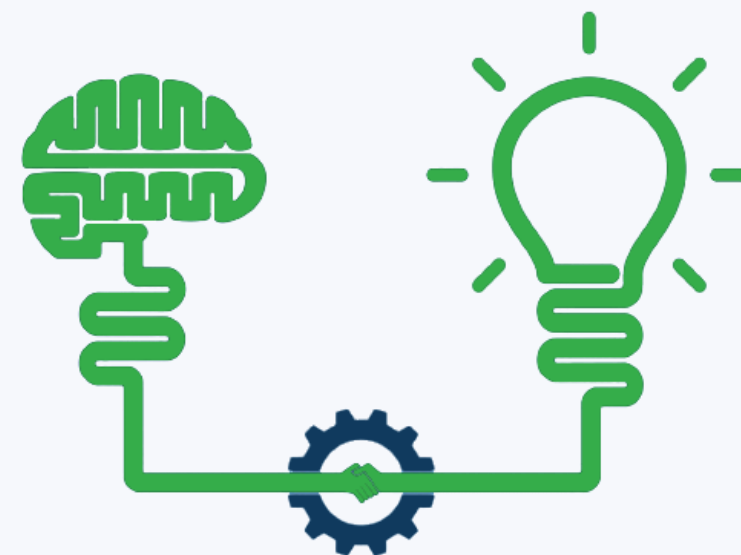
James Doulgeris

Co-founder & CEO, Osler Health



Key Strategies

- Real-time data collection supporting analytics to provide actionable information
- Achieve more proactive, focused and productive patient care
- Moving beyond clinical integration to clinical collaboration
- *Patient engagement*

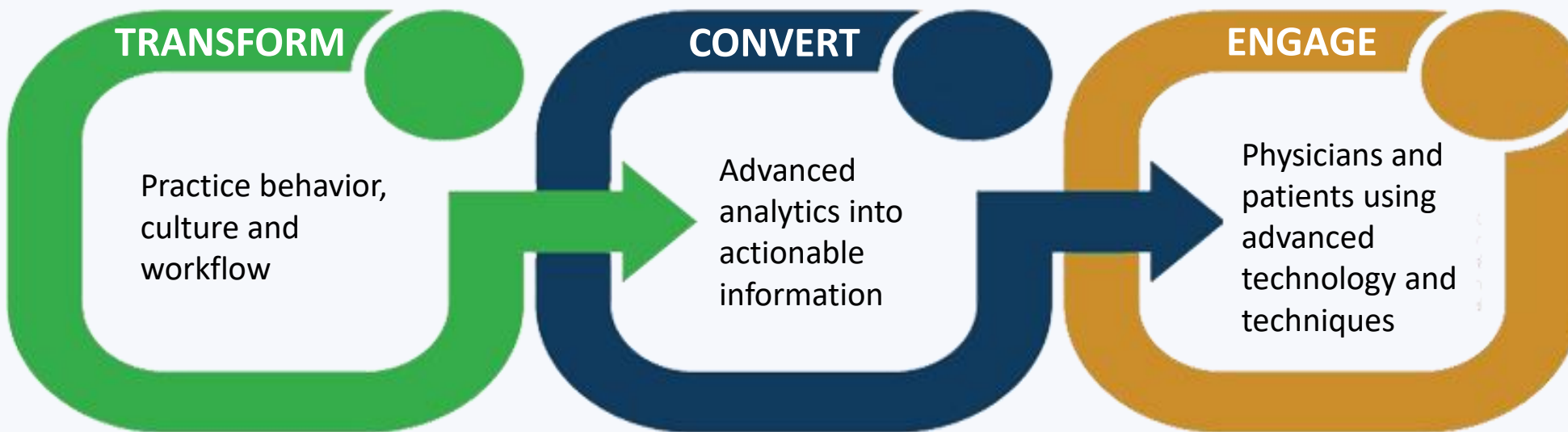




Osler Health's Care Vision

How Does It Work?

At Osler Health We...





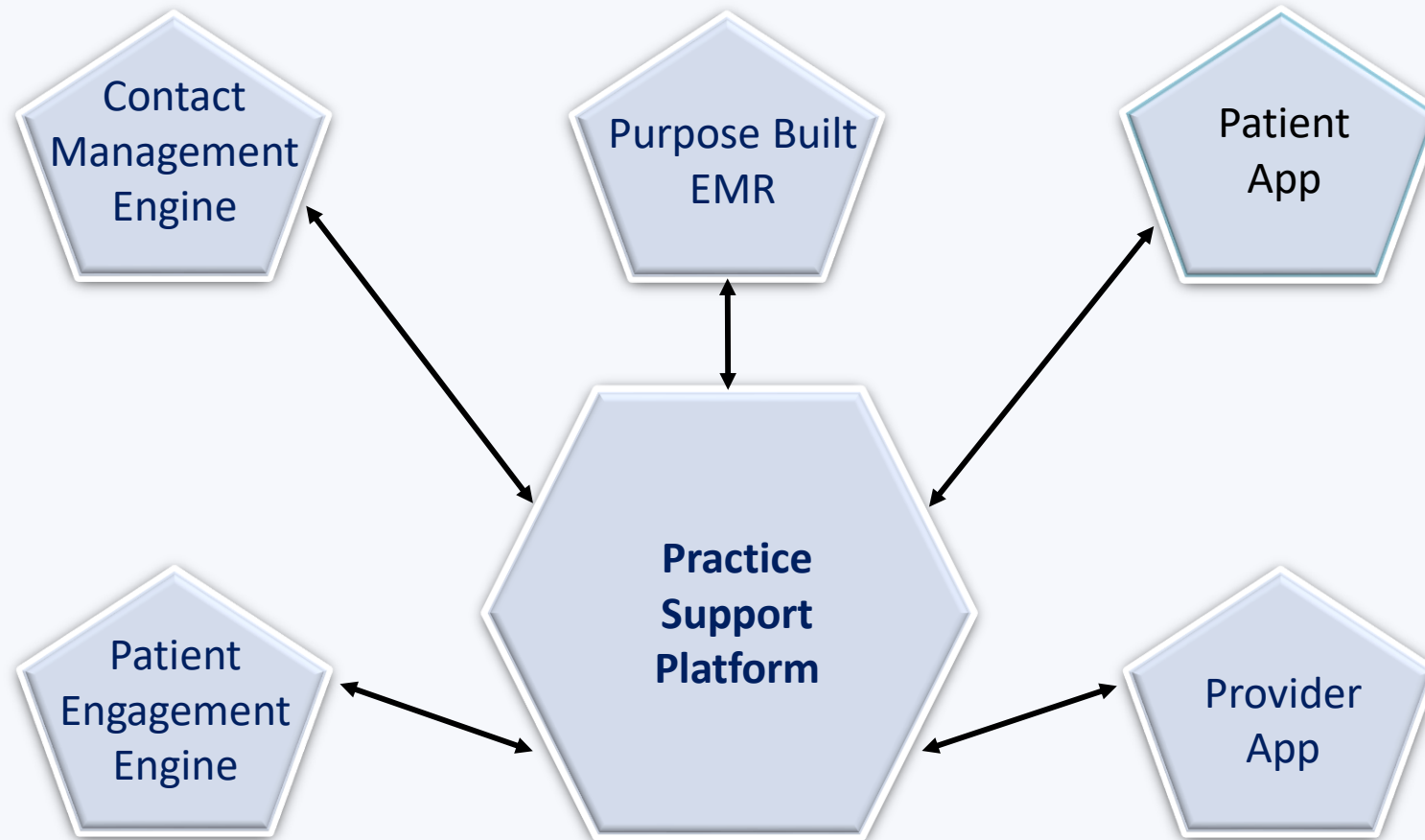
Challenges Osler Health Faces



- Duplication of effort
- Disparate EMR platforms
- Gaps in communication/care
- Data quality and latency
- Cultural, behavioral and operational disparity

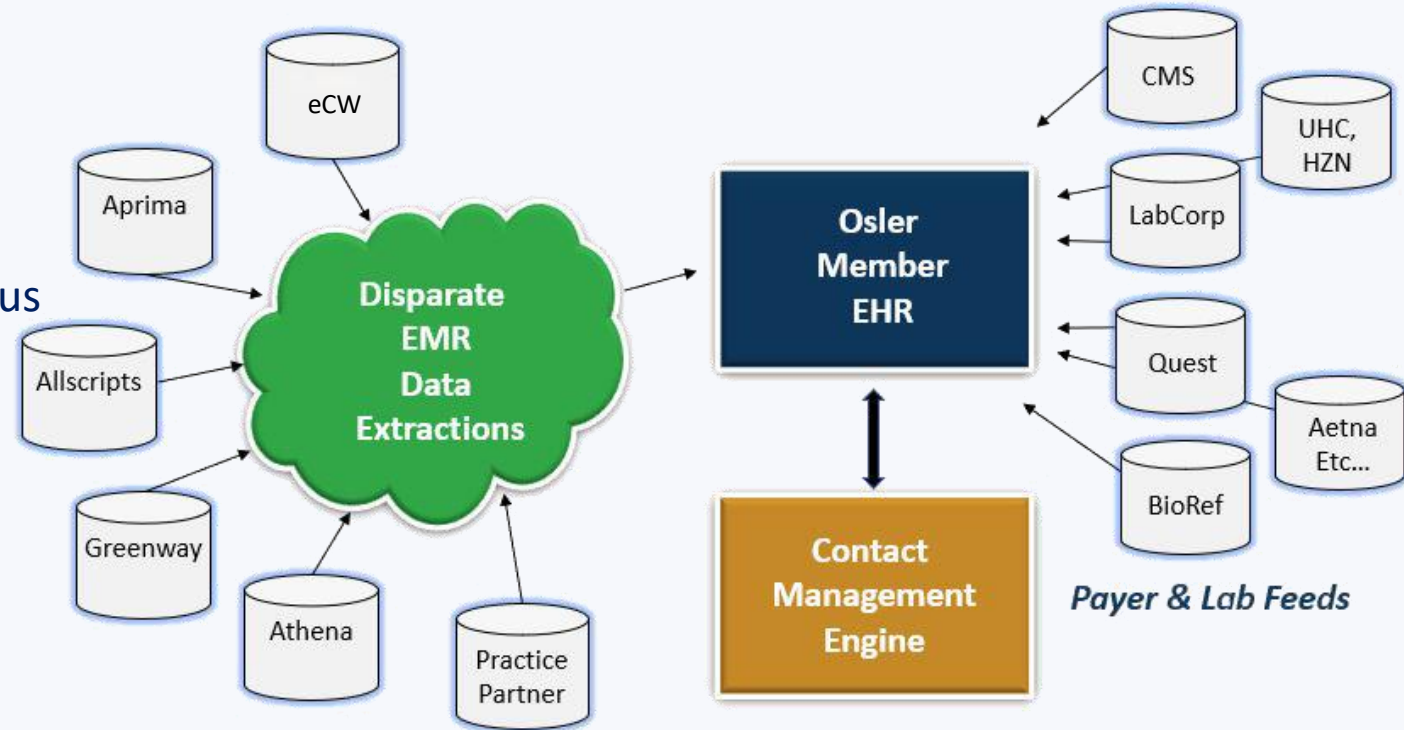


Solution – Equip, Enable, Empower



Blocking and Tackling

- Extract & Normalize Data from Practice EMRs
- Collect Data From Payer & Lab Sources
- Correlate Transactions & Establish Patient Gap Status
- Strategize Closure at the Network Level
- Execute Contact Tactically at the Practice Level
- Apply High Degree of Tracking & Reporting





BUT FIRST – The Foundation

Changes Required:

- Cultural
- Behavioral
- Operational

Key Operational Goals:

- Same experience across system
- Clinically integrated to clinically collaborative
- Revenue lift, profitability lift, efficiency lift

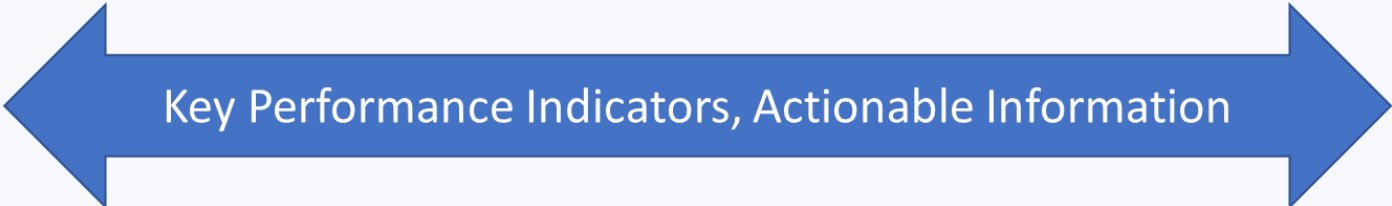


Systemic Change

Areas of Focus



Support Pillars





Systemic Change

Key Challenges

- Change culture from accepting patients to welcoming them
- Change behavior from practice centric to patient centric
- Change operations to improve efficiency, effectiveness and patient service



Systemic Change

Buy in to change from:

- Executive Management
- Physicians
- Staff

Solution – Team Approach:

- HMM Management - Leaders
- Osler Management – Consultative and Implementation
- Practice Representative – Communicator and Validator



Success is in the details

Osler IPA Practice	A1C_Test	A1C_8%	BCS	COL	Eye	Neph	PHQ9	BMI	CCS	Fall
Practice Site 1	427	132	242	245	321	87	67	234	367	812
Practice Site 2	538	243	35				78	345	478	923
Practice Site 3	368	188	38				91	943	589	701
Practice Site 4	205	510	46				178	455	671	902
Practice Site 5	501	182	40				277	567	362	219
Practice Site 6	538	243	35				78	345	478	923
Practice Site 7	123	256	18				243	852	561	728
Practice Site 8	323	356	28				543	762	261	740
Practice Site 9	523	456	38				646	672	621	752
Practice Site 10	723	556	48				759	392	931	767
Practice Site 11	823	656	58				260	232	591	773
Practice Site 12	223	756	689		214	227	373	162	881	735
Practice Site 13	423	856	789	432	334	428	852	862	531	758
Practice Site 14	623	956	889	639	484	628	906	422	471	778
Practice Site 15	823	856	989	987	554	529	173	552	261	728

**Establish gap
baselines
&
provide effective
support**



Osler Practice Support Platform

Set Tactical Strategy

Clinical / Quality Contract Measures	25%	50%	75%	100%	Points
Colorectal Cancer Screening	64.9%	66.6%			
Breast Cancer Screening	79.9%	80.9%			
Cervical Cancer Screening	88.6%				
Retinal Eye Exam	44.7%	47.5%			
Hemoglobin A1c	91.4%	91.9%			
Diabetes Nephropathy	95.0%	95.2%			
Hemoglobin A1c > 9.0%	15.2%	14.2%			
Hemoglobin A1c > 8.0%	15.2%	14.2%	13.7%	13.2%	10

- **Map goals**
- **Establish targets**
- **Focus on fundamentals**

Payer: Payer 1


[Edit Quality Measure](#)

[Return to Previous Menu](#)



Engaging our Patient Population

User: A. Chavez
Practice: Clifton Wallington

Patient ID	Patient Name	Date of Last Exam	Preferred Contact	Select Record
324-66-7898	Timothy Smith	3/14/16	Cellphone	Select 
278-88-6582	Emily Jones	5/12/17	Text	Select
299		4/14/15	Email	Select
556		6/18/16	Email	Select
889		11/22/17	Cellphone	Select
412		3/22/14	Text	Select
366-78-4364	Jill Cory	8/11/16	Cellphone	Select
482-21-3924	David Barrett	7/12/17	Email	Select

Communicating
using
cloud-based support
tools

 Completed This Session

Load Additional Records

Return to Main Menu



Innovative Patient Engagement

VAETAS CONNECT – Video Communication Platform



- ▶ Videos with patented direct call-to-action technology
- ▶ Personalized human-to-human interaction
- ▶ Utilizing full-screen interactive video
 - appointment reminders
 - closing gaps in care
 - providing patient education

Old School Email: 1-4% Response Rate
Vaetas Email: 23-37% Response Rate



Contact Patients Like It's 2019

Contact Management Tool

Patient Name: Ken Norton
DOB: 8/2/75

Quality Measure	Due Date	Contact
Annual Ambulatory Visit	3/13/17	<input checked="" type="radio"/> <input type="radio"/>
Colonoscopy	2/14/16	<input checked="" type="radio"/> <input type="radio"/>
PHQ9	3/13/17	<input checked="" type="radio"/> <input type="radio"/>
A1c	3/13/17	<input checked="" type="radio"/> <input type="radio"/>

Outbound Email Message -- Ken Norton@yahoo.com

Hi Ken,

Dr. B. here, and the following is really important to keeping you healthy:

- Annual Physical Examination
- Colonoscopy
- PHQ9 Depression Screening
- A1c Lab Work



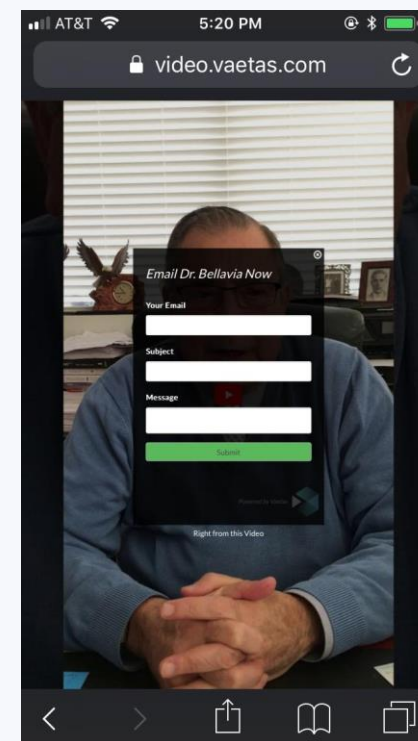
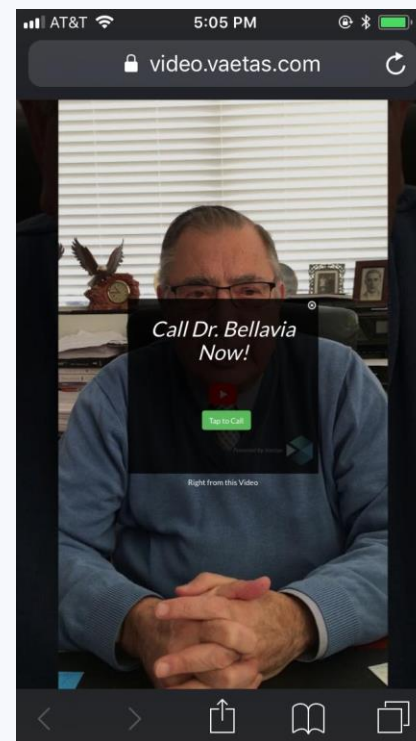
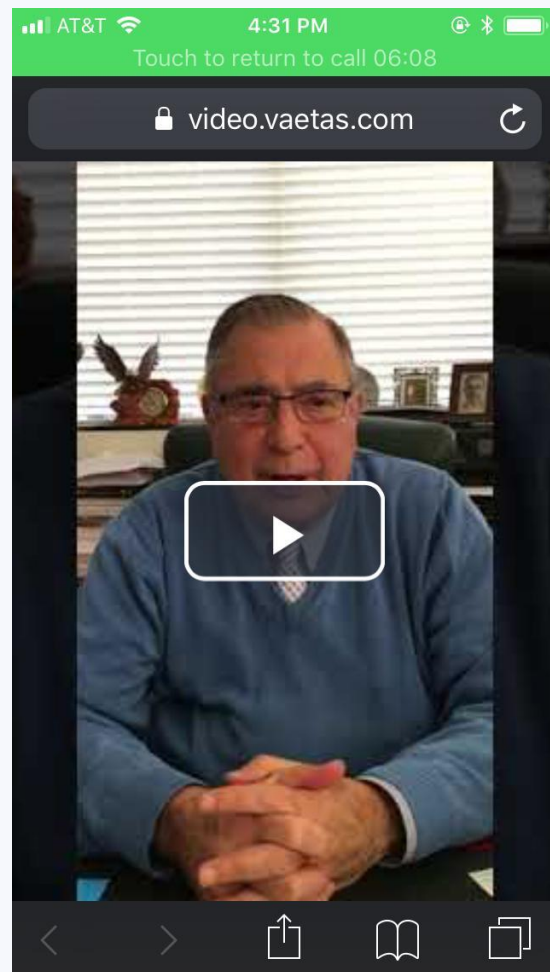
Just touch the screen after watching my message, and let's make a date. It's easy – and important.

Send Email Message

Return to Main Menu

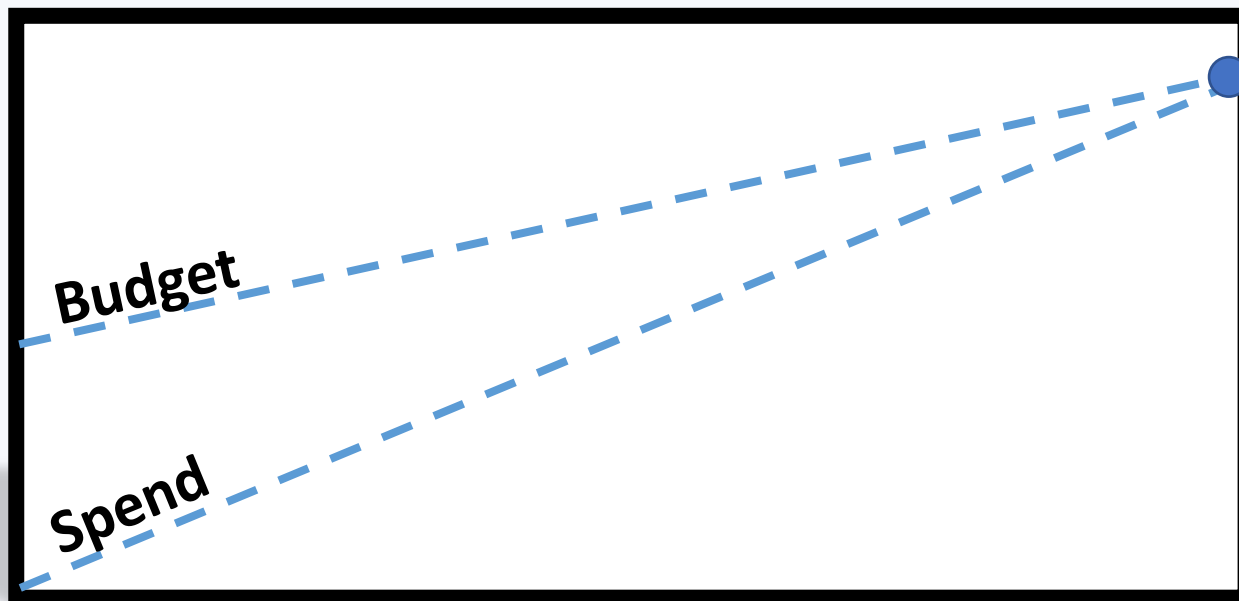


Patented Direct Call-To-Action Technology





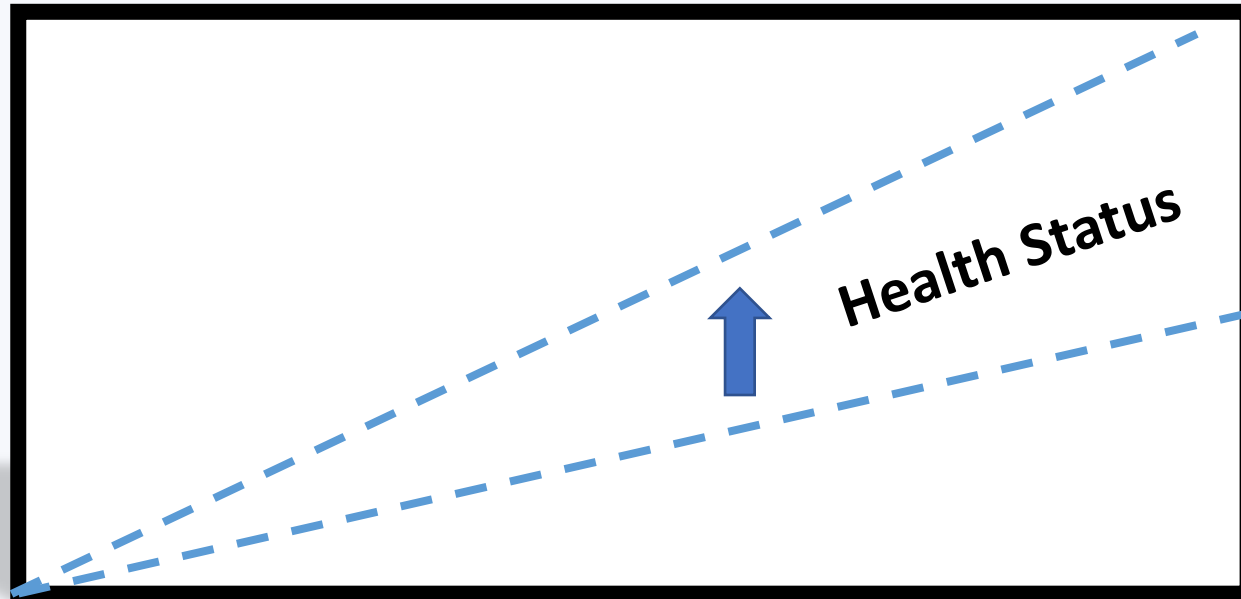
When the Waste Has Been Cut



The Performance Delta Shrinks



Sustainability in Shared Savings or Risk



Requires Improved Population Health Status



That Means Effective Patient Engagement

**Chronic Disease
Progression**

REVERSE



STOP



The Key To Success



DATA



The Key To Success



DATA



INNOVATION



The Key To Success



DATA



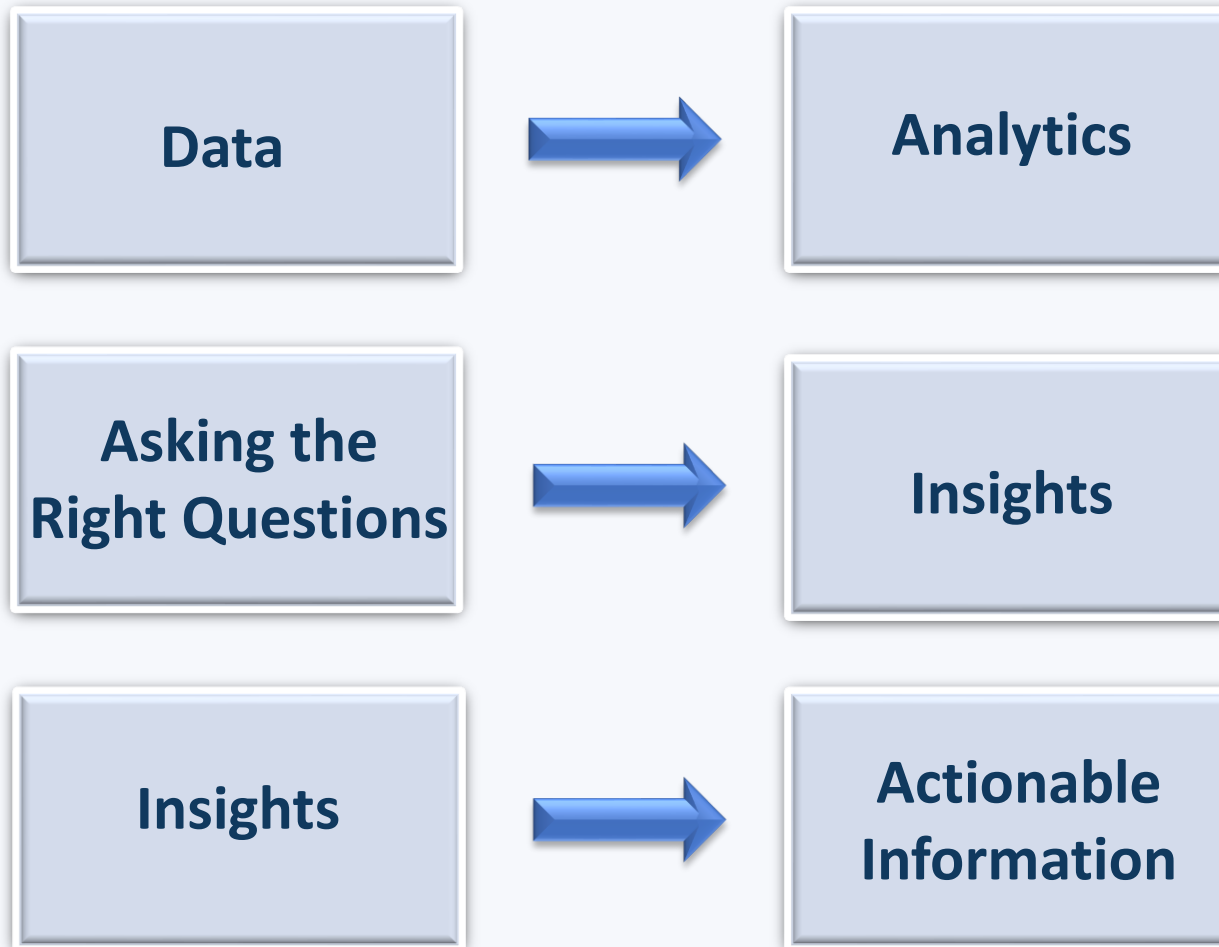
INNOVATION



APPLICATION



Healthcare is a Relationship Business





The Recipe for Sustainable Success



Using Data Beyond Analytics

- ▶ Customized Experience
- ▶ Personalized Interactive Wellness with Group Competition
- ▶ Telemedicine and Telemonitoring

Patient Engagement to Population Engagement
One Patient at a Time



A Patient Engagement and Services App

Starts with Data



Member Personal Information	
Name:	John Doe
Social Security Number:	123-45-6789
Health Plan Member ID:	114767923
Group Number:	NJFPT
Date of Birth:	4/1/1967
Street Address:	15 Waverly Place
City:	Livingston
State:	New Jersey

Member Vitals & Contact Preferences	
Member Plan Association:	Horizon
Primary Care Group:	Heights Medical
Primary Care Physician:	Thomas Bellavia, MD
Preferred Contact Method:	Cellphone
	JDoe@yahoo.com
	201-345-8798
	Last Weight: 167 LBS
	Last Blood Pressure: 125/70
	Last Pulse Rate: 62

The Right Tools

Update Personal Info

Return to Main Menu



Osler Patient Engagement and Services App

Add Quality Capabilities

Member: **John Doe**
DOB: **4/1/67**

Quality Measure	Last Test Date	Next Test Date
Annual Ambulatory Visit	5/14/18	5/13/19
A1C Test	5/14/18	5/13/19
	4/2/17	4/11/18
	2/22/16	3/21/17
	-----	5/13/19
Colo-Rectal Exam	4/4/16	4/3/21
Nephropathy Exam	-----	6/1/18
PHQ9 Depression Screen	5/14/18	6/13/19

The Right Information

Member Vitals & Contact Preferences	
Member Plan Association:	Horizon
Primary Care Group:	Heights Medical
Primary Care Physician:	Thomas Bellavia, MD
Preferred Contact Method:	Cellphone
Member Email:	JDoe@yahoo.com
Cellphone:	201-345-8798
Last A1c Measure: 3.5	Last Weight: 167 LBS
Last Blood Pressure: 125/70	Last Pulse Rate: 62

Update Preferences

Return to Main Menu



Osler Patient Engagement and Services App

Add Motivation

Member: **John Doe**
DOB: **4/1/67**

Quality Measure	Reward Status	Reward Date
Annual Ambulatory Visit	★	5/13/19
A1C Test	★	5/13/19
A1C 8% Test	★	4/11/18
Breast Cancer Screening		3/21/17
Cervical Cancer Screening		5/13/19
Colo-Rectal Exam	★	4/3/21
Nephropathy Exam		6/1/18
PHQ9 Depression Screen	★	6/13/19

[Return to Main Menu](#)

Reward Summary & Earning Opportunities	
Current Osler Star Points	25
Current Reward Level	1 (50 Points/Level)
Appointment Feedback	1 Point
Webinar Participation	5 Points
Use of Chat Function	1 Point
Online DME Purchase	1 Point/\$10
Lab Order Pre-Exam	2 Points
Completion Quality Gaps	10 Points

[Redeem Rewards](#)

Data is our secret weapon

The TV one is just satisfyingly nerdy



 innovaccer



 OPTUM™

- Transform population health into personalized care
- Equip physicians with robust clinical & claims analytics
- Transform sophisticated analytics into actionable information



Take THIS – Away

- Extract accurate and complete data
- Normalize & feed into analytics
- Ask the right questions – ***Be Curious***
- Quantify, Strategize, Act
- **One Last Thing ...**





Transferring Our Experience To Hospital Systems



As CMS pushes risk onto providers, and commercial plans follow, our business model is changing too.

Our success in engaging physicians and patients is transferrable, and in rapidly growing demand.



Q&A

Contact:
jdoulgeris@oslernetwork.com