Welcome to
“Keeping Up with Healthcare Organizations: Understanding the Value Proposition as Integrated Care Progresses”

Presenter: Sharon William
Facilitator: Magda Hageman-Apol

The webinar will begin at 3:30 p.m. Eastern Standard Time

Webinar Tips

We recommend that you listen to the webinar over your computer speakers.

Your microphone or telephone will muted but you can ask questions throughout the webinar, as shown on the next slide.
Please feel free to ask your questions by using the Questions box on the Control Panel

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Type your questions and comments here and press send.

KEEPING UP WITH HEALTH CARE ORGANIZATIONS (EASIER THAN THE KARDASHIANS!):
THE VALUE PROPOSITION

Meals on Wheels America
February 17, 2016 Webinar
Presenter: Sharon R. Williams, CEO
Williams Jaxon Consulting, LLC
TODAY’S OBJECTIVES

- Highlight Objectives of Integrated Care Initiatives/Alignment with CBOs
- Value Proposition Discussion
- Review Key Integrated Care Drivers for Various Healthcare Organizations
- Discuss Alignment of Nutrition Services/Products to Healthcare Organization Needs
- Using the Kardashian mojo?!

“I’M AN ENTREPRENEUR. ‘AMBITIOUS,’ IS MY MIDDLE NAME

--Kim Kardashian

Whether you’re well established in integrated health care or just getting started—creating meaningful partnerships with health care organizations will require Kim’s tenacious ambition!!
VALUE PROPOSITION

**Value Proposition** noun

(in marketing) an innovation, service or feature intended to make a company or product attractive to customers.

--Wikipedia

A business or marketing statement that summarizes why a customer should buy a product or use services. The statement should convince potential customer that the particular product of service will add value or better solve a problem than other similar offering.

--Harvard Business Review

A positioning statement that explains what benefit you provide for whom and how you do so uniquely well.

--Michael Skok, founder StartUp Secrets Entrepreneur Training Courses

What Would the Kardashians Do (WWKD?)

KEY ELEMENTS OF INTEGRATED CARE

(IT’S HERE, MY PEERS…GET USED TO IT!)

Person centered accountable care

Multi-disciplinary care teams providing care management and coordination

Comprehensive provider networks that meet the need of target population

Enhanced use of home & community based long term care services

Strong consumer protections

Robust data sharing and communication across all of the consumers’ providers of care

Financial alignment that blends Medicare & Medicaid funding (and rules!)
IMPLICATIONS OF INTEGRATED CARE

- Broader scope of care coordination among traditional healthcare providers
- Focus on consumer choice
- Great pressures on cost effectiveness of care
- Quality outcomes vs process outcomes
- New opportunities/challenges for all entities in the healthcare continuum, etc.

TRIPLE AIM

- Patient Experience
- Population Health (Quality Outcomes)
- Per Capita Cost Redux
YOUR NEW CUSTOMERS HAVE OVERLAPPING GOALS/NEEDS

Hospitals

Health Plans

Providers

Hospitals
- Contract Obligations
- Medicare payment rules
- Accreditation
- Patient Outreach/Satisfaction
- Cost

Health Plans
- Accreditation
- Contract Obligations
- Network Adequacy
- Quality Outcomes
- Consumer Outreach/Satisfaction
Providers

- Primary Care Medical Home (PCMH) accreditation
- Patient Engagement/Satisfaction
- Quality/Performance Outcomes
- Cost Effectiveness

ACOs

- Performance/Quality Outcomes
- Cost Effectiveness
- Hospital/ER Utilization Reduction

IMPLICATIONS OF NUTRITION SERVICES ON INTEGRATED CARE INITIATIVES

Consumer Engagement

- Hard to reach Consumers
- Environmental Scan
- Assessment for other services
- Medication Reconciliation
- Satisfaction/Retention
- Community Needs Assessment data

Performance Outcomes

- Increase Preventative Services
- Reduce Institutional Care
- Reduce Inpatient/ER Utilization
- Reduce Overall Cost of Care

Care Coordination

- Nutrition Counseling
- Nutritious Support/Therapeutic Meals
- RD expertise for Integrated Care Teams
SPEAK THEIR LANGUAGE

- Understand the culture/business environment
- Know their unique issues, e.g., state regulations, contract terms, etc. (these are ever changing!)
- Define your solutions to their needs in their terms
- Be prepared to design multiple value propositions for multiple audiences within an organization-finance, clinical/quality, etc.

THEIR NEED—YOUR VALUE PROPOSITION

Consumer Engagement
- Daily Contact
- Member Trust
- Hard to find members
- Nutrition Counseling
- Member Satisfaction

Cost Containment
- Nutrition products/support reduce hospitalization/ER
- Support community based care vs. institutional care
- Complement clinical services

Quality Outcomes
- Medication Reconciliation
- Identification of preventive intervention opportunities
- Comprehensive care coordination
- Community Needs Assessment
- Chronic Diabetes Self Management
BIBLIOGRAPHY

The SCAN Foundation: Making the Case for Effective Health Care-Community-Based Organization Partnerships, Dr. Bruce Chernoff, August 2015, www.TheSCANFoundation.org


Medicare Shared Savings Program (ACO) Quality Measures and Performance Standards, www.cms.gov/Medicare/Medicare-Fee-for-Service-Payment/sharedsavingsprogram/Quality_Measures_Standards.html

THANK YOU!!!

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Upcoming Webinars in March!

Understanding the Variety of Perspectives among Healthcare Organization Decision Makers - How You Can Effectively Pitch to Them

Presenter: Sharon Williams

Date: Thursday, March 17, 2016

Time: 3:30 pm - 4:30 pm EST

Register: https://attendee.gotowebinar.com/register/6991414381278957058