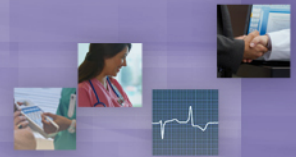


Convenience Is The New Word For Quality

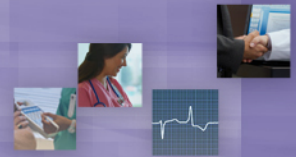
HIMSS 2012
February 23, 2012
Leaders & Innovators Breakfast

James L. Holly, MD
CEO, SETMA, LLP
www.jameshollymd.com



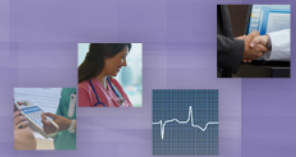
The Key Is Coordination

- At the HIMSS Leaders & Innovators Conference at Amelia Island in November, 2011, Mark Bertolini, Chairman, CEO & President of AETNA said, "Convenience is the new word for quality."



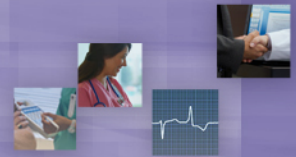
The Key Is Coordination

- The statement on its face seems an oversimplification. How can doing things, the way patients want, when they want, where they want and how they want, contribute to the achievement of quality outcomes?



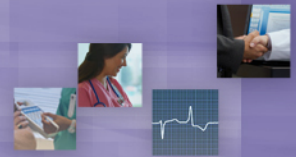
The Key Is Coordination

- In 2009 and 2010, as SETMA became a Tier III, PC-MH, and as we struggled with the concept of “care coordination,” we prepared over 50 articles on PC-MH.
- All are published on our website at www.jameslhollymd.com.



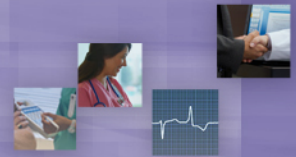
The Key Is Coordination

- On August 18, 2011, SETMA published an article entitled: *Medical Home Series III Part VII Care Coordination* (<http://www.jameshollymd.com/article.cfm?ID=562>), which in part stated: “As with most issues of quality care in the 21st Century, a **process** has an **outcome** and a metric may measure one or the other.”



The Key Is Coordination

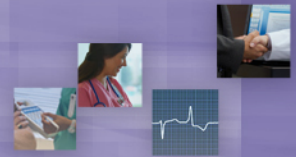
- **The article continued:**
- **“Coordination of Care** is the process an organization goes through to assure that patients receive the care they need and **Coordinated Care** is the outcome, i.e., the experience and perception the patient has when the care has been organized for continuity, for convenience and for compliance.”



The Key Is Coordination

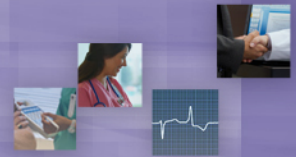
Care Coordination involves the following five elements:

- Collaboration
- Convenience
- Comprehensiveness
- Connection
- Communication and Continuity



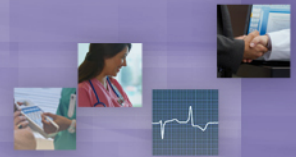
Convenience & Quality

- Initially, the idea of **convenience** in the scheduling of multiple appointments at the same time was the extent of SETMA's understanding of this element of coordination.
- Eventually, "convenience" was translated into the understanding that **coordinated care** means more than just making patients comfortable; it meant and it resulted in:



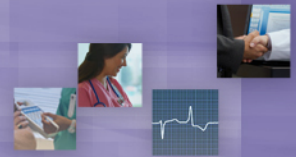
Convenience & Quality

1. Convenience for the patient, which
2. Results in increased patient satisfaction, which contributes to
3. The patient having confidence that the healthcare provider cares for the patient personally, which
4. Increases the trust that the patient has in the provider, all of which



Convenience & Quality

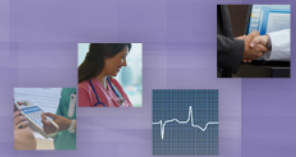
5. Increases compliance (adherence) in the patient obtaining healthcare services recommended, which
6. Promotes cost saving in travel, time and expense of care, which
7. Results in increased safety, quality of care and cost saving for the patient.



Convenience & Quality

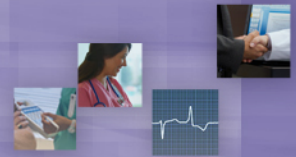
This requires intentional efforts to identify opportunities to:

1. Schedule visits with multiple providers on the same day, based on auditing the schedule for the next 30-60 days to see when a patient is scheduled with multiple providers and then to determine if it is medically feasible to coordinate those visits on the same day.



Convenience & Quality

2. Schedule multiple procedures, based on auditing of referrals and/or based on auditing the schedule for the next 30-60 days to see when a patient is scheduled for multiple providers or tests, and then to determine if it is medically feasible to coordinate those visits on the same day.



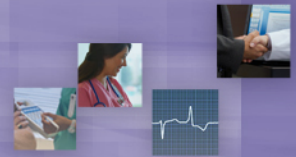
Convenience & Quality

3. Scheduling procedures or other tests spontaneously on that same day when a patient is seen and a need is discovered.
4. Recognizing when patients will benefit from case management, or disease management, or other ancillary services and working to provide the resources for those needs.



Convenience & Quality

- Convenience is a process, not an outcome, of coordination of care.
- Therefore, SETMA formed a Department of Care Coordination and created a convenient method for enlisting that department in a patient's care.



The Key Is Coordination

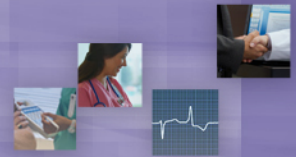
Care Coordination Referral

Patient Home Phone
DOB Sex Work Phone

Please provide care coordination for this patient in the areas selected below.

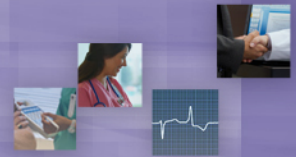
<input type="checkbox"/> Alcohol Rehabilitation	<input type="checkbox"/> SETMA Foundation
<input type="checkbox"/> Assisted Living	<input type="checkbox"/> Dental Care
<input type="checkbox"/> Disability Application Assistance	<input type="checkbox"/> DSME
<input type="checkbox"/> Drug Rehabilitation	<input type="checkbox"/> Living Expenses
<input type="checkbox"/> Employment Counseling	<input type="checkbox"/> Medication
<input type="checkbox"/> Handicap Access, Bath	<input type="checkbox"/> MNT
<input type="checkbox"/> Handicap Access, Home	<input type="checkbox"/> Procedures
<input type="checkbox"/> Home Health	<input type="checkbox"/> Transportation
<input type="checkbox"/> In-Home Provider Services	Other <input type="text"/>
<input type="checkbox"/> In-Home Safety Evaluation	Provider Comments
<input type="checkbox"/> Insurance, Assistance Obtaining	<input type="text"/>
<input type="checkbox"/> Lives Alone	
<input type="checkbox"/> Long Term Residence Placement	
<input type="checkbox"/> Nutritional Support	
<input type="checkbox"/> Protective Services, Adult	
<input type="checkbox"/> Protective Services, Child	
<input type="checkbox"/> Tobacco Cessation	

[Click to Send to Care Coordination Team](#)
Click once and the request will be automatically sent.



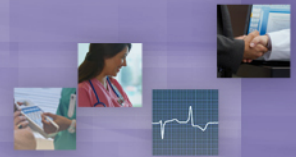
The Key Is Coordination

This template allows the provider and/or nurse to send an e-mail to the Department of Care Coordination, which helps find resources for a patient's special needs. Several functions are included with this template:



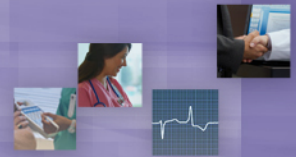
The Key Is Coordination

1. If a provider completes three or more referrals in any given encounter, an e-mail is automatically sent to the Director to allow for the coordination of those referrals to increase convenience and compliance.



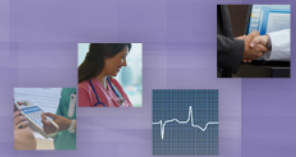
The Key Is Coordination

2. The first column allows for the provider to indicate the special needs which the patient has and which would or might benefit from a follow-up contact from the Care coordination team.



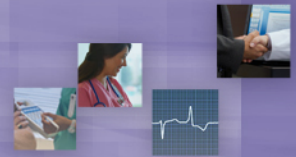
The Key Is Coordination

3. A comment box is present which allows for a description of a need not covered by those listed.
4. The second column allows for the provider to indicate that the patient has financial needs and the service for which that need exists.



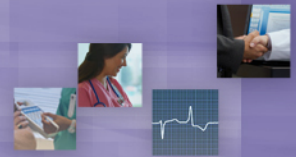
The Key Is Coordination

- Once the provider or nurse checks the needs which exist, the red button entitled "Click to Send to Care Coordination Team" is launched. The button will turn to green which indicates that the e-mail has been sent to the Director of Care Coordination.



Convenience & Quality

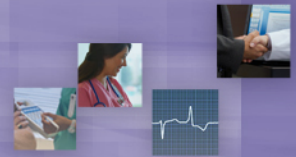
It was only through this analysis that we accepted "convenience" as a worthy goal of quality care as opposed to it only being a means of "humoring" patients. This fulfilled SETMA's goal of ceasing to be the constable, attempting to impose healthcare on our patients; and, to our functionally becoming the consultant, the collaborator, the colleague to our patients, empowering them to achieve the health they have determined to have.



Care Coordination Responsibilities

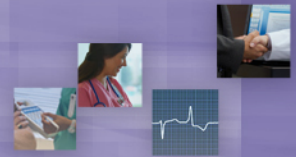
Currently, these are the responsibilities of **SETMA's Care Coordination Department:**

1. Follow-up calls on all patients discharged from the hospital
2. Follow-up clinic calls as requested by the providers
3. SETMA Foundation referrals



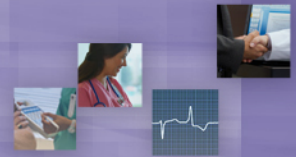
Care Coordination Responsibilities

4. Contact patients with 3 or more referrals
5. Infectious disease reporting to the state
6. Contact patients that “no showed” with diabetes and hypertension and other important conditions
7. Meet with patients in the clinic as requested by providers to give immediate help with needed care.



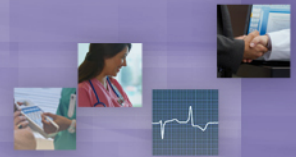
Care Coordination Responsibilities

8. All complaints are directed to Care Coordination for resolution
9. Development and deployment of effective patient satisfaction surveys



Care Coordination Responsibilities

Time, energy, and expense are conserved with these efforts, in addition to increasing adherence, thus improving outcomes. In order to accomplish this and to gain the leverage, synergism and advantage of coordinated care, a system is necessary, which brings us to a new position designed by SEMTA entitled, **Director of Coordinated Care.**



Convenience & Quality

- Convenience is Quality? SETMA says, “Yes!”