Rethinking – Design Thinking – Health Care

A Health Care Framework for Government, Suppliers, Providers, Health Plans and Employers

IIT INSTITUTE OF DESIGN • SYSTEMS AND SYSTEMATIC DESIGN
BETTY
AGE 63
DIABETIC
RETIRED
LOVES TO COOK

DAVID
AGE 34
PRONE TO DIABETES
OFFICE MANAGER
LOVES GADGETS
BETTY
AGE 63
DIABETIC
RETIRED
LOVES TO COOK
Betty
Age 63
Diabetic
Retired
Loves to Cook

"I feel fine..."
Betty
AGE 63
DIABETIC
RETIRED
LOVES TO COOK

"I FEEL FINE..."
"JUST TO BE SAFE..."
Betty
Age 63
Diabetic
Retired
Loves to Cook

"I feel fine..."
"Just to be safe..."
"How does this apply to me?"
BETTY

AGE 63
DIABETIC
RETIRED
LOVES TO COOK

"I FEEL FINE..."
"JUST TO BE SAFE..."
"HOW DOES THIS APPLY TO ME?"
"WHERE IS MY SUPPORT?"
DAVID
AGE 34
PRONE TO DIABETES
OFFICE MANAGER
LOVES GADGETS
"MAYBE I SHOULD START WORKING OUT AGAIN..."
"MAYBE I SHOULD START WORKING OUT AGAIN..."

"DID THE FAX NOT GO THROUGH?"
"MAYBE I SHOULD START WORKING OUT AGAIN..."
"DID THE FAX NOT GO THROUGH?"
"WHICH ONE DO I CHOOSE?"
“MAYBE I SHOULD START WORKING OUT AGAIN…”
“DID THE FAX NOT GO THROUGH?”
“WHICH ONE DO I CHOOSE?”
“CAN I REALLY PREVENT THIS?”

DAVID
AGE 34
PRONE TO DIABETES
OFFICE MANAGER
LOVES GADGETS
BETTY
AGE 63
DIABETIC
RETIRED
LOVES TO COOK

DAVID
AGE 34
PRONE TO DIABETES
OFFICE MANAGER
LOVES GADGETS
COMPETITION • VALUE • ACCESS • INCENTIVES
Government
5 minute Q & A

Suppliers
5 minute Q & A

Providers
5 minute Q & A

Health Plans
5 minute Q & A

Employers
5 minute Q & A

15 minute system Q & A
Rethinking – Design Thinking – Health Care

The Government Role

HANNA KOREL, SOO YEON PAIK, AMY PALIT, ALEXANDER TROITZSCH
The Government: A Bird’s Eye View

While the players are focused on individual view, the Government needs to focus broader. provide the backdrop and infrastructure for the players to interact with each other more effectively.
Government’s Responsibility

For the well being of the public

- Establishing a new health care system
  - Helping consumers take an active role in their health

- Empowering consumers
  - Access to information

- Providing Incentives
  - Provide incentives for all players
Electronic Medical Record Regulations

FEATURES

- Provides accessible health record for every American
- Shares medical information between providers
- Reduces redundant treatments and medications
- Provides incentives for adoption

RETHINKING – DESIGN THINKING – HEALTH CARE – KOREL, PAIK, PALIT, TROITZSCH

Create Infrastructure to share data

- **Adopt interoperable standards**
- **Provide incentives for every player**
Electronic Medical Record Regulations

**FEATURES**

- Provides accessible health record for every American
- Shares medical information between providers
- Reduces redundant treatments and medications
- Provides incentives for adoption

Create Infrastructure to share data

Develop EMRs based on approved standards
Electronic Medical Record Regulations

Features:
- Provides accessible health record for every American
- Shares medical information between providers
- Reduces redundant treatments and medications
- Provides incentives for adoption

Create Infrastructure to share data

Standards

G

Develop EMRs based on approved standards

Mandate incentives

S

EMRs by 2020 subsidies and tax breaks provided

P
Electronic Medical Record Regulations

**FEATURES**
- Provides accessible health record for every American
- Shares medical information between providers
- Reduces redundant treatments and medications
- Provides incentives for adoption

**G**
- Create Infrastructure to share data

**S**
- Develop EMRs based on approved standards

**P**
- EMRs by 2020 subsidies and tax breaks provided

**HP**
- Tax to help fund EMRs
- Reimburse providers using EMRs at higher rates

**COMPETITION • VALUE • ACCESS • INCENTIVES**
Overview on Health Services provided by the Government

**CMS**
Centers for Medicare & Medicaid Services

**ACF**
Administration for Children & Families

**NIH**
National Institutes for Health

**CDC**
Centers for Disease Control and Prevention

**SAMHSA**
Substance Abuse & Mental Health Services Administration

**HRSA**
Health Resources & Services Administration

**FDA**
Food & Drug Administration

**AoA**
Administration on Aging

**IHS**
Indian Health Services

**AHRQ**
Agency for Healthcare Research & Quality

**PSC**
Program Support Center
Health Care Information Initiative

FEATURES

Establishes and maintains a direct communication channel to the public

Promotes governmental health care information services

Promotes health and healthy living issues like wellness, nutrition and exercise

Informs about new concepts in the health care system in a consistent way across platforms

Educates the public via online and offline channels on how to find reliable information to make smarter choices
Health Care Information Initiative

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Informs about new concepts in the health care system in a consistent way across platforms

Educates the public via online and offline channels on how to find reliable information to make smarter choices
health.gov

A website owned and run by the Department of Health and Human Services

Features

- Puts people in control of their health care
- Supports consumers in making decisions about their health, including advice regarding smoking, and exercise
- Finds and compares local health care services
- Health A-Z glossary: Understands treatments and conditions
- Links to Health Care Quality Seal providers and services

Health HEADLINES

HHS Marks Expansion of 1200th Health Center, Meeting Key Bush Goal

Many of the country's neediest communities now have greater access to medical treatment, HHS Secretary Mike Leavitt said today in marking fulfillment of President Bush's 2001 pledge to

Scientists Identify Gene That Influences Alcohol Consumption

Need medical help? Call 555.1212

Stop Smoking
Health Care Compare

A website used to evaluate providers part of health.gov

FEATURES

- Allows users to see hospital ratings
- Allows users to choose their provider based on a number of ratings
- Rates providers on a set standard of measures
- Allows users to evaluate providers based on geography, facilities, outcomes, treatment options and cost
Health Care Compare

A website used to evaluate providers part of health.gov

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**COMPETITION • VALUE • ACCESS • INCENTIVES**
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*A website used to evaluate providers part of health.gov*

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<table>
<thead>
<tr>
<th></th>
<th>Hospital A</th>
<th>Hospital B</th>
<th>Hospital C</th>
<th>Hospital D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is the overall quality of the service?</strong></td>
<td>Weak</td>
<td>Fair</td>
<td>Good</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>The Healthcare Commission rated the quality of services <em>Fair.</em></td>
<td>The Healthcare Commission rated the quality of services <em>Weak.</em></td>
<td>The Healthcare Commission rated the quality of services <em>Good.</em></td>
<td>The Healthcare Commission rated the quality of services <em>Good.</em></td>
</tr>
<tr>
<td><strong>How long will I have to wait for the operation?</strong></td>
<td>★★★☆☆☆</td>
<td>★★★☆☆☆</td>
<td>★★★★★☆</td>
<td>★★★★★☆</td>
</tr>
<tr>
<td><strong>Do patients share accommodation?</strong></td>
<td>★★★★★☆</td>
<td>★★★★★☆</td>
<td>★★★★★☆</td>
<td>★★★★★☆</td>
</tr>
<tr>
<td></td>
<td>This hospital scored 62 out of 100</td>
<td>This hospital scored 36 out of 100</td>
<td>This hospital scored 84 out of 100</td>
<td>This hospital scored 57 out of 100</td>
</tr>
<tr>
<td><strong>How much does this operation cost?</strong></td>
<td>$$$$$</td>
<td>$$$</td>
<td>$$$</td>
<td>$$$</td>
</tr>
<tr>
<td><strong>Health Trends</strong></td>
<td>[Graph]</td>
<td>[Graph]</td>
<td>[Graph]</td>
<td>[Graph]</td>
</tr>
<tr>
<td><strong>What was the overall rating of this hospital?</strong></td>
<td>Very poor</td>
<td>Very good</td>
<td>Very poor</td>
<td>Very good</td>
</tr>
</tbody>
</table>
Health Care Quality Seal

FEATURES

Encourages and accelerates national adoption of high quality standards and practices in the health care sector

Approved sites have been audited for the implementation of specific standards

Ensures reliable health information

Ensures governmental data security and privacy standards were met.
Health Care Quality Seal

FEATURES

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Approved sites have been audited for the implementation of specific standards

Ensures reliable health information

Ensures governmental data security and privacy standards were met.

Founder of the Lifelong Personally-Controlled Health Record

Soon complete information about your medical history — information that you alone control — will be available whenever you need it: for routine doctor visits, when you get sick away from home, in an emergency or even after a fire or natural disaster that could destroy paper records.

Employers are creating Dossia to provide consumers with an important new health benefit: a lifelong personal health record that they own and control.
Hands on Education

*Health Information KIOSK / Health Information Navigator*

**FEATURES**

- Part of the Health Information Initiative
- Help from health experts in person
- Provides a knowledge base for governmental health information
- Educates consumers about health information
- Provides tangible source of information for less computer savvy
Hands on Education

*Health Information KIOSK / Health Information Navigator*

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- Provides tangible source of information for less computer savvy

**SYSTEM**

- Health Information KIOSK
- Health Information Navigator
- Public Facility
- IT Class
Health Information KIOSK

FEATURES

Provides easy to understand video tutorials about health care issues

Gives people access to governmental health care information sites

Provides a knowledge base in public places for people and Health Information Navigators
Conclusion

1. Provide Infrastructure
2. Empower consumers
3. Initial Push
Q & A

HANNA KOREL, SOO YEON PAIK, AMY PALIT, ALEXANDER TROITZSCH

EMR
Health Care Information Initiative
health.gov
Health Care Compare

Health Care Quality Seal
Hands on education
Health Information KIOSK
Health Information Navigator
THE GOVERNMENT ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE

THE SUPPLIER ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE
Rethinking – Design Thinking – Health Care

The Supplier Role

AMY BATCHU, MIN JOONG KIM, MEGAN PEE, AMY SENG
Supplier Relationships

1. Supplier - Provider Relationship
2. Supplier - Supplier Relationship
3. Supplier - Public Relationship
Supplier-Public Relationship

*Product Center*

- **Features**
  - Collects product information from multiple suppliers
Supplier-Public Relationship

Product Center

- Collects product information from multiple suppliers
- Allows people to purchase medical products online

FEAURES

COMPETITION • VALUE • ACCESS • INCENTIVES

BATCHU, Kim, Pee, Seng
Supplier-Public Relationship

**Product Center**

- Collects product information from multiple suppliers
- Allows people to purchase medical products online
- Helps people make purchasing decisions using **Value Metric**

1. **Search** > Blood Monitor

**Features**

- COLLECTS
- VALUE
- ACCESS
- INCENTIVES

**RETHINKING – DESIGN THINKING – HEALTH CARE • BATCHU, KIM, PEE, SENG**
Supplier-Public Relationship

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2. **Decision factor**
   - Cost
   - Precision
   - Speed
   - Interface
   - Durability

**David**

**Customer Reviews**

**Product Center**

**Product Information**

**Product Prices**

**COMPETITION • VALUE • ACCESS • INCENTIVES**

**Rethinking – Design Thinking – Health Care** • Batchu, Kim, Pee, Seng
Supplier-Public Relationship

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   - Speed
   - Interface
   - Durability

3. Comparison
   - Value Metric
     - Cost
     - Precision
     - Interface
     - Speed

- DAVID

COMPETITION • VALUE • ACCESS • INCENTIVES
Supplier-Public Relationship

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   - Speed
   - Interface
   - Durability
3. Comparision
   - Value Metric
     - Cost
     - Precision
     - Interface
     - Speed
4. e-Purchase
Supplier-Provider Relationship

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**Rethinking – Design Thinking – Health Care**

**Batchu, Kim, Pee, Seng**
Supplier Relationships

1. Supplier - Provider Relationship
2. Supplier - Supplier Relationship
3. Supplier - Public Relationship
Supplier-Provider Relationship

*Buddy System*

Features:

- Creates Buddy Teams composed of a sales representative, technicians, and trainers.

Diagram:

- Technician
- Sales representative
- Trainer
Supplier-Provider Relationship

_Buddy System_

**FEATURES**

- Creates Buddy Teams composed of a sales representative, technicians, and trainers
- Assigns Buddy Teams to providers
- Allows strong, trust-based relationships to build between Buddy Teams and providers
- Encourages open feedback
Supplier-Provider Relationship

*Buddy System*

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- Creates Buddy Teams composed of a sales representative, technicians, and trainers
- Assigns Buddy Teams to providers
- Allows strong, trust-based relationships to build between Buddy Teams and providers
- Encourages open feedback

**Features**

- Technician
- Sales representative
- Trainer
Supplier-Provider Relationship

*Phase I Sales*

**FEATURES**

- Enforces no-sales rule during Phase I
- Encourages open discussion between suppliers and providers
- Allows providers to make informed and unbiased purchase decisions
Supplier-Provider Relationship

**Phase II Sales**

**FEATURES**

- Enforces no-sales rule during Phase I
- Encourages open discussion between suppliers and providers
- Allows providers to make informed and unbiased purchase decisions
- Negotiates prices during Phase II

**RETHINKING – DESIGN THINKING – HEALTH CARE • BATCHU, KIM, PEE, SENG**
Supplier-Provider Relationship

*Just For You Packages*

**Features**

- Provides customized packages of products
- Provides interoperable products to provide better care
- Encourages collaboration between suppliers
Supplier-Provider Relationship

Good Practices

FEATURES

Enforces ethical sales practices between suppliers and providers

Publishes sales guidelines to the public
Supplier-Provider Relationship

Good Practices: Blacklists
Supplier-Provider Relationship

*Good Practices: Promotional Periods*

**Features**

- Suggests ethical sales practices
- Forces suppliers to make the value of their products immediately evident

**Rethinking – Design Thinking – Health Care**

- BATCHU, KIM, PEE, SENG
Supplier Relationships

1. Supplier - Provider Relationship
2. Supplier - Supplier Relationship
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Supplier Relationships

1. Supplier - Provider Relationship
2. Supplier - Supplier Relationship
3. Supplier - Public Relationship
Supplier-Supplier Relationship

Official Supplier Organization

**Features**

- Sets guidelines and standards
- Increases communication and collaboration between suppliers
- Helps the public understand the supplier industry

---

**Official Supplier Organization**

RETHINKING – DESIGN THINKING – HEALTH CARE • BATCHU, KIM, PEE, SENG
Supplier-Supplier Relationship

Official Supplier Organization: Health Broadcasting Organization

FEATURES

Collects information from all of the health care players

Monitors trends and news in the health care industry

Shares relevant information with Official Supplier Organization members
Supplier-Supplier Relationship

Official Supplier Organization: Health Broadcasting Organization

**FEATURES**

- Collects information from all of the health care players
- Monitors trends and news in the health care industry
- Shares relevant information with Official Supplier Organization members

**Design Thinking**

- Competition
- Value
- Access
- Incentives
Supplier-Supplier Relationship

*Official Supplier Organization: Supplier Partnerships*

Encourages collaboration between suppliers
Supplier Relationships

1. Supplier - Provider Relationship
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Supplier Relationships

1. Supplier - Provider Relationship
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Supplier-Public Relationship

Official Supplier Organization: grapHlc

Standardizes language and graphics across Official Supplier Organization members

Increases understanding of products

Product Center

DAVID
Supplier-Public Relationship

Official Supplier Organization: grapHlc

Standardizes language and graphics across Official Supplier Organization members

Increases understanding of products

GrapHlc

Product Center

DAVID
Supplier-Public Relationship

*Health Support 2.0*

**FEATURES**

- Informs and educates the public
- My Health offers suggestions for living with chronic medical conditions
- Stay Well offers healthy lifestyle tips
- Offers contextual product recommendations

---

*DESIGN THINKING BATCHU, KIM, PEE, SENG*
Supplier-Public Relationship

*Health Support 2.0: Home Care*

**Features**

- Connects to medical devices
- Allows people to track device readings
- Warns people of any irregularities in their readings

**Design Thinking**

- Competition
- **Value**
- **Access**
- **Incentives**
Supplier-Public Relationship

*Health Support 2.0: Home Care*

- Connects to medical devices
- Allows people to track device readings
- Warns people of any irregularities in their readings
- Connects with PHR, health plans, providers, and employers
Supplier Relationships

1. Supplier - Provider Relationship

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Supplier Relationships

1. Supplier - Provider Relationship
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Conclusion
Conclusion

Communicating

Creating

Delivering

PUBLIC
Thank you

AMY BATCHU, MIN JOONG KIM, MEAGAN PEE, AMY SENG
Q & A

AMY BATCHU, MIN JOONG KIM, MEAGAN PEE, AMY SENG

Supplier | Provider
Buddy System
Phase I Sales
Just For You Packages
Good Practices
Blacklists
Promotional Periods

Supplier | Supplier
Official Supplier Organization
Health Broadcasting Organization
Supplier Partnerships
graphHlc

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Health Support 2.0
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Product Center
Value Metric
THE SUPPLIER ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE

THE PROVIDER ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE
Rethinking – Design Thinking – Health Care

The Provider Role
Assumptions

EMR/PHR adoption will increase dramatically
Assumptions

EMR/PHR adoption will increase dramatically

Consumer-centric health care will become the norm
Assumptions

EMR/PHR adoption will increase dramatically

Consumer-centric health care will become the norm

Consumer expectations will shift from “cost coverage” to “cost sharing”
Assumptions

EMR/PHR adoption will increase dramatically

Consumer-centric health care will become the norm

Consumer expectations will shift from “cost coverage” to “cost sharing”

Nature of provider-patient relationship is changing
Focus

Consumer Engagement

- Conversation
- Choice
Focus

Consumer Engagement

- Conversation
- Choice
Provider-Patient Conversation

Patient suffering from transmogrification and ...

Dude. I’m right here!
Provider-Patient Conversation

**Features**

Creates a contract for care between provider and patient

Updates as conditions and treatments require

Encourages patient accountability for own health

**Patient Rights and Responsibilities Agreement**

**I am entitled to:**

1. Information Disclosure
2. Choice of Providers and Plans
3. Participation in Treatment Decisions

**I am responsible for:**

1. Satisfaction surveys
2. Adhere to my physician's treatment instructions
3. Keep the line of communication open
Provider Consumer Conversation

Electronic Chalkboard

FEATURES

- Decreases malpractice risk
- Helps providers to communicate and build rapport with patients
- Translates difficult medical terms for consumers automatically
- Records unstructured conversations between providers and patients
- Releases translated records to patient’s PHR
- Provides links to web resources based on key words in the conversation
Provider Consumer Conversation

Electronic Chalkboard + BabelMed Translator

**Features**

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- Provides links to web resources based on key words in the conversation
Provider Consumer Conversation

Treatment Summary + Patient Comprehension Test

Helps providers to gauge patient comprehension
Helps providers to better communicate with patients
Helps patients to understand their condition and treatment plan

heart attack

β-blocker:
protects against future heart attacks.

link to patient ed

link to audio clip
Everyday Health

2 AM any night.

Over the counter

3:30 PM. Thursday. Come 15 minutes earlier and fill out forms.

Prescription
Everyday Health

Features

Navigates consumers through the health care system via Personal Health Advisors

Offers genetic testing services and “Vault”

Features health equipment “Geek Squad”

Advocates preventive measures

Provides touch-point for EMR

Allied with pre-existing network of local providers
Everyday Health

Retail Outlet

**FEATURES**

- Navigates consumers through the health care system via Personal Health Advisors
- Offers genetic testing services and “Vault”
- Features health equipment “Geek Squad”
- Advocates preventive measures
- Provides touch-point for EMR
- Allied with pre-existing network of local providers
Everyday Health

FEATURES

Reveals potential costs incurred by complications of unmanaged conditions or basic health

Exposes patient incentives to take more responsibility

Explains the consequences involved with each available path

Explains the total costs associated with each decision in the long run

Total Cost of Wellness

Cumulative Cost

Later diagnosis, now condition has regressed. Surgery necessary

Age

With Monitor

Without

With

Monitor
Everyday Health

**Features**

- Reveals potential costs incurred by complications of unmanaged conditions or basic health
- Exposes patient incentives to take more responsibility
- Explains the consequences involved with each available path
- Explains the total costs associated with each decision in the long run

**Total Cost of Wellness**

- **Cumulative Cost**
  - With Monitor
  - Without

- Diagnosis, get a monitor. Change health behaviors
- Later diagnosis, now condition has regressed. Surgery necessary

---

BHOOPATHY, LIN, LYNAM, VERMA, YOO

RETHINKING – DESIGN THINKING – HEALTH CARE
Focus

Consumer Engagement

Conversation

Choice
Pay for “Performance”
# Consumer Defined Quality

## FEATURES

- Embraces subjective feedback for consumer review
- Provides consumer language review criteria
- Includes risk adjustment measures for providers

## OBJECTIVE

<table>
<thead>
<tr>
<th>Feature</th>
<th>Provider A</th>
<th>Provider B</th>
<th>Provider C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best practices adherence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rate of Referral</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Return Patients/Patient Loyalty</td>
<td></td>
<td></td>
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<tr>
<td>IT Adoption</td>
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# Consumer Defined Quality

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<th>Provider C</th>
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</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
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<tr>
<td>Best practices adherence</td>
<td>○</td>
<td>○</td>
<td>●</td>
</tr>
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<td><strong>Subjective</strong></td>
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<td>Wait Time</td>
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<td>Perceived Condition Improvement</td>
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<td>●</td>
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<tr>
<td>Facility Comfort</td>
<td>○</td>
<td>×</td>
<td>●</td>
</tr>
<tr>
<td>Conversation Quality</td>
<td>○</td>
<td>○</td>
<td>×</td>
</tr>
</tbody>
</table>
Consumer Defined Price

**Features**

- Provides opportunity for consumers to share or verify prices paid for treatments by particular provider
- Encourages providers to compete on prices
- Facilitates a shift from cost-based pricing to price-based costing

*(Not too distant)*

**Future**

- Provider supplied price list
  
<table>
<thead>
<tr>
<th>Procedure</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>$200.00</td>
</tr>
<tr>
<td>test 3</td>
<td>$50.00</td>
</tr>
</tbody>
</table>
Consumer Defined Price

**FEATURES**
- Provides opportunity for consumers to share or verify prices paid for treatments by particular provider
- Encourages providers to compete on prices
- Facilitates a shift from cost-based pricing to price-based costing

**Now**
- Consumer generated price list

**Future**
- Provider supplied price list

(Not too distant)
Consumer Defined Price

FEATURES

Provides opportunity for consumers to share or verify prices paid for treatments by particular provider

Encourages providers to compete on prices

Facilitates a shift from cost-based pricing to price-based costing

- procedure 1
- procedure 2
- procedure 3
- procedure 4

$29,534.68

cost based pricing
Consumer Defined Price

FEATUES

- Provides opportunity for consumers to share or verify prices paid for treatments by particular provider
- Encourages providers to compete on prices
- Facilitates a shift from cost-based pricing to price-based costing

Cost Based Pricing

- $29,534.68

Price Based Costing

- $5,000
Conclusion

Consumer Engagement

Conversation

Choice

Consumer Rights and Responsibilities

- I am entitled to:
  1. Information Disclosure
  2. Choice of Providers and Plans
  3. Participation in Treatment Decisions

- I am responsible for:
  1. Satisfaction surveys
  2. Adhere to my physician's treatment instructions
  3. Keep the line of communication open

Price list:
- Consumer generated
- Provider supplied
- Cost based
- Price based

Total Cost of Wellness

Future Frame and Responsibilities

- Future
  - Place better
  - Place better
  - Place better
  - Place better

Now Frame and Responsibilities

- Now
  - Place better
  - Place better
  - Place better
  - Place better
Q & A

ASH BHOOPATHY, LIN LIN, LISE LYNAM, GAURI VERMA, YEKYUNG YOO

Health Retail Outlet  Subjective & Objective Evaluations
Personal Health Advisor  Consumer-Generated Price Lists
E-Chalkboard Translator  Bid for Elective Procedures
Patient Compliance Agreement

THE PROVIDER ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE
THE PROVIDER ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE

THE HEALTH PLAN ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE
Rethinking – Design Thinking – Health Care

The Health Plan Role

MATTHEW GARDNER, KICHU HONG, PREETHI NARAYANAN, PETER RIVERA-PIEROLA, SRIRAM THODLA
Health Plans

Not just payers, but "Health Institutions"

Support personal health records and extend these platforms by developing health applications

Develop tools that empower patients to educate themselves

Enable alternate models for positive relationships between providers and health plans
Health Plans

Not just payers, but

“Health Institutions”
Personal Health Stats Application

An application to facilitate compilation of personal health data

Enabling the capture of consumer’s health data
Personal Health Stats Application

An application to facilitate compilation of personal health data

Features:
- Receives data in multiple formats
- Standardizes data
- Transmits data to PHR
- Stores data in PHR of choice
- Marks data according to quality of data
- Marks data according to the instrument from which the data originates
- Marks data according to date and time
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Medical Devices

110/80
180lbs
110mg

PHR
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**Medical Devices**

110/80
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**PHR**

Personal Health Stats Application
Personal Health Stats Application

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**Diagram**

- David
- P
- EMR
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Empowering individuals to create or find support groups
Community Health Program

* A program that identifies existing health resources for individuals

**Features**

- Identifies risk pools within plan members
- Clusters people within risk pools to preferred partners with external health support groups
- Directs members of risk pools to relevant support groups
- Identifies, encourages and initiates community run health programs
- Delivers targeted information for health improvement to plan members in risk pools

**Questions**

- What are my options?
- What should I watch out for?
- What are my options?
- What steps can I take?
- What am I going through?
- Is there anyone else that can help me with this?
Community Health Program
*A program that identifies existing health resources for individuals*

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*A program that identifies existing health resources for individuals*

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- Delivers targeted information for health improvement to plan members in risk pools
Delivers contextual recommendations on products and services during the care cycle
Contextual Recommendation Engine

*An timely patient decision making aid*

- **What product is right for me?**
- **When do I need this?**
- **What are my options?**
- **What is the difference between these two?**
- **What do I need to monitor myself?**

**Features**

- Collects third party product/service performance evaluations
- Works with InfoGate to delivery channels
- Contextually distributes recommendations during care cycle
- Empowers consumers with relevant information
- Expedites the research process for customers
- Informs suppliers of peer offerings
- Encourages healthy competition due to publicized comparisons
Contextual Recommendation Engine

A timely patient decision making aid

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**Promotion & Prevention**
- **Management & Rehabilitation**
  - **Diagnosis**
  - **Treatment**

**Incentives**
- **Value**
- **Access**
- **Competition**

**S** Products
**P** Advice
**G** Health Trends

**3rd party**

**Patient Information Management System**
Contextual Recommendation Engine

*A timely patient decision making aid*

Promotion & Prevention

Contextual Recommendation Engine
Contextual Recommendation Engine

A timely patient decision making aid

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**Contextual Recommendation Engine**

Diagnosis

**Competition • Value • Access • Incentives**
Contextual Recommendation Engine

A *timely patient decision making aid*

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---

**COMPETITION • VALUE • ACCESS • INCENTIVES**

**Treatment**

Contextual Recommendation Engine
Contextual Recommendation Engine

*Timely patient decision making aid*

**Features**
- Collects third party product/service performance evaluations
- Works with InfoGate to delivery channels
- Contextually distributes recommendations during care cycle
- Empowers consumers with relevant information
- Expedites the research process for customers
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**COMPETITION • VALUE • ACCESS • INCENTIVES**
Provides a comprehensive view of provider performance
Provider Reviews

Provider performance reports to help foster healthy competition

Feedback

Raw Data

Leapfrog Group, JCAHO, CMS, etc.

Scorecard
Provider Reviews

Provider performance reports to help foster healthy competition

FEATuRES

- Evaluates provider performance throughout entire care cycles
- Collects feedback from plan members
- Aggregates existing provider performance data
- Assigns rank and value to evaluators
- Compares scores against past, benchmark evaluations

Individual Statements

- Feedback questions
  + Overall satisfaction
  + Health progress
  + Convenience
  + Waiting time
  + Session time

Feedback

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  - Session time

- B2B evaluation
  - Cost comparisons
  - Technical capacities
  - Administrative capabilities
  - Information sharing level

Raw Data

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  - Information sharing level

- **Aggregated and weighted reviews**
  - 3rd party reviews
  - Medical practice comparisons
  - Government reports
  - Consumer advocates reports

**Leapfrog Group, JCAHO, CMS, etc.**

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**Compete • Value • Access • Incentives**
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**Feedback**

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- Collects feedback from plan members
- Aggregates existing provider performance data
- Assigns rank and value to Evaluators
- Compares scores against past benchmark evaluations
- Consolidates information for a single view
- Appropriately delivers information through InfoGate

 FEEDBACK

Raw Data

HP

PROVIDER PERFORMANCE REPORT

- Overall satisfaction
- Convenience
- Waiting time
- Session time
- Cost comparisons
- Consumer advocates reports

Leapfrog Group, JCAHO, CMS, etc.
Provider Reviews

**Provider performance reports to help foster healthy competition**

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- Reports a provider’s standing in relation to the health plan

**MY SCORECARD**

- Overall satisfaction
- Health progress
- Cost comparisons
- Administrative capabilities
- 3rd party reviews
- Medical practice comparisons

**Feedback**

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**David**

**HP PROVIDER PERFORMANCE REPORT**
- Overall satisfaction
- Convenience
- Waiting time
- Session time
- Cost comparisons
- Consumer advocates reports

**MY SCORECARD**
- Overall satisfaction
- Health progress
- Cost comparisons
- Administrative capabilities
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Conclusion

An application to facilitate compilation of personal health data

A program that identifies existing health resources for individuals

A timely patient decision making aid

Provider Performance reports to help foster healthy competition
Q & A

MATTHEW GARDNER, KICHU HONG, PREETHI NARAYANAN,
PETER RIVERA-PIEROLA, SRIRAM THODLA

Personal Health Stats Application

Community Health Program

Contextual Recommendation Engine

Provider Reviews
  Provider Performance Report
  Provider Scorecard
Rethinking – Design Thinking – Health Care

The Employer Role

FEI GAO, MARGARET JUNG, RIMA KUPRYS, AMBER LINDHOLM
Employer System Overview

My Health Manager

Portable
Owned by the individual

HR-Central

EMPLOYEE

EMPLYER

THE EMPLOYER ROLE IN RETHINKING – DESIGN THINKING – HEALTH CARE
Employer System Overview

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THE EMPLOYER ROLE IN RETHinking – Design Thinking – Health Care • Gao, Jung, Kuprys, Lindholm
HR-Central

*Employer Health Benefits Management Software*

**FEATURES**

- Collects information from employees about benefits usage and preferences
- Aggregates, evaluates, and stores data
- Assists in health plan and employee wellness program choice based on employee needs
- Evaluates effectiveness of employer health benefits offerings
- Provides employer health benefit offerings information to the public
HR-Central

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**COMPETITION • VALUE • ACCESS • INCENTIVES**

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benefit offerings
health care costs
company results

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RETHINKING – DESIGN THINKING – HEALTH CARE • GAO, JUNG, KUPRYS, LINDHOLM
HR-Central

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**HR-Central**

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HR-Central

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My Health Manager

*Employee Health Management Interface*

**FEATURES**

- Provides centralized access point for health care needs
- Accesses PHR to filter content to the individual
- Displays updated health statement
- Allows employee to specify privacy settings of information
- Connects employee to his/her designated network
- Allows addition of applications and tools built for PHR
My Health Manager

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Health Choice Maker

*Decision-making Application*

**FEATURES**

- Supports employee’s decision-making on HP, P, S, and E
- Sorts data by user’s chosen priorities
- Allows comparison among choices in health care
- Collects data on employee’s decision-making criterion
- Identifies pattern of employee’s decision-making criterion
- Adds choice to employee’s health network in My Health Manager
Health Choice Maker

*Decision-making Application*

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Health Planner

Wellness and Treatment Calendar

Features

- Recommends and assists in managing wellness plan
- Displays and assists in managing provider-supplied treatment plans
- Streamlines the treatment process
- Supports patients in adherence to plans
- Collects patient adherence data
- Collects and shares patient feedback
Health Planner

*Wellness and Treatment Calendar*

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**Health Planner**

**Wellness Plan**

**Treatment Plan**
Health Planner

*Wellness and Treatment Calendar*

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**COMPETITION • VALUE • ACCESS • INCENTIVES**
Health Planner

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**COMPETITION • VALUE • ACCESS • INCENTIVES**
Health Planner

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**Rethinking – Design Thinking – Health Care**

GAO, JUNG, KUPRYS, LINDHOLM
Health Planner

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**Features**

- **M**: Take Medicine
- **T**: Go to Fitness Center
Health Planner

*Wellness and Treatment Calendar*

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[Diagram showing a weekly calendar with checkboxes for Monday to Friday, indicating "Take Medicine" for Tuesday and Wednesday.]
Health Planner

Wellness and Treatment Calendar

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Refill Ready
Health Planner

*Wellness and Treatment Calendar*

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**Congratulations!**

Treatment Plan Complete

- Doctor Survey
- Medicine Survey
Health Planner

Wellness and Treatment Calendar

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Congratulations!
Treatment Plan Complete
- Doctor Survey
- Medicine Survey
My Health Rewards

*Incentive Program*

**Features**

- Incentivizes employees to share their personal health data and adhere to health programs.
- Allows employee network to participate in rewards program.
- Collects and stores employee health rewards points.
- Calculates points based on employee participation.
- Converts points into HSA money for future health care spending.
My Health Rewards

*Incentive Program*

**FEATURES**

- Incentivizes employees to share their personal health data and adhere to health programs
- Allows employee network to participate in rewards program
- Collects and stores employee health rewards points
- Calculates points based on employee participation
- Converts points into HSA money for future health care spending
My Health Rewards

Incentive Program

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RETHINKING – DESIGN THINKING – HEALTH CARE • GAO, JUNG, KUPRYS, LINDHOLM
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- GAO, JUNG, KUPRYS, LINDHOLM
AllCare Card

*Multipurpose Health Card*

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- Accesses HSA account for out-of-pocket expenses
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- Accesses the health plan and PHR during provider visits
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Conclusion
Q & A

FEI GAO, MARGARET JUNG, RIMA KUPRYS, AMBER LINDHOLM

HR Central
My Health Manager
Health Choice Maker

Health Planner
My Health Rewards
AllCare Card
**BETTY**
AGE 63
DIABETIC
RETIRED
LOVES TO COOK

**DAVID**
AGE 34
PRONE TO DIABETES
OFFICE MANAGER
LOVES GADGETS
PATIENT COMPLIANCE AGREEMENT
Thank you for asking!
Thank you for asking!

Provider Performance Feedback

Health Care Information Initiative
20 POINTS

HEALTH INFORMATION

ALLCARE CARD

HEALTH.GOV
MY HEALTH MANAGER
CALL YOUR PERSONAL HEALTH ADVISOR!
Personal Health Advisor

Contextual Recommendation Engine

My Health Manager

Top Recommendations

Blood Glucose Monitors

2 3 3 1 1 2

Personal Health Advisor
HEALTH SUPPORT 2.0
HEALTH SUPPORT 2.0

SEE A PHYSICIAN!
See a physician!
See a physician!
10 POINTS

PROVIDER FEEDBACK

PATIENT COMPREHENSION
Thank You

SPECIAL THANKS

Robert C. Pew  Chairman of the Board, Steelcase Inc.
   Chairman, Board of Overseers, IIT Institute of Design

Charles L. Owen  Distinguished Professor Emeritus

    John Pipino  Adjunct Professor

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Mary McNulty, Denese M. Neu, Beverly Perrett, Jane Rollinson,
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