

Harnessing Digital Health to Increase Employee Engagement in Their Health Benefits

Carla Smith, MA, CNM, FHIMSS
CEO, Carla Smith Health, LLC
May 30, 2019

Welcome and Agenda

Survey today's digital healthcare landscape.

Leverage tech-based trends and insights to better engage health-literate employees.

Digital health challenges and opportunities.

A tech-enabled health plan of the future.

2019 Healthcare Predictions: Thought leader convergence or “group think” bubble?

Source	VBC / New Models of Care for Financial Sustainability	Artificial Intelligence	Digital Health for Better, Connected Care	Adapting to Consumer and/or Physician Needs	Shifting Needs for Organizational Talent
Forbes	*	*	*		
Health Affairs	*		*	*	
Deloitte	*		*	*	*
PWC	*		*		*
Gartner		*	*	*	*

Sources:

Deloitte 2019 US Health Care Industry Outlook

Forbes Top 8 Healthcare Predictions for 2019

Gartner Top Strategic Predictions for 2019 and Beyond

Health Affairs Health Care in 2019: Five Key Trends to Watch

PWC Top Health Industry Issues of 2019

Let's Start with Value-Based Care

- Seema Verma is serious about VBC and interoperability.
- 48 States + DC & Puerto Rico have implemented VBC programs.
- 22 States have Accountable Care Organizations in-place.
- 16 States have bundled payment programs.
- Medicaid programs are actively exploring VBC models.
- Seven States stand out*:
 - ✓ NY, PA, and VT embrace shared risk payment models and a demonstrated willingness to test innovative strategies.
 - GA, IN, MS, and WV haven't adopted any innovative strategy.

* Source: "[Value Based Care in the US](#)" by Change Healthcare. April, 2019

Value-Based Care is Hard Work

- In VBC, providers spend more time meeting data reporting standards and dealing with billing complexities. As a result:
 - 90% of providers say CMS' pivot to VBC has increased their regulatory burden.
 - 80% say the shift from FFS to VBC is unsuccessful.
- Since 2012, CMS has imposed ~\$2B in penalties to hospitals who have higher than expected 30-day readmission rates.
- Technologies can help:
 - AI-powered voice assistants can lessen doc documentation burden by 70%.
 - Care coordination IT can reduce waste and improve patient outcomes

The Power of Artificial Intelligence

- Apps making educated guesses on possibility of skin cancer.
- BioPharma: Rapidly discover connections between drugs and diseases.
- Prediction Prowess:
 - Current patients' characteristics can predict at-risk patients.
 - Mount Sinai's AI system accurately predicted diseases based upon 700k patients' records.
- Virtual Reality:
 - Patients can interact with clinicians to understand their health issues.
 - Clinicians can teach the next generation of surgical physicians and nurses.

Artificial Intelligence is a Reality

- 86% of Providers, Life Sciences Companies, Healthcare Tech Vendors have already begun to incorporate AI into their technology frameworks
 - Example: AI-enabled Clinical Decision Support (CDS) at Cedars-Sinai:
 - Reduced spending by almost \$1000 per patient, while improving outcomes.
- However, we don't understand how AI systems learn, and we can experience unintentional consequences.

The Power of Big Data

- IBM Watson's supercomputer analyzed 20M cancer research papers to correctly diagnosed a single leukemia patient's needs...after clinicians had been stumped.
- UPenn used big data to correctly identify 85% of sepsis cases (up from 50%) 30 hours before onset of sepsis shock (up from 2 hours).
- Univ of Florida created chronic disease and population density heat maps for clinician deployment.
- Parkland Hospital in Dallas used big data to understand who it's "frequent fliers" were in the ER.

Health Literacy Plays an Important Role

- More than 90M adults in America have low health literacy which affects:
 - How they make health decisions, and ultimately,
 - Can affect their overall health status.
- Many engaging in personalized, self-guided research. Others utilizing online portals, wearable devices, and digital tools.
- All in bewildering, changing environment.
- You've got to "know your customer". But how?

Health Decisions are a Complex System

Stigma permeates many health-related discussions and decisions.

We have hidden motivations that occasionally defy logic.

Addictions, substance mis-use, and behavioral health issues can profoundly impact decision-making.

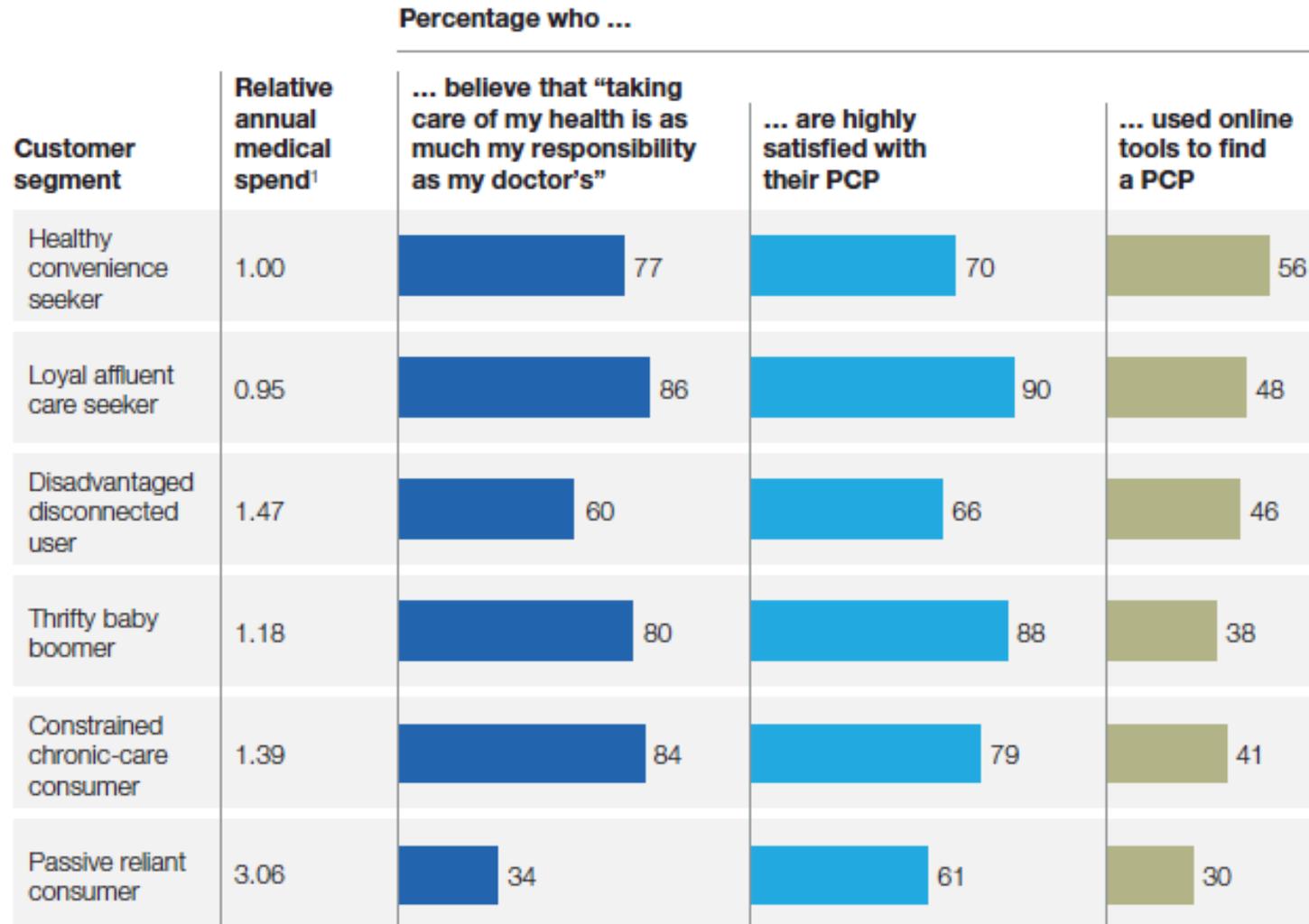
Cultural norms influence how we define health and healthcare.

We have many demands on our pocketbooks.

Health literacy (or lack thereof) impacts our ability to navigate insurance benefits and our health system.

Anxiety can reduce our ability to manage health information.

Consumers vary in their attitudes and healthcare spending



PCP, primary care provider.

¹ Index is relative; annual medical spending by healthy convenience seekers is indexed at 1.00.

Source: 2016 McKinsey Consumer Health Insights Survey

Digital Health Innovation

- Tools promoting wellness, prevention, or worsening of illness
- Mobile health interventions
- Mental Health tools
- Substance Abuse Recovery tools
- Telehealth
- Remote Monitoring Devices
- Digital Therapeutics (approved by the FDA) that work with specific medications or medical devices.

For more on digital therapeutics, google “pharmaboardroom digital therapeutics”.

Disrupters Are Rushing Ahead

- They're more nimble; they don't (yet) have complex org structures.
- They “get” consumer preferences.
- They're willing to try different clinical models.
- Technology pervades their business plans.
- They have deep expertise in data analytics.
- Frequently lacking healthcare experience.

Engaging Employees: Early Movers

- UnitedHealthcare piloting personalized coaching to help diabetics understand & act upon wearables and device data.
- Anthem's Engage tool provides price comparisons.
- b.well aggregates all health data into a consumer-friendly app.
- Careteam consolidates care plans across providers.

Careteam Dashboard



Patients

Admin



My profile



Dr. John Smith

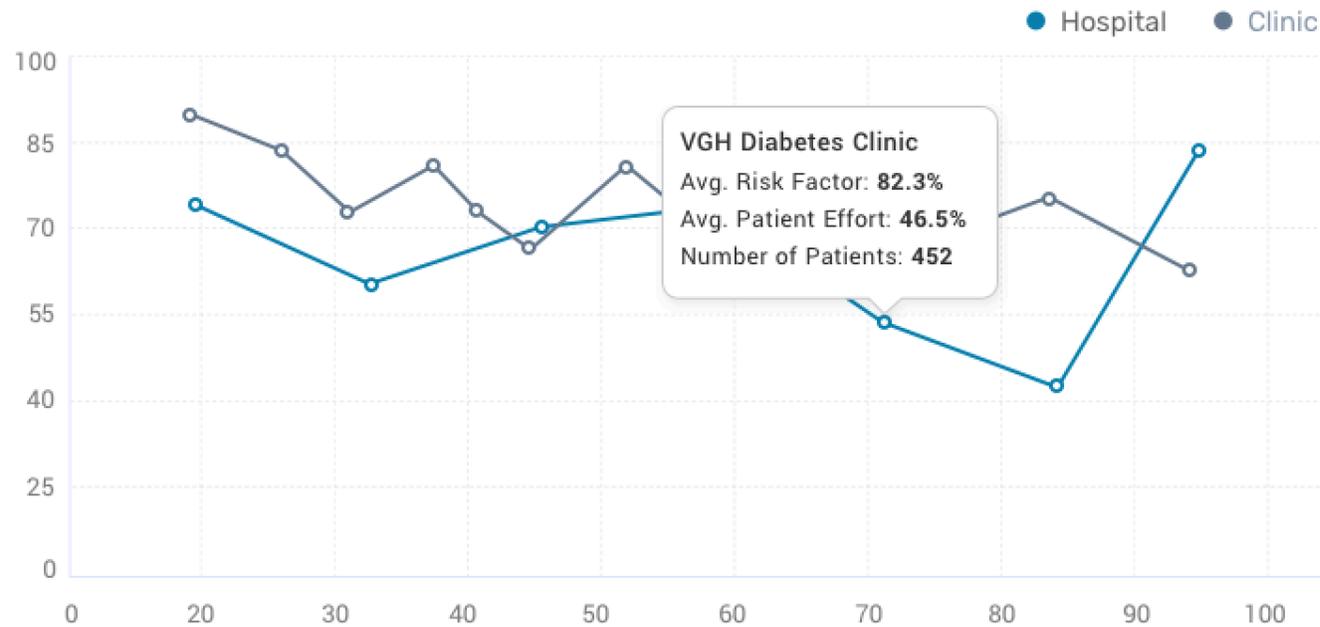
Last login: 20/Mar/2019 - 11:08 AM

Dashboard

Patient information



AVERAGE DIABETES RISK FACTOR CORRELATED TO AVERAGE PATIENT EFFORT PER CLINIC



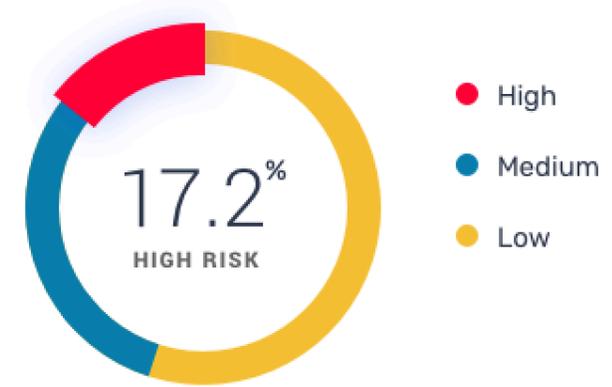
35

Active patients

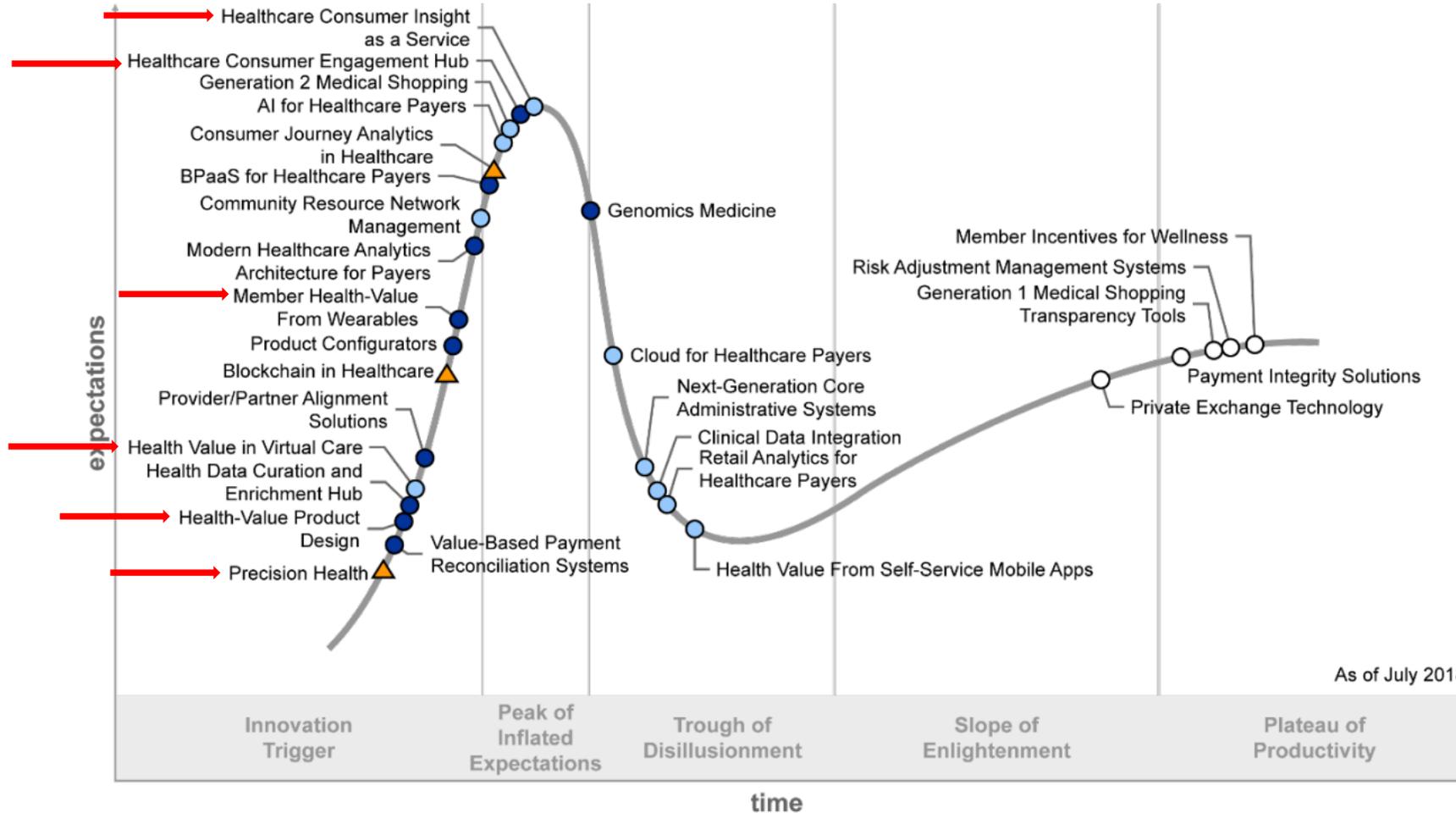
622

Care Plans

PATIENT RISK LEVEL



Gartner's 2018 Health Plan Hype Cycle



As of July 2018

Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

© 2018 Gartner, Inc.

Interoperability is a Current Challenge

- Today, 96% of hospitals & 75% of ambulatory care settings use EHRs.
- As of 2017, <1 in 3 hospitals could electronically find, send, receive, and integrate patient information from another provider.
- As of 2016, <10% of hospitals could electronically transmit a patient's care summary at least 50% of the time.
- And, even when there was e-transfer, 39% of those were not useful to the new care team.

Source : National Academies of Medicine: "[Procuring Interoperability](#)". 2018.

Hey! Banking Easily
Figured This Out...Right?

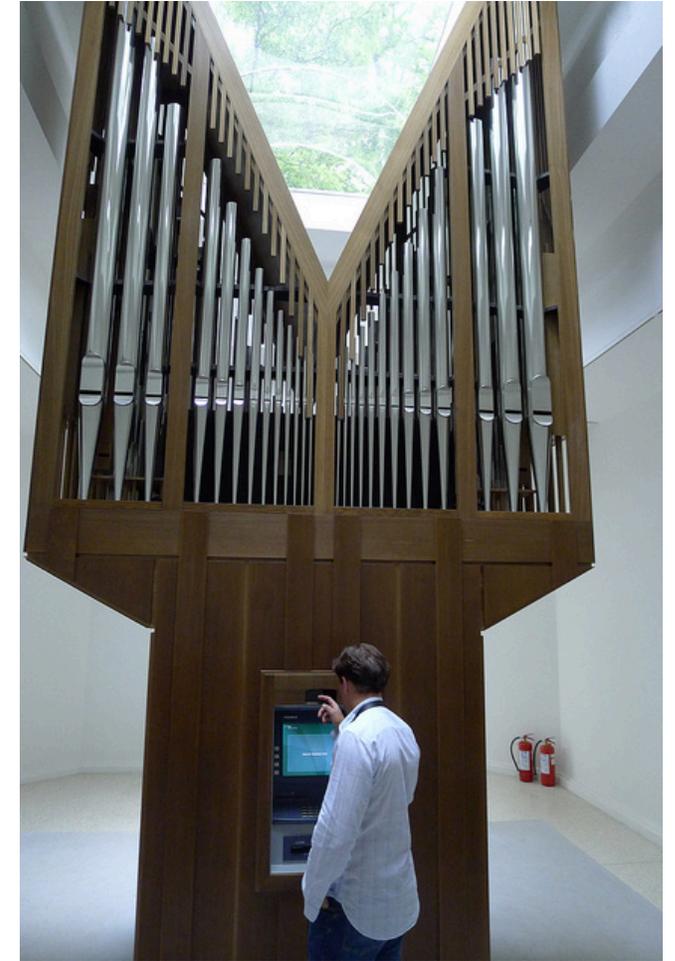












What Makes Health Interop So Hard?

Multiple devices operate on different technical platforms.

There are too many standards being used in too many different ways.

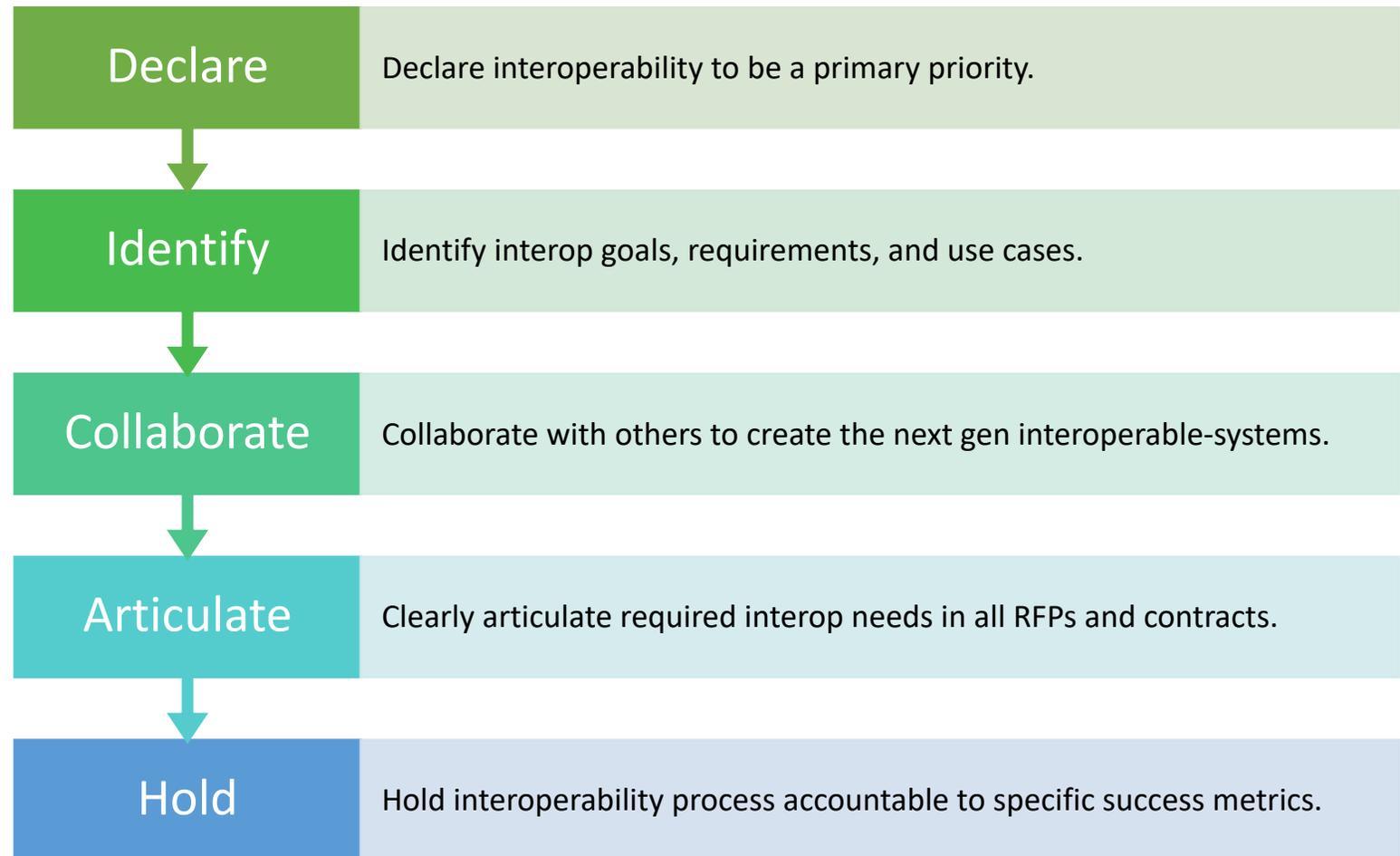
Interoperability costs money and, while 18% of our GDP goes to healthcare, we have very little left over for interoperability.

Historically, there has been a competitive advantage to not sharing health information.

People fear getting on the wrong side of privacy laws.

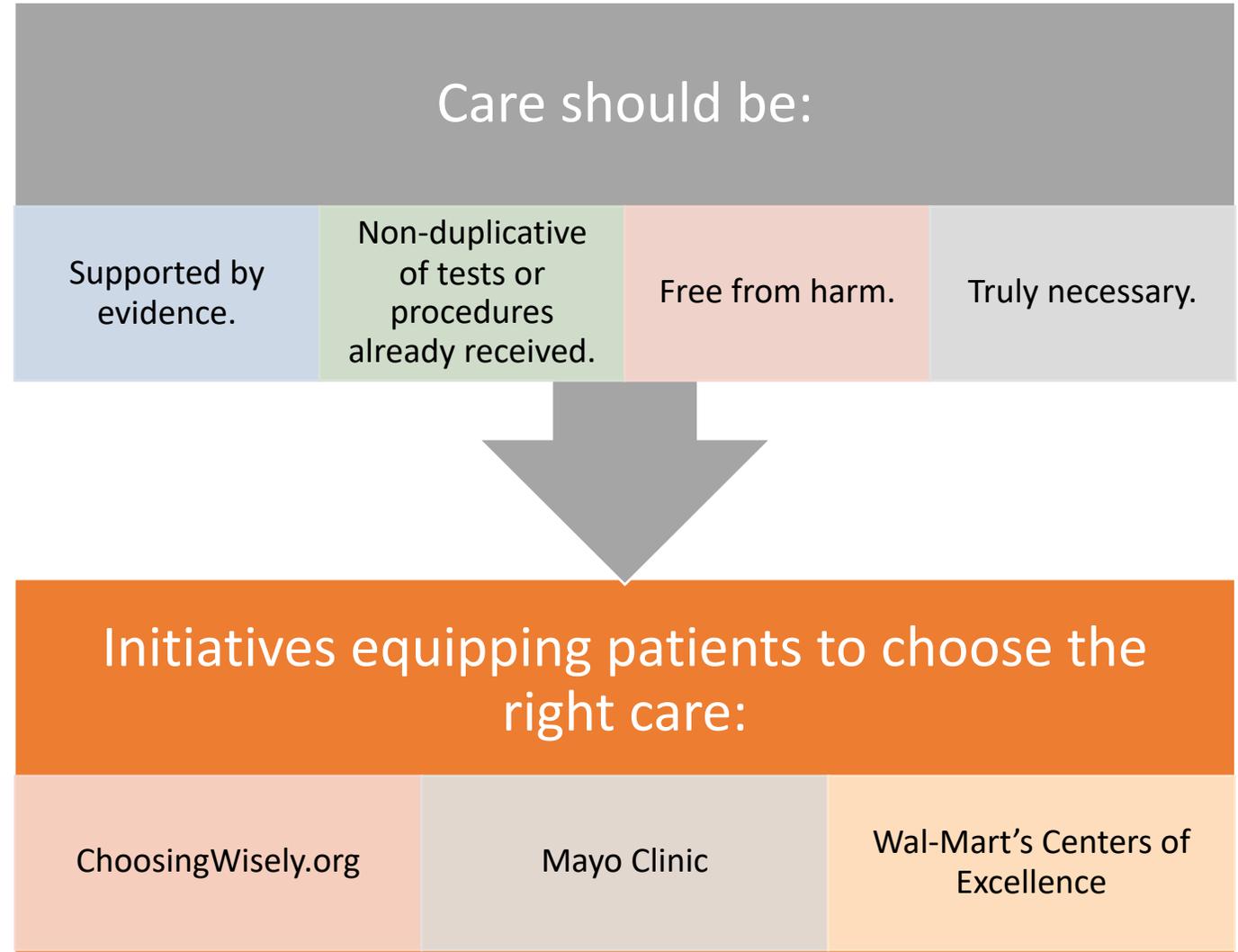
The nomenclature used in healthcare depends upon who you are.

How will the
Interop
Challenge Be
Solved?



Source : National Academies of Medicine: "[Procuring Interoperability](#)". 2018.

Helping Consumers Choose The Right Options



Patient Resources

The materials listed below were developed in partnership with medical specialty societies.

Resources

Sort By: **Newest** | [Topic](#)

Occupational Therapy

Chiropractic spinal care for lower-back pain

Imaging Tests for Melanoma

Using Opioids Safely After Surgery

Hearing Problems

Imaging Tests for Colorectal Cancer

Cervical Cancer Screening

Imaging Tests for Lower-Back Pain

Taking Medicines Safely

PSA Blood Tests for Prostate Cancer

Search Resources

KEYWORD

SOCIETY

- filter by -

CATEGORY

- filter by -

AGE

- filter by -

En Español

SEARCH

Clear Filters

Emerging Digital Health Norms

- Digitally insatiable consumers.
- Fickle loyalty to traditional brands.
- A willingness to experiment with new, untested brands.
- Conditioned to switch spend based on a single, poor experience.
- An affection for novelty brands (particularly those who seem to “get”, and tap into, our daily lives).
- The market will reward those companies that use data to generate value for, and engender trust with, their customers.

What Executives Must Focus On

Push organizational inertia out the door.

Wake everyone up: “This is not your father’s Oldsmobile”.

For future success, you must be adaptable – and embrace the power of technology.

Ensure you have at least one skilled and committed executive at your side who gets digital health and the business imperative.

Become a core champion of a central, key role for digital health, interoperability, AI-enabled deep learning, and knowledge gleaned from big data.

Launch close and persistent collaborations with technology & operations experts. All within the framework of strategic focus.

The Health Plan of Tomorrow

Exceptionally-tailored products that help consumers customize purchases. First, seek to understand.

Technology, such as sensors and wearables, will be ubiquitous. You've got to know how to use them.

Tomorrow's success is built upon tech, data analytics, interoperability, consumer and clinician-centricity, and trust.

Thank You!
Carla Smith Health, LLC
734-604-6275
carla@carlasmith.health
@CarlaMSmith