

Empowering Healthcare Consumers

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We – the US Healthcare Ecosystem do NOT know how to play as a team. . .

“We don't have a healthcare delivery system in this country. We have an expensive plethora of uncoordinated, unlinked, economically segregated, operationally limited micro systems, each performing in ways that too often create sub-optimal performance, both for the overall health care infrastructure and for individual patients.”

George Halvorson, from “*Healthcare Reform Now*”



GEORGE C. HALVORSON

CHAIRMAN & CEO
KAISER PERMANENTE

World Health Report 2008 Global Issues (WHO)

- Demand for primary care
- Equitable, inclusive and fair systems
- Universal coverage and universal access
- Service delivery reforms
- Integrating public health and primary care
- *“Put people at the centre of health care”*



Common Global Themes

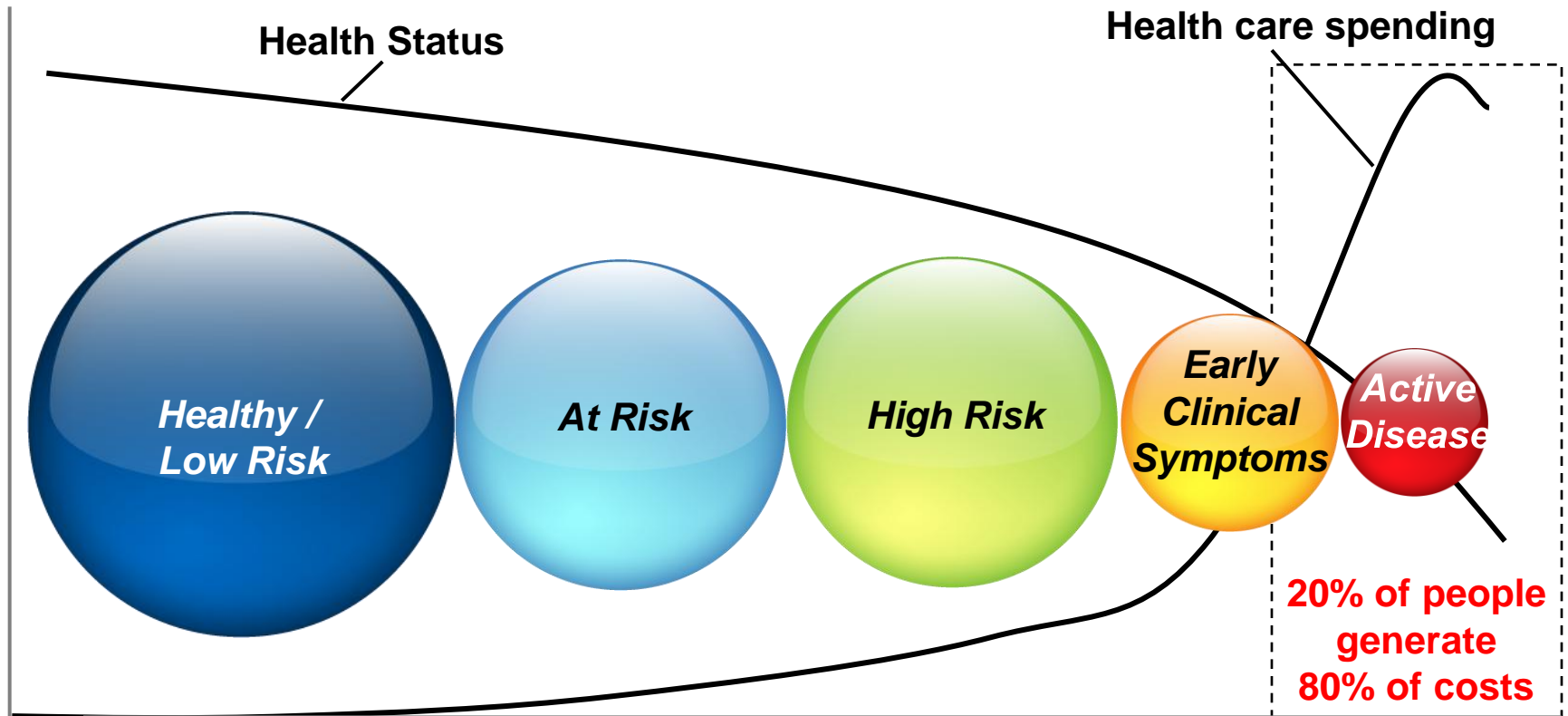
Despite differences among health care systems, large proportions of citizens across the five countries report dissatisfaction with their health care system and serious problems including:

- medical and medication errors
- faulty patient-physician communication
- poor care coordination



RJ Blendon, et al *Health Affairs*, May/June 2003; 22(3): 106-11

A value-based health system must appropriately balance resources expended in keeping people healthy



Value-based Health Care System



Moving towards a more coordinated system

A long-term **comprehensive** relationship with your Personal Physician empowered with the right tools and linked to your care team can result in better overall family health...

Cooperating in new efforts to better coordinate care

- Accountable Care Organizations
- Community Health Teams
- HIT

Patient Centered Medical Home

Working with innovative reimbursement structures

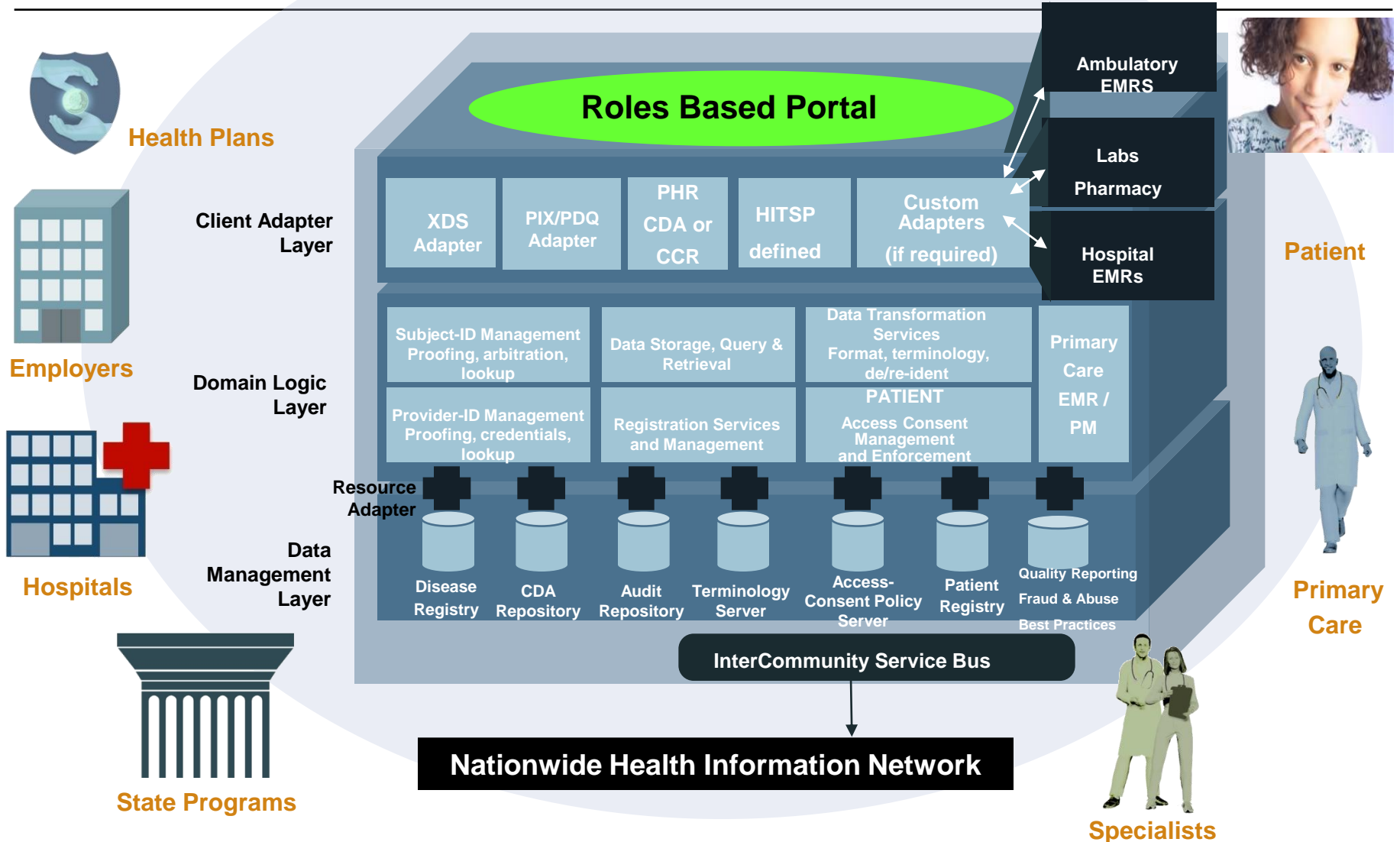
- Bundled payments
- Expanded Pay for Quality
- Readmission Prevention Incentives
- Outlier Reductions

Improving health outcomes

- Prevention (primary and secondary)
- Chronic Disease Management
- Patient engagement and education
- Data transparency



IBM's Collaborative Care Solution enables the patient centered medical home, and empowers the consumer with information, tools and access to a care team so they actively engage in their own health care choices and programs



IBM's Collaborative Care strategy delivers Patient-Centered Medical Home best practices through holistic solutions

Personal Relationship with Care Team



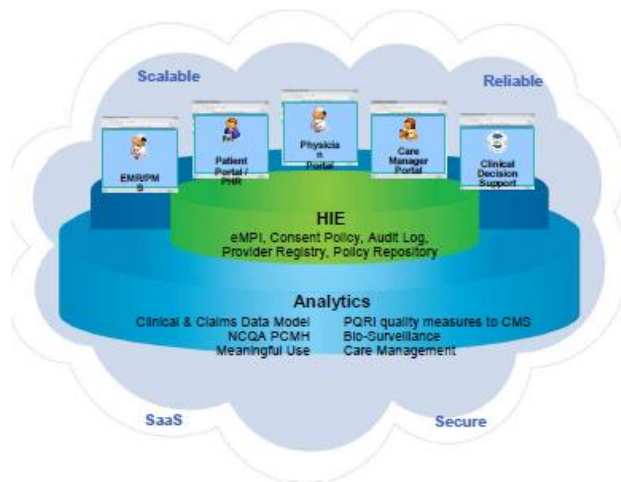
Proactive Focus



Holistic Systems

Business Solution

- Provide an end-to-end collaborative care solution that is **competitively priced vs. other market alternatives**
- Make it available with minimal upfront capital outlay, and **accelerated time to value**
- **Single point of accountability** that seamlessly integrates best-in-class solutions / services, and deliver in a private, secure manner
- Transform clinical data and **make it actionable**
- Enable **evidence based medicine**



IBM Solution Components

- Care Delivery Processes tailored specifically to PCMH
- Multi-state Hosted Health Information Exchange
- Medical (Accountable Care) Services Organizations as an enabler of individual physician practices
- ISV specific enablers to drive hospital and practice clinical transformation
- Comprehensive analytics to capture and provide insight into structured and unstructured EMR data
- Open, "Cloud" based architecture to leverage business partners, drive efficiency and promote scalability
- No other firm currently offers the fully integrated solution that is needed