Empowering Healthcare Consumers

Martin S. Kohn, MD, MS, FACEP, CPE
Associate Director of Healthcare Analytics
IBM Research
August 13, 2010
"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
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

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

Value-based Health Care System

Source: IBM Global Business Services and IBM Institute for Business Value
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

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

Working with innovative reimbursement structures
- Bundled payments
- Expanded Pay for Quality
- Readmission Prevention Incentives
- Outlier Reductions
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**

**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