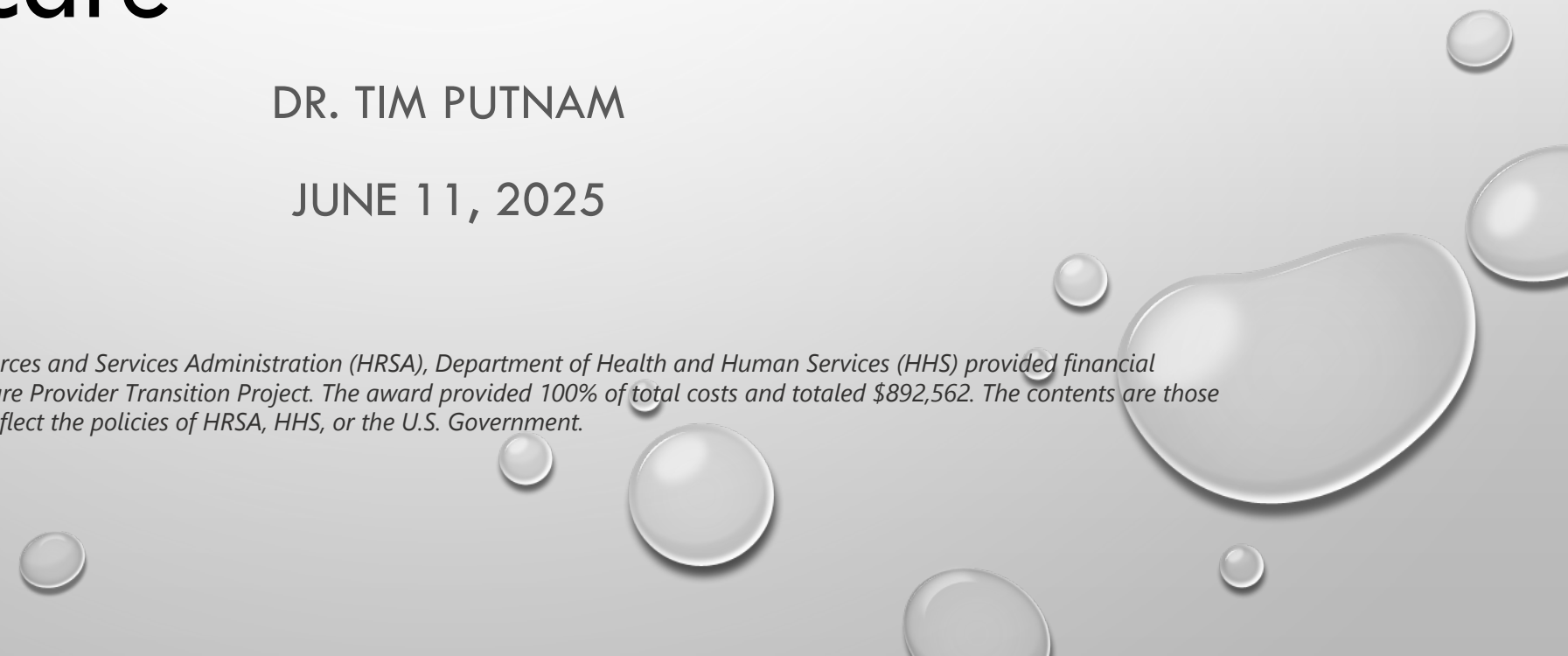


Creating an organizational culture that supports the move to value- based care

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WHAT IS VALUE?

The goal is to improve quality of life and prevent unnecessary death.



The current model of healthcare delivery focuses on treating disease and saving lives.



Value does not get the glory.



Self-driving cars example.

Healthcare providers are not incentivized financially to prevent disease or death.

- Diabetes
 - We are not paid to stop the advancement of diabetes but, we are paid to amputate toes and legs.
- Elderly falls have a high morbidity rate
 - How many patients do we have over 70 who are at fall risk?
 - How often are we in their home to assess if it is safe for someone at a fall risk?



IMPORTANCE OF STORIES

- Data
 - Example: Prescription costs (trust)
- Patient examples
 - Why should I see the doctor when I'm not sick? (Care)

Culture change requires unity

- C-suite
- Department managers
- Staff
- Community

C-SUITE

- Value based care is not about better providers or staff, it's more about coordination:
 - Treating the patient as a whole
 - Nutrition
 - Screening
 - Transportation
 - Carpentry (ex.)



MANAGERS

***CHANGE
CAN BE
HARD***

First time inpatient unit
sends staff home for low
census



STAFF

- Value can be seen as a threat
- Focus on patient impact stories
- Try to engage them in the conversation,
“How can we prevent disease
progression?”

EMS

- EMS 1.0
 - EMS 2.0 (Professional EMS medical team)
 - EMS 3.0 (Paramedicine)
-
- What if we saw this patient 12-24 hours earlier?
 - What type of preventative work can be done in the home when it's not an emergency?

COMMUNITY

- Mission
- The most successful rural hospitals engage with the community
 - Value is a perfect way to engage, as much of the work of prevention is not traditional medicine (farmers markets, transportation, paramedicine, education, etc.)
- Prove that you are much more than a band-aid station!



RURAL ORGANIZATIONS CAN LEAD IN VALUE

Pull out your organization's Mission Statement and see how closely it aligns with the value transition. Use this when explaining why this is important.

Rural organizations are much closer to the patient and don't have to fund the cardiovascular surgery program. There is more incentive to preventing cardiovascular surgery.



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