Beyond the hype:
Innovations to prioritize to impact patient experience now and in the future

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About Justin T. Barnes

Justin is a nationally recognized business, strategy and policy advisor who also serves as Chairman Emeritus of the HIMSS EHR Association as well as Co-Founder of the Health Innovation Think Tank. Additionally he's host of healthcare's most popular weekly syndicated radio show "*This Just In*."

As an industry strategist, Justin assists healthcare organizations with evolving their business models, optimizing their revenue sources as well as navigating value-based payment & care delivery models.

Justin has formally addressed and/or testified before Congress as well as the last three Presidential Administrations on more than twenty occasions with statements relating to alternative payment & care delivery models, MACRA, value-based medicine, accountable care, interoperability, EHR meaningful use, consumerism and much more. Barnes is a regular public speaker on these issues and has appeared in more than 2,000 journals, magazines and broadcast media outlets.

Keynote Overview

This discussion highlights healthcare, digital health as well as health IT innovations that are optimizing patient care

- o Best Practices
- o Innovation Strategies
- o Technologies and "Products"
- o Innovation-enabled Services
- o New Care Models emerging

Think Tank Collaborators

- UPMC & UPMC Health Plan
- Northwell Health
- Thomas Jefferson University
- University of Virginia Health System
- Duke Health
- Partners Healthcare
- Resurgens Orthopaedics
- Christus Health
- UT Southwestern Medical Center/ Parkland Health
- Boston University School of Medicine
- Tahoe Forest Hospital District
- Pratt Regional Medical Center
- Nemaha County Hospital'
- Florida Association of ACOs
- Children's Integrated Center for Success

- HHS/ ONC
- Meditech
- Cerner
- Allscripts
- CPSI
- NextGen Healthcare
- Change Healthcare
- Philips Healthcare
- Qualcomm Life
- McKesson
- MedAllies, Inc.
- New York eHealth Collaborative
- Practice Fusion
- CDW
- Insight Enterprises
- HealthEC

- HIPnation
- HIMSS/ HIMSS Media
- VVVital
- NeHII
- Livongo Health
- Tomeah Health
- LifemedID
- Orbita, Inc.
- WallerMD
- Call9 Inc.
- Peerbridge Health
- Commonwealth Health Advisors, LLC
- Lenovo Health
- Center for Connected Medicine (CCM)
- Justin Barnes Advisors
- Elevation Health Consulting
- Syneos Health

Innovation Key Findings & Best Practices

A successful Innovation strategy includes three main components –

- Risk stratification
- Supportive technology
- Process redesign

Recommendations for Open Platform and open API infrastructures

Integration of disparate care into larger healthcare systems (minute clinics, medical home, etc.)

Understand total cost of ownership (TCO) for any possible solutions (5-year +)

Patient interaction with the healthcare system is not linear. It is circular, continuous and complex

Innovation Key Findings & Best Practices

Driving the vision of "bedless hospitals" - UPMC

Healthcare is evolving to a collaborative care model
- Reduce/ eliminate data silos

Understand how best to take on more "risk" for your entity/ care strategy

Research Medicare's "unbundled" Remote Patient Monitoring (RPM) reimbursement code (CPT 99091) and see how to implement with applicable patient base
- $58.67 per month per patient unadjusted Medicare rate ($704 per year)

Discharge patients with technology-enabled follow-up as well as support care
- Best practice for both Connected Health and Virtual Care

Innovations Impacting Care…

Voice Assistants are Invading the Practice (and Home)
New research from DRG Digital/Manhattan: In the company's annual "Taking the Pulse" survey of 2,784 physicians, 23 percent said they used a voice assistant "for professional reasons"

Patient Interacting with Conversational Agent
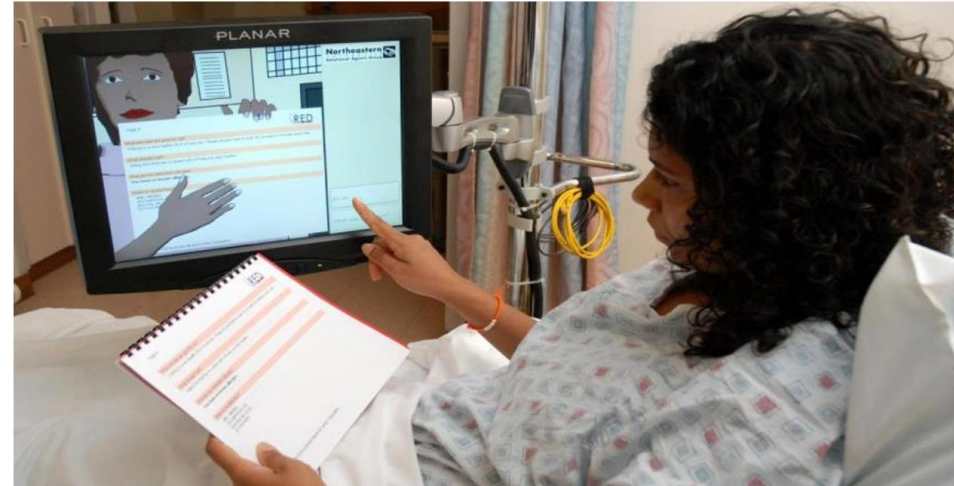
Vital sign monitoring platform
- Heart Rate
- Respiratory Rate
- Pulse Ox (SpO2)
- Temperature
- Blood pressure
- Glucose
- Nitric Oxide (NO)

Innovations Impacting Care…

Optimizing the mobile experience: Wayfinding, engagement, education & empowerment

DigitalClinic Model - Medical specialty care as a service

Innovative community care models integrating Direct Primary Care with insurance plans; creating highly affordable healthcare packages for all

Innovation Best Practices for Virtual Care

Ask what does your organization want out of a virtual care strategy?
- Attract customers, expand reach, reduce cost, enhance access, triage for ER/ ED, etc..

Virtual care will suffuse every element of care
- For success, must be integrated into care design with proper change management
- "It's the care model that matters"

When possible, start your virtual care strategies small with a portion of patient base (100, 500, 1,000) or a single disease state

Understand how voice-enabled technologies and innovations can support your advanced care delivery

"Voice First, not Voice Only" – Reduce friction in these transformational strategies
- Voice has shown to lower the friction with patients and post-care instructions

Innovation Best Practices for Virtual Care

Virtual Patient Advocates – "Louise" by Dr. Jack and BU School of Medicine

- Emulate face-to-face communication
- Develop therapeutic alliance-empathy, gaze, posture, gesture
- Teach After Hospital Care Plan (AHCP)

Orbita example – How Amazon's Alexa can be enabled with "Health Skills" and made HIPAA-compliant

Use technology to help discharge patients with accurate/ comprehensive info, continuity of communication, solve fragmentation, decrease variability, provide clear med/ Rx instructions, reliable contact information & post-hospital information

Virtual Assistant-enabled post-acute care in the home setting

- Amazon, Google & Apple are the leaders today

Thank you

To contact our speaker, Justin Barnes, email him at: Justin@JustinBarnes.com

Innovation Best Practices for Virtual Care

Future Virtual Care Best Practice Goals

Understand how the new CMS CPT codes for telehealth can be used to support for virtual care strategy

Continuously research for incentives for telehealth and medical home

Create "on-demand care" vs web-based physician appointment strategy

Have the mindset that telehealth is a solution and not a technology

Build virtual care into the fabric of health system; not as a stand-alone item

Provide adequate time for telehealth to have proper buy-in to support successful change management
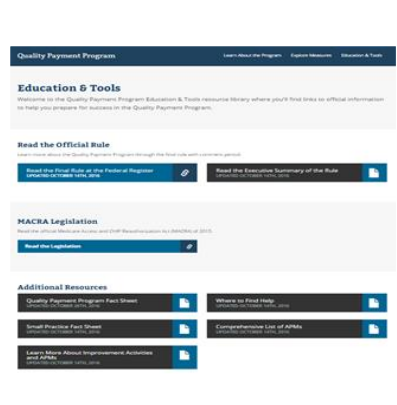
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I Believe…

"I personally believe that all organizations and care providers that intentionally and deliberately engage with new payment & care delivery models, and create the right partnerships, will have more opportunity in the future than they have today."

Additional Resources

QPP.CMS.gov

Provides an overview of the QPP including timelines, payment adjustments, MIPS and its performance categories & Advanced APMs.

Health Innovation Think Tank

Brings together diverse groups of healthcare leaders, innovators and policymakers to improve healthcare

innovation.cms.gov

View value-based payment (VBP) models across the country, search and find detailed information on VBP models happening in your state and region & share your ideas on future VBP models.

www.Medicare.gov /PhysiciansCompare

Physicians Compare helps consumers select clinicians. It compares group practices and healthcare professionals by comparing participation in quality activities, certification, group affiliations and more.

Thank you

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