

A Prospective Approach to Consumer Centric Care Models

Nancy Shendell-Falik, RN, MA

President, Baystate Medical Center

Senior Vice President, Hospital Operations,
Baystate Health

The Leadership Institute

Millennium Group Roundtable

May, 2018



Patient Centeredness Journey

- **Compassionate Connections**
- **UMass Medical School**
- **Medicaid BeHealthy ACO**
- **Health New England**

Baystate Health's 2020 Four Compass Points



Compassionate Connections



“Spiders & Frogs”

Novel Initiatives to reach Baystate's 2020 Compass Points: PURCH

University of Massachusetts Medical School, Baystate Health welcomed its first class in 2017 of 21 future physicians into its innovative new curriculum track called PURCH (Population-based Urban and Rural Community Health)

The PURCH track focuses on addressing the social determinants of health for our patients.



UMass Medical School-Baystate

Training the Next Generation: Empathy, Compassion, Self-Awareness

Teaching this content requires people to become experts of themselves.

Mantra:

*How you do anything
is how you do everything.*



UMass Medical School-Baystate

Training the Next Generation: Empathy, Compassion, Self-Awareness



Reduce separation between
learner and employee;
colleague and boss.



Role modeling self-reflection
and humility are necessary to
teach empathy.

UMass Medical School-Baystate

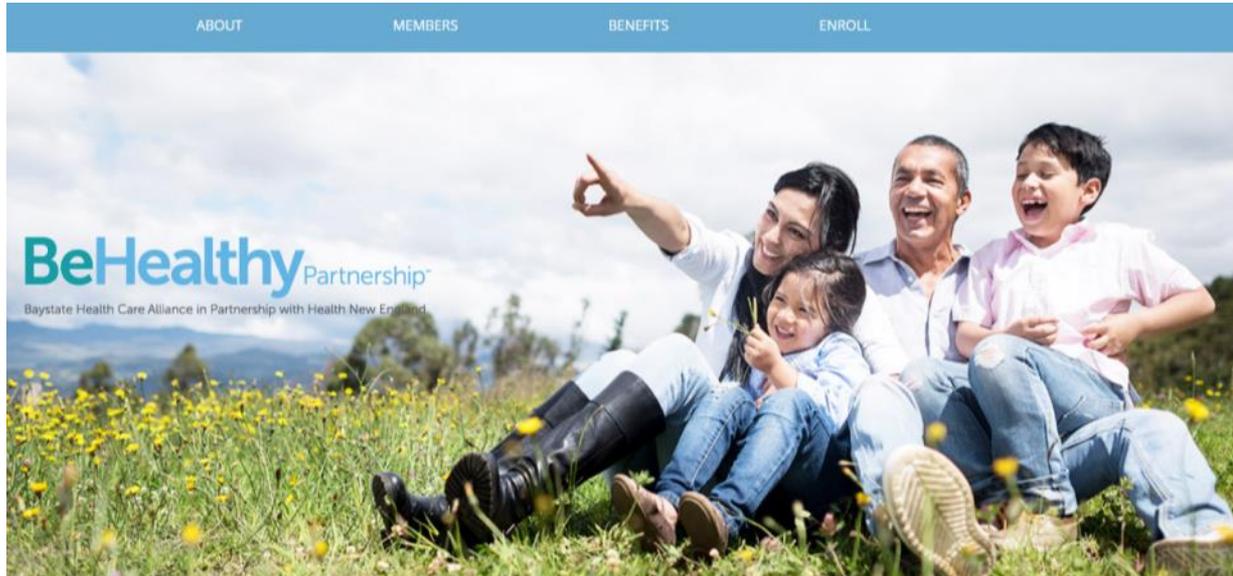
Training the Next Generation: Empathy, Compassion, Self-Awareness

- Curriculum
 - 🌀 It's all about the patient - continuing theme
- Appreciate differences in people
 - 🌀 interviews to understand patient frustration with health care system
- Empathy
 - 🌀 taught daily by modeling and reflecting (i.e. interview an inmate in jail – awareness of bias)
 - 🌀 Focus on how learner makes “patient” feel
 - 🌀 Family Caregivers - history



Novel Initiatives to reach Baystate's 2020 Compass Points: BeHealthy ACO

Baystate Health's BeHealthy Partnership Medicaid ACO (40,000 lives in 5 health centers) launched in March 2018, which is in addition to Baystate Health's participation as one of 18 NextGen ACOs in the country:

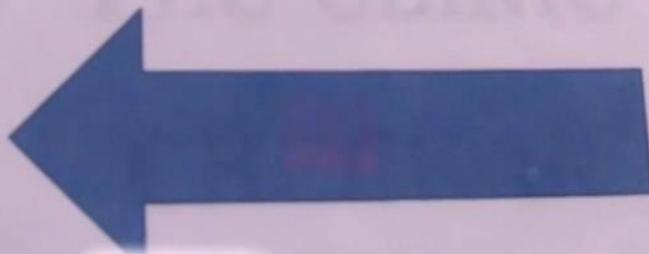


Novel Initiatives to reach Baystate's 2020 Compass Points: BeHealthy ACO Walk-Ins Welcome

Baystate  Medical Practices

**Walk-ins
Welcome**

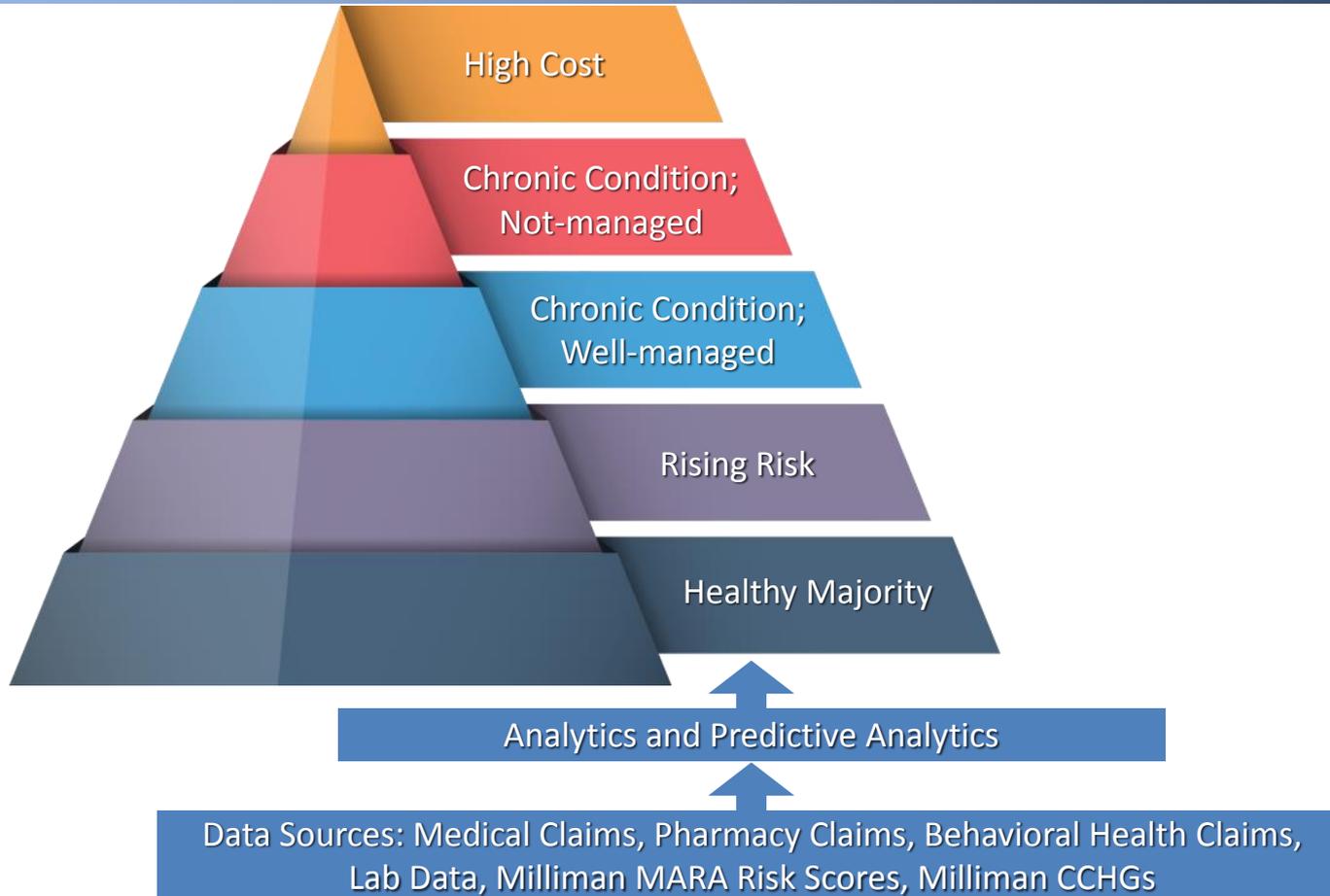
**WALK-IN
APPOINTMENTS
REGISTER HERE**



GENERAL APPOINTMENTS

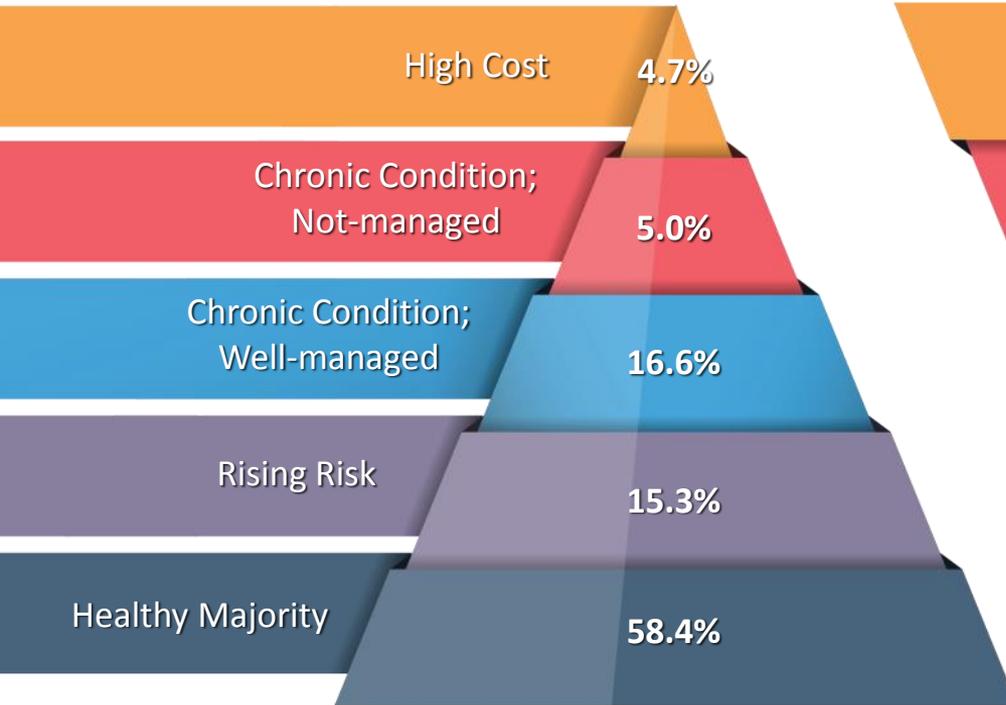


Who Do You Engage? Use a Population Stratification Model!

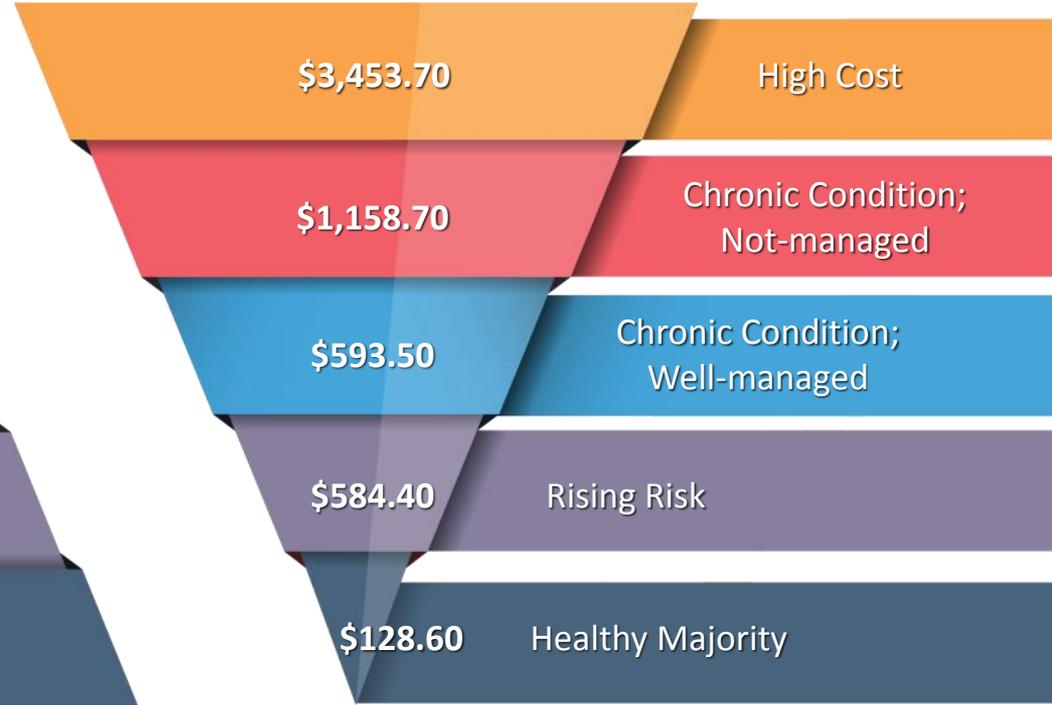


What Did The Data Show Us?

Membership %



Actual Allowed PMPM



BeHealthy Medicaid ACO: Care Needs Screening Mobile Online App

BeHealthy Partnership
Baystate Health Care Alliance in Partnership with Health New England

Logout

Care Needs Assessment Form for MemberFourteen Test

English Spanish

17. In the last 12 months, have you stayed overnight in a hospital?
 Yes
 No
 Choose not to answer this question

18. Do you currently use or need any medical and/or diagnostic equipment?
 Yes
 No
 Choose not to answer this question

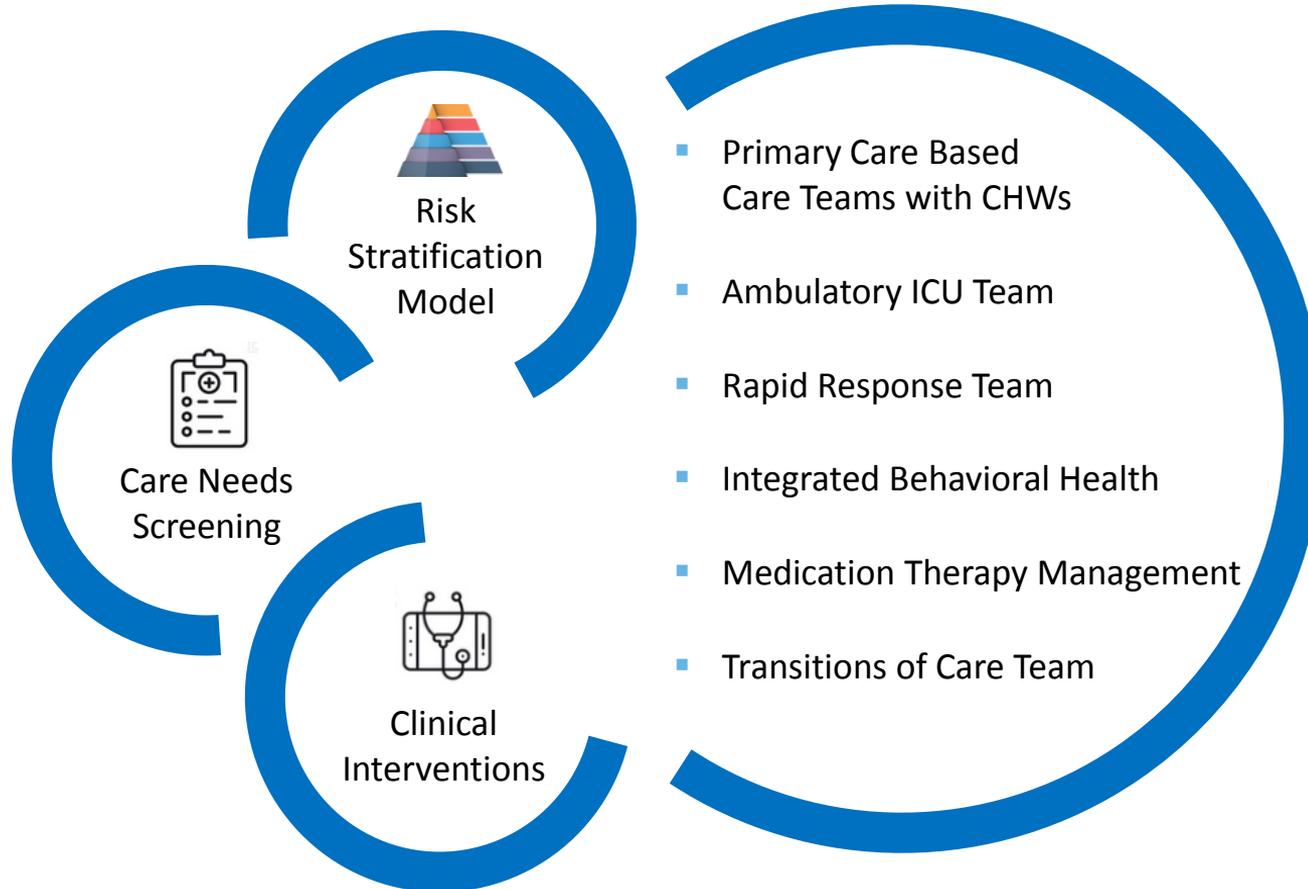
19. Do you currently use any of the following behavioral health services? Please check all that apply.

Inpatient Mental Health Treatment
 Outpatient Mental Health Treatment (Counseling)
 Emergency Screening Programs (Crisis Services)
 Prescription Drug Treatment for Mental Health (Seroquel, Prozac, Depakote)



- 🔗 **Care Needs Screening (CNS) Mobile Online App** captures general demographic and medical information, behavioral health status, Activities of Daily Living (ADL) needs and Social Determinants of Health (SDOH) status
- 🔗 Versioned for adult, pediatric, and adult completing on behalf of child
- 🔗 Available online in English and Spanish
- 🔗 Dashboard displays CNS completion status for all provider facilities within ACO
- 🔗 From dashboard, can drill down into each facility for breakdown of CNS status by member
- 🔗 Detailed dashboard view displays member name by facility and high risk indicator status (Y/N)

Combine Data/Analytics with Hands-on Assessment



Health New England: Novel Initiatives

Company Profile

- 🌀 **Health New England** is a *non-profit health plan* owned by Baystate Health, one of the leading integrated delivery systems in Massachusetts.
- 🌀 Nearly 220,000 *members trust Health New England* for their health insurance needs.
- 🌀 Health New England offers a variety of *innovative products* for Commercial, Medicare, Medicaid and Third Party Administration customers.
- 🌀 Health New England *partners with providers* to achieve superior quality, achieve financial goals and deliver on a customer service promise.



Health New England
Where you matter.



Teladoc – Overview for Health New England Members



What is Teladoc?

Teladoc is a telehealth service provider offering 24/7/365 access to care for common/uncomplicated illnesses via phone or video

- 🌀 First and largest telehealth provider in the nation
- 🌀 Founded in 2002, NCQA certified, state regulated and compliant in all 50 states
- 🌀 Provides access to national network of board-certified practitioners

Why encourage our members to use Teladoc?

- 🌀 Convenient and cost effective
- 🌀 Teladoc is an alternative to urgent care or the ER for non-emergency issues
- 🌀 A care option when on vacation or away from home



97%
Teladoc
physician
satisfaction rate

Teladoc is commonly used for:

Top 10 Diagnoses

- 👁️ Sinus Problems
- 👁️ Urinary Tract Infection
- 👁️ Pink Eye
- 👁️ Bronchitis
- 👁️ Upper Respiratory Infection
- 👁️ Nasal Congestion
- 👁️ Allergies
- 👁️ Flu
- 👁️ Cough
- 👁️ Ear Infection



Coming Soon – July 1, 2018

Telehealth: Improving Access to Behavioral Health Providers

How it works



