Mobile Technology in Medicaid: Engaging Patients and Improving Access to Care

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The Triple Aim

Population Health

Experience of Care

Per Capita Cost
New Rules for Radical Redesign in Health Care
New Rules for Radical Redesign

- Change the Balance of Power
- Standardize What Makes Sense
- Customize to the Individual
- Promote Wellbeing
- Create Joy in Work
- Make it Easy
- Move Knowledge, Not People
- Collaborate/Cooperate
- Assume Abundance
- Return the Money
Alaska Native People Shaping Health Care

- SCF - 2011 Baldrige Winner
- CEO 2004 McArthur Genius Winner
“NUKA” CARE SYSTEM
Southcentral Foundation
Anchorage, Alaska, USA
Some Nuka Results

- Urgent Care and ER Utilization = 50% ↓
- Hospital Admissions = 53% ↓
- Specialist Utilization = 65% ↓
- Primary Care Utilization = 20% ↓
- HEDIS Outcomes and Quality = 75-90%ile
- Employee Turnover Rate < 12% per year
- Customer and Staff Satisfaction > 90%
Designs in Action:
Move Knowledge, Not People

- Develop Non-Visit-Based Care
- Invest in Telemedicine
“PROJECT ECHO”
### Hepatitis C Outcome

<table>
<thead>
<tr>
<th></th>
<th>ECHO</th>
<th>UNMH</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minority</strong></td>
<td>68%</td>
<td>49%</td>
<td>P&lt;0.01</td>
</tr>
<tr>
<td>SVR (Cure) Genotype 1</td>
<td>50%</td>
<td>46%</td>
<td>NS</td>
</tr>
<tr>
<td>SVR (Cure) Genotype 2/3</td>
<td>70%</td>
<td>71%</td>
<td>NS</td>
</tr>
</tbody>
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SVR = sustained viral response

Arora S, Thornton K, Murata G. NEJM 2011; 364:23
PEEK: Telemedicine at Scale
£1/50th
PEEK: 10,000 Children Screened per Week by Teachers in Kenya
HEALTHCARE. REFRESHINGLY SIMPLE.

Get a doctor's prescription for $15.

Available in California, Michigan, New York, and Pennsylvania. Other states and services coming soon.
Where We Are Headed…..

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
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<tbody>
<tr>
<td>Fee for Service Payment</td>
<td>Global Budgets</td>
</tr>
<tr>
<td>Hospital as the Center</td>
<td>Home as the Hub</td>
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<tr>
<td>Excellent Soloists</td>
<td>High Performing Teams</td>
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<tr>
<td>Moving People</td>
<td>Moving Knowledge</td>
</tr>
<tr>
<td>A Sense of Scarcity</td>
<td>A Sense of Abundance</td>
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