

Physician Engagement Using Analytics

OVERVIEW

Physicians are highly trained, incredibly smart and fiercely competitive professionals. Executives have long realized the importance of physician engagement in the success of clinical and operational initiatives, yet only a few have deployed a successful approach.

We introduce an approach—contextual real-time data and insight to gain physician trust and alignment. Informed positive competition is perhaps the most significant driver of change and partnership alignment in the business strategy.

“All of our physicians use Foundations, and 90% use it everyday_– they trust the data.”

FRAMING THE PROBLEM

Physicians need insight to understand what works well and what does not, quickly and easily. They need tools that help them understand how they compare with their peers, with an ability to dive into on-demand, relevant details to inform their actions, workflow, goals and other metrics.



SOLUTION AND BENEFITS

Foundations™ enables physicians to measure clinical and operational performance and act towards mitigating outliers. Some illustrative examples include – complication rates, delays, LOS/readmits, risk mitigation, high-cost/high-revenue patients and referrers and patient compliance. Financial metrics completes the picture for physicians, so they can repeat high performance.

Physicians and staff can also be provided de-identified peer comparisons to positively engage human aspirations. One customer organization has attributed this capability as a primary reason for business expansion year-over-year while improving productivity, with professional and leadership growth.

▼ My YTD Contrast & Dose vs. Peers · info									
Attending MD ↑	Diagnostic			PCI			TAVR		
	Total Case Count	Average Contrast Volume	Average Dose (AK)	Total Case Count	Average Contrast Volume	Average Dose (AK)	Total Case Count	Average Contrast Volume	Average Dose (AK)
Mine	122	50	313	93	106	1009	100	55	610
Others	613	91	405	387	116	1096	209	120	717
Grand Totals, etc.	733	-	-	480	-	-	309	-	-

Figure 1: In this example the number of cases, contrast and radiation dose is personalized for a physician and compared to their aggregated peer group. The physician is informed that their average dose per case is below that of the average dose per case for the aggregated group. Similar measure sets can be provided for inter-quartile ranges, to provide additional information.

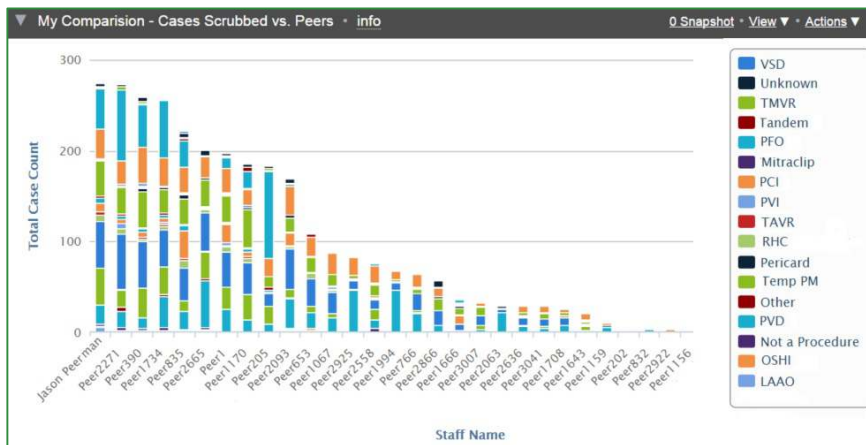


Figure 2: Personalized confidential stack ranking against a de-identified peer-group for procedures performed. Similar measures can be created for a number of measures such as risk adjusted complication ratios, remission rates, protocol correlations, patient LOS and discharge timeliness performance-any measure.

ANNUAL PERFORMANCE REVIEWS

Foundations improves time consuming performance review processes, which often ends in arguments and unhappy physicians. As performance data is easily available, with drill down capabilities, performance conversations are contextual and trustworthy with insight, available on-demand.

CONCLUSION

Foundations combines real-time and historical clinical, operational and financial data to present valuable information to physicians, in their business language. The contextual and trustworthy data along with information liquidity can be used to engage physicians and clinical staff. This keeps them updated on performance while appealing to their aspirations and self-motivation, which leads to improved business outcomes.