

## Patients First

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## Are you patient centered?

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## Welcome to Factoria Medical Center

- 14,000 patients
- 9 MD's (FP, IM, Peds)
- 56 % Verified on MyGroupHealth
- 20% of encounters are via secure e-mail
  - 99 % responded on time
- 40 - 50 % of lab results reviewed by patients on line

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## Welcome to Group Health

Consumer governed, not for profit financing and care delivery system

573,000 patients\*

892 Medical Staff

25 Medical Offices, 2 Hospitals

Washington and North Idaho

Contracts with 9,100 practitioners and 39 hospitals

\*Includes subsidiary health carriers: GHC Options, Inc., and KPS Health Plans

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## Welcome to the Medical Home Model

*“The Primary Care team and the patient’s family are extensions of the patient-personal physician relationship. The relationship between the patient and the personal physician is at the core of all we do.”*

- Michael Soman, MD, Executive Medical Director, Group Health Cooperative Group Practice Division

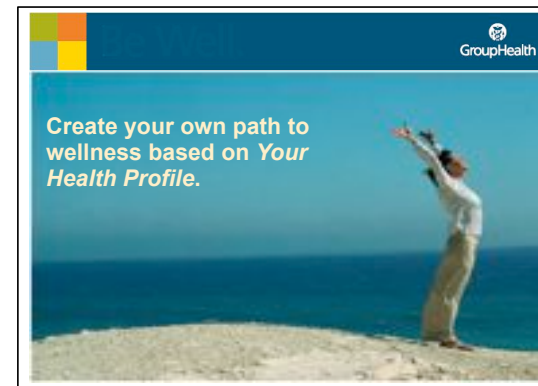
## Good things come to and from Denmark



## Patient-Centered Primary Care

- Patient Engagement
- Clinical Information Systems
- Transparency
- Feedback
- And.....continuous improvement (Toyota Management System)

## Patient (and purchaser) Engagement



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## Pre-Visit Secure Messaging

MyGroupHealth ghc.org

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## Health Profile Integration with the Medical Record

MyGroupHealth ghc.org

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***"It's not LESS work. It's the RIGHT work."***

**Jean Marshall, MD**  
**Board-certified Family Practitioner**  
 Group Health Cooperative  
 Factoria Medical Center

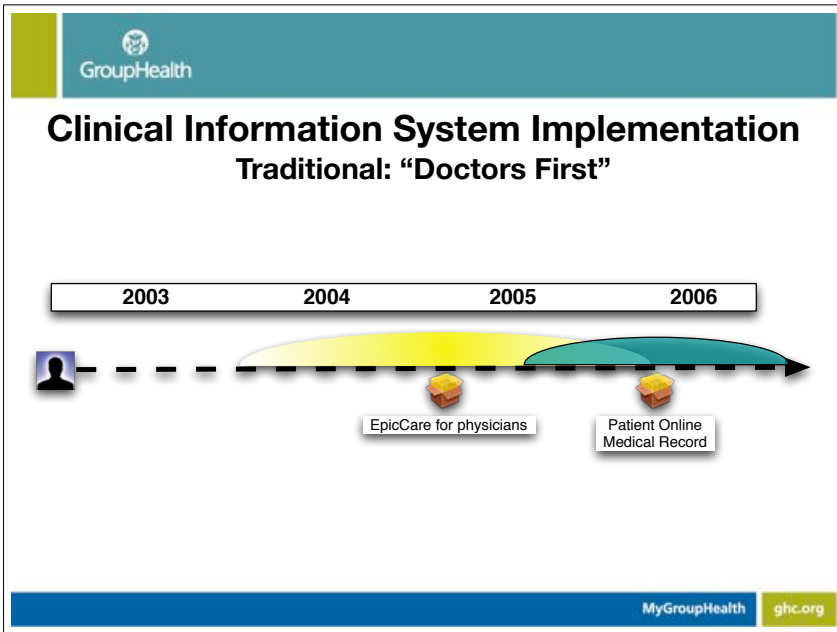
MyGroupHealth ghc.org

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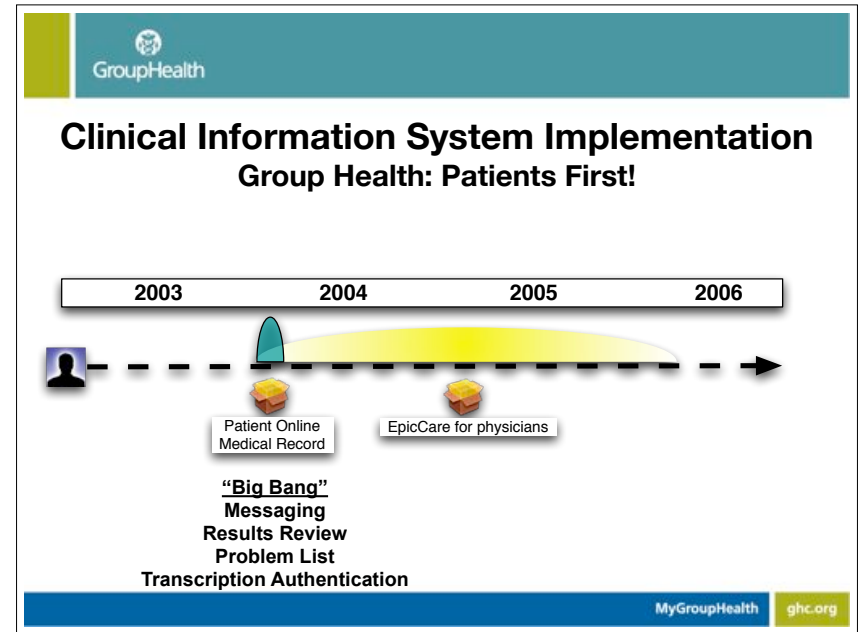
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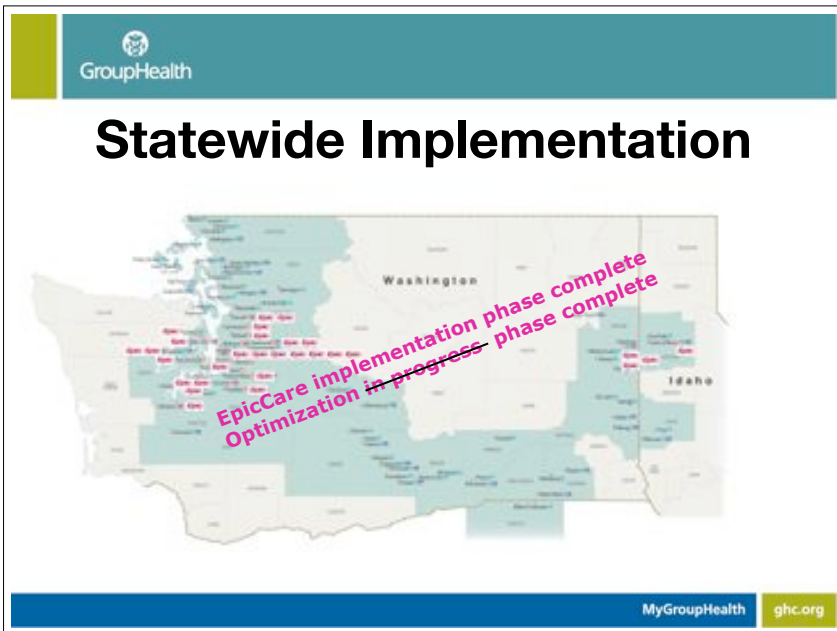
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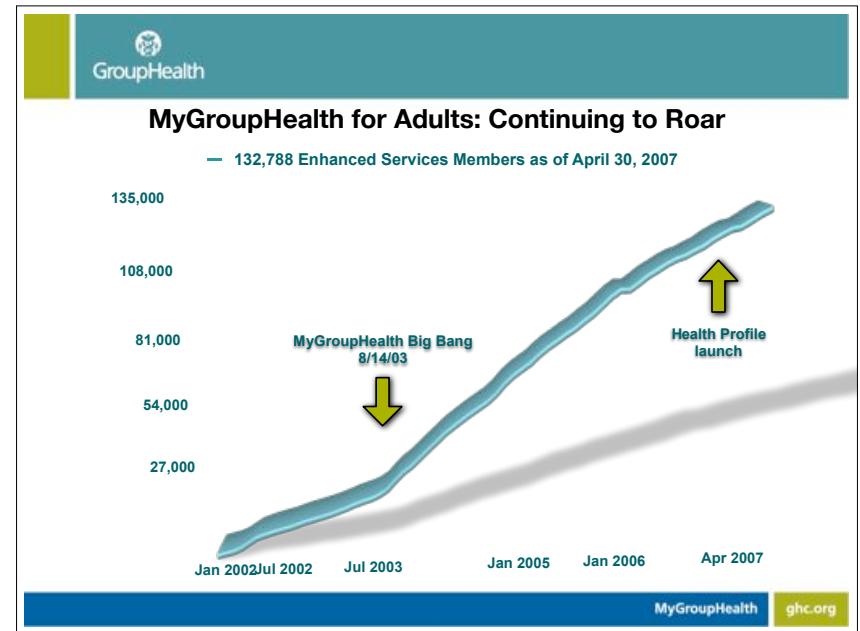
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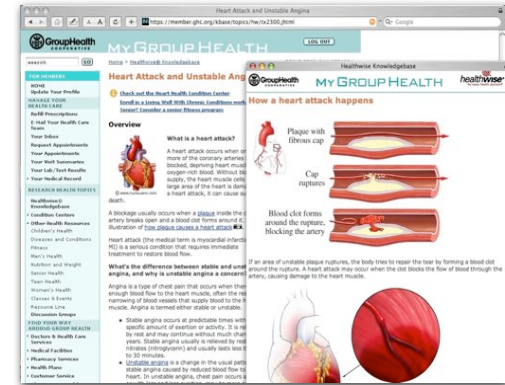


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**43% Eligible Adults**

**Information Therapy: Doctor as Teacher**

- “Ix” is effective, more affordable, and with less side effects than “Dx” or “Rx”
- The same information, from the exam room to the living room



The elephant in the exam room

***“40 - 80 % of medical information provided by healthcare practitioners is forgotten immediately....almost half of the information that is remembered is incorrect.”***

Source: Kessels RP. Patients' memory for medical information. J R Soc Med 2003;96(5): 219-22.

**A revolution in care: After Visit Summary**



## 2007 : Year of the AVS

**Rosemary Patient**

**After Visit Summary**

**Visit and Patient Information**

**Visit Information**

Date	Time	Medical Center	Department	Provider
02/12/2006	8:10 a.m.	Northgate Medical Center	NGT Family Practice	Steven Hockheimer, MD

**Contact Info**  
Call 206-555-1000 or email via MyGroupHealth with any questions.

**Vitals**

Blood Pressure	Temperature	Height	Weight	Body Mass index
122/89	99.6	5' 3" (1.60m)	134 lbs (60.8kg)	23.74

**Reason For Visit**  
NAUSEA [258]

**Diagnosis**  
NAUSEA & VOMITING [787.01]; ABDOMINAL PAIN [789.00]

**Instructions**

**General**

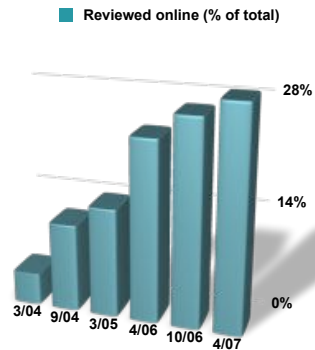
**Nausea and Vomiting, Age 4 and Older: Home Treatment**  
Home treatment may be all that is needed to treat occasional nausea.

- Watch for dehydration and treat it early. Older adults and young children can quickly become dehydrated.
- Use acetaminophen, such as Tylenol or Panadol, instead of aspirin or a nonsteroidal anti-inflammatory drug (NSAID), such as ibuprofen, if you need to treat a fever or abdominal pain.
- Take a nonprescription antinausea medicine, such as meclizine (Antivert or Bonine) or dimenhydrinate (Dramamine), or an antihistamine, such as Benadryl.
- Try acupressure:
  - Place the tip of your right index finger on the underside of your left wrist, about 1.5 in. (4 cm) from your hand.
  - Apply moderate pressure for 2 to 3 minutes.
  - Repeat as needed.



## "Test Results"

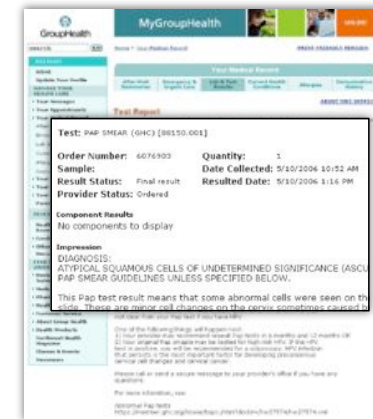
## Online Lab Results




The percentage of *all* patients receiving their results on MyGroupHealth increased 700% from 2004 - 2007.

## Our newest release

- Pap smear tests automatically shared with patients after one business day
- Began November 3, 2006
- Leverages Information Therapy (Ix) to include explanatory text and links with each result



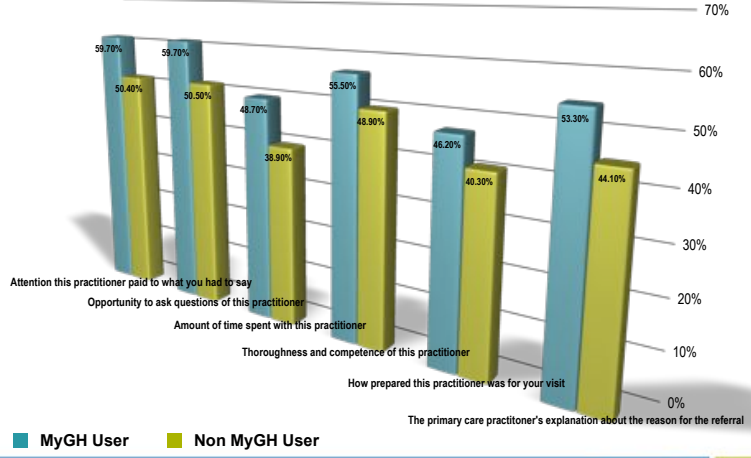
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MyGroupHealth ghc.org

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### From "How much work?" to "How much better service?"



Category	MyGH User	Non MyGH User
Attention this practitioner paid to what you had to say	59.70%	50.40%
Opportunity to ask questions of this practitioner	58.70%	50.50%
Amount of time spent with this practitioner	48.70%	38.90%
Thoroughness and competence of this practitioner	55.50%	48.90%
How prepared this practitioner was for your visit	46.20%	40.30%
The primary care practitioner's explanation about the reason for the referral	53.30%	44.10%

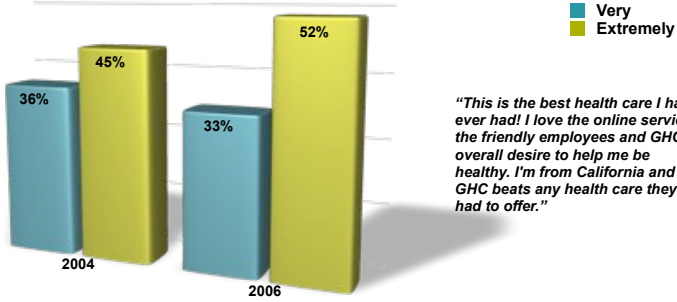
MyGH User Non MyGH User

MyGroupHealth ghc.org

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## Adding meaning:

How would you rate the value of secure e-mail in enhancing in person visits?



Year	Very	Extremely
2004	36%	45%
2006	33%	52%

Very  
Extremely

*"This is the best health care I have ever had! I love the online services the friendly employees and GHC's overall desire to help me be healthy. I'm from California and GHC beats any health care they had to offer."*

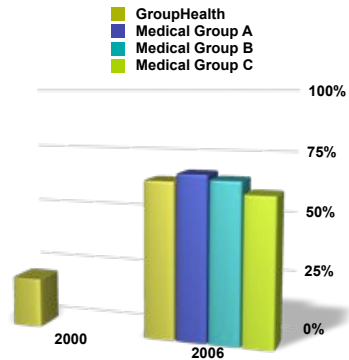
MyGroupHealth Satisfaction Survey, N=645 (2004), N=666(2006)

MyGroupHealth ghc.org

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## Positive perceptions increased in *unadvertised* areas

Taking into account everything you have heard or read or experienced about Group Health, please rate your agreement with the statement, "Group Health has qualified, well-trained physicians."



Year	GroupHealth	Medical Group A	Medical Group B	Medical Group C
2000	~10%	~10%	~10%	~10%
2006	~65%	~65%	~65%	~65%

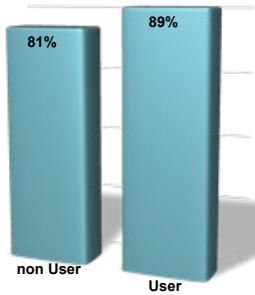
GroupHealth  
Medical Group A  
Medical Group B  
Medical Group C

Source: Group Health Cooperative Ad-Tracking Telephone Survey, November, 2006 (n=1250 healthcare decision makers)

MyGroupHealth ghc.org

# Member retention

January 2005 - January 2006



*Enrollees who are MyGroupHealth verified users have, on average, 6.5 % higher retention rates.*

*The trend is toward higher rates in younger age groups.*

MyGroupHealth Evaluation Unit, 2006

## The exam room conversation counts the most



*Provider and flow staff ask at each visit and brochures are in every exam room*

## Make it better every day (LEAN)



## What are the Opportunities with Toyota Management System (LEAN)?

- Prioritize once
- Less rework
- Establish flow through the creation of work cells
- Standardize work practices
- Engage staff
- Better understand customer needs



Let your patients tell you what this means for them



## Medical Home: Group Health's Contribution

- A whole medical practice
- Rigorous scientific evaluation
- Health Plan support without retainers
- Bonding is the key intervention, not smaller panels

