# Practice Management

Pearls for Academic Allergy Practice

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Revitalize, Refresh, Reimagine Your Practice



2019 Practice Management Workshop July 12-14, 2019 Cincinnati, OH

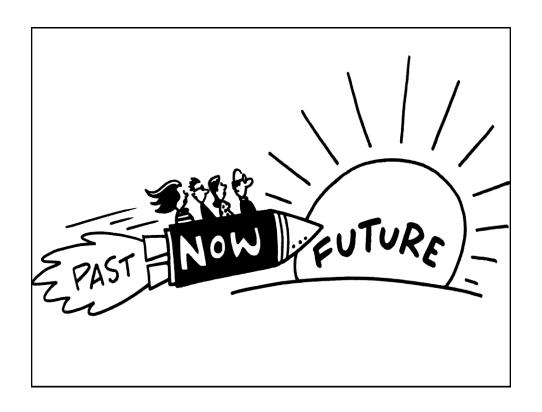
## Practice Management

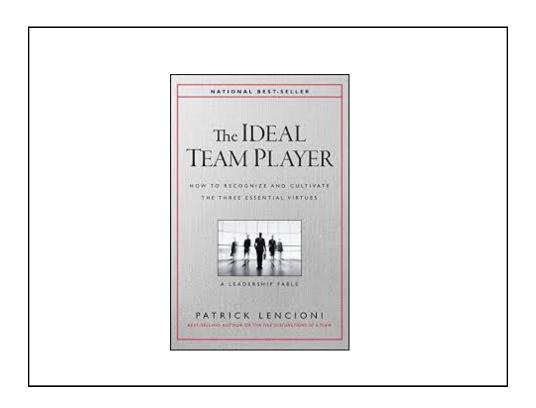
Academic Allergy Practice: Preparing for the Future

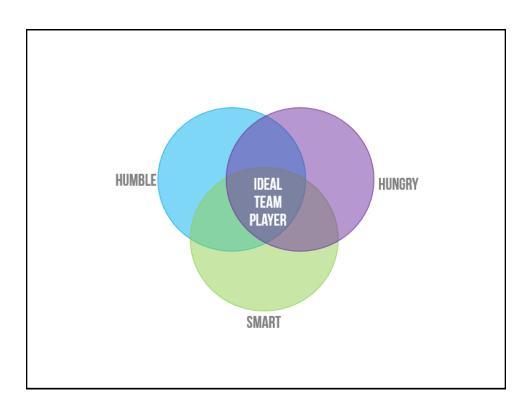
Perspectives and Philosophical Observations

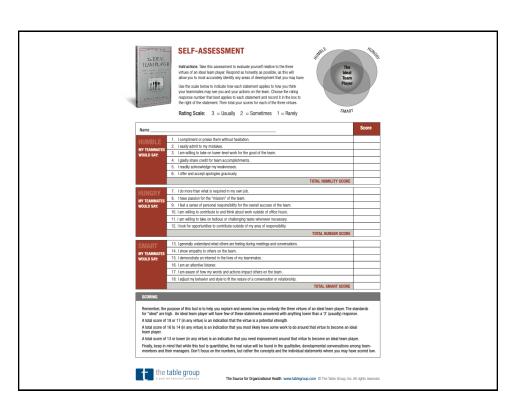
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## Personal Development Plan

- Imagine...
- Meyers-Briggs:
  - 16 distinctive personality types
    - · Preferences in 4 dichotomies
      - Extravert/Introvert
      - · Sensing/Intuition
      - Thinking/Feeling
      - Judging/Perceiving
  - http://www.personalitypage.com/high-level.
- Goal Setting
- Action Steps





- An obligation or willingness to accept responsibility for performance.
- In the near future... payments for health care will be linked with performance on quality measures.

Healthcare Value =  $\frac{\text{Quality of Care}}{\text{Cost of Care}}$ 





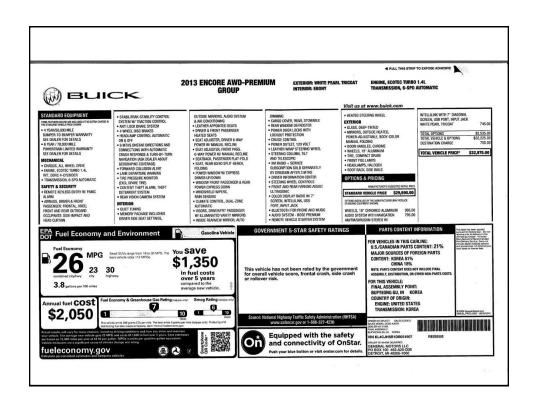
### Buying a 1954 Buick

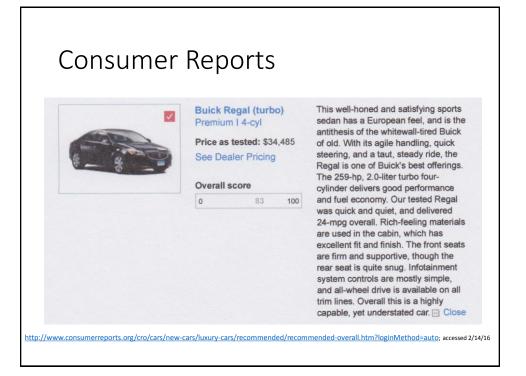
- Buyers at the mercy of car dealers.
- Price
  - Dealer not required to disclose MSRP.
  - Vast price disparities existed from dealer to dealer
- Quality
  - No information (e.g., fuel economy, crash test ratings) disclosures required.
  - 1958: Automobile Information Disclosure Act passed by US Congress.

Steinmetz A, Emanuel EJ. JAMA Intern Med 2013; 173: 432-4. https://en.wikipedia.org/wiki/American\_automobile\_industry\_in\_the\_1950s

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# What Does a Hip Replacement Cost?

- Randomly selected 2 hospitals in each state (plus Wash DC) performing THA, as well as top 20 hospitals in USNWR rankings.
- Each hospital contacted by phone, requesting lowest complete "bundled" price for elective THA for 62 year-old grandmother.
- Each hospital contacted up to 5 times.

Rosenthal JA, Cram P. JAMA Intern Med 2013; 173: 427-32.

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### What Does a Hip Replacement Cost?

- · Obtaining information difficult
  - 9 top ranked (45%) and 10 (10%) non-top ranked hospitals provided "bundled" price.
  - Required multiple conversations with numerous individuals at each institution
- Price estimates varied nearly 10-fold across hospitals: \$11,100 \$125,798.
- Conclusions
  - Not easy for consumers to obtain price information
  - Comparison shopping may yield substantial savings for savvy consumers.

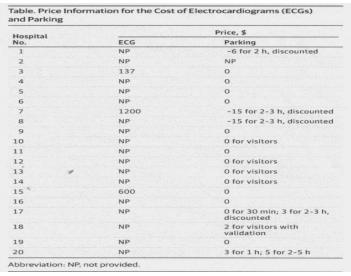
Rosenthal JA, Cram P. JAMA Intern Med 2013; 173: 427-32.

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### How Much For an EKG in Philadelphia?

• Phoned 20 hospitals in Philadelphia requesting information on price of an EKG and cost of parking. No health insurance, will pay cash.



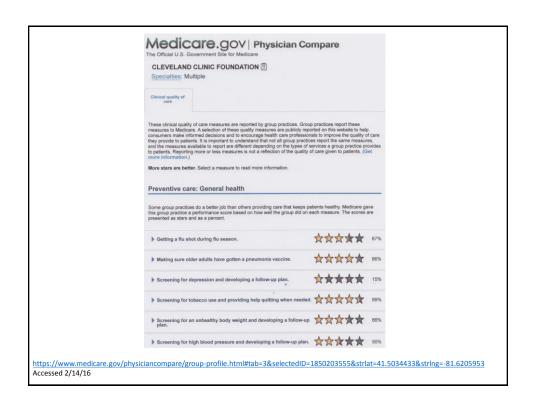
Bernstein JRH, Bernstein J. JAMA Intern Med 2014; 174: 292-3.

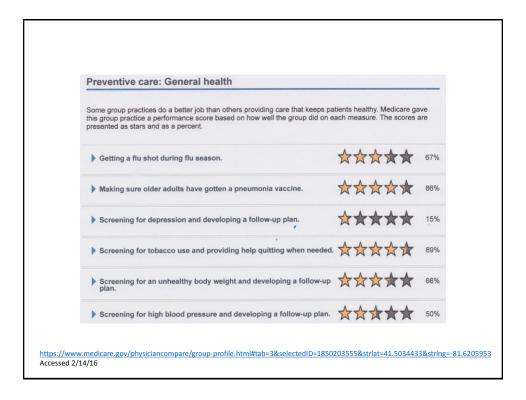






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	practice, general practice, geriatric medicine, internal medicine, & primary hysicians (988)
	Modify your results







### Heart Surgery







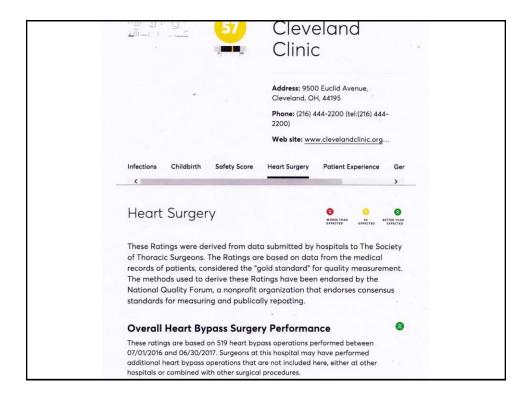
These Ratings were derived from data submitted by hospitals to The Society of Thoracic Surgeons. The Ratings are based on data from the medical records of patients, considered the "gold standard" for quality measurement. The methods used to derive these Ratings have been endorsed by the National Quality Forum, a nonprofit organization that endorses consensus standards for measuring and publically reporting.

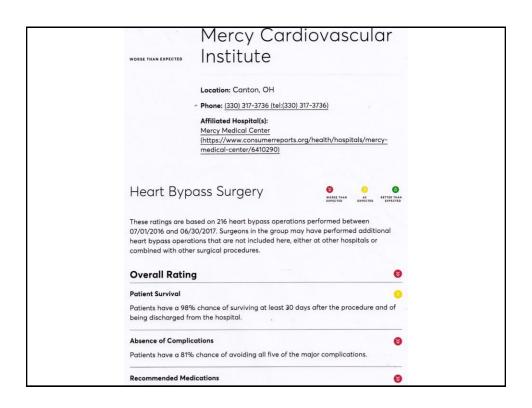
### **Bypass Surgery Ratings**

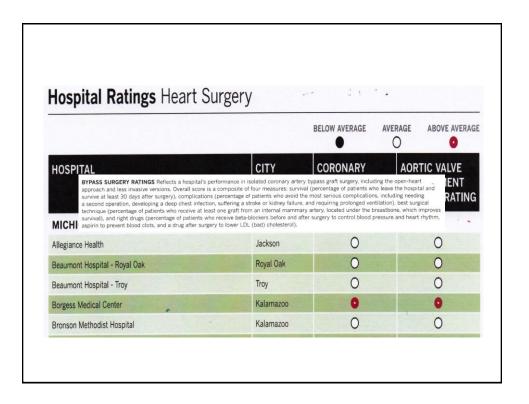
- Survival
  - Percentage who leave the hospital and survive 30 days
- Complications
  - Needing 2<sup>nd</sup> operation
  - Sternal wound infection
  - Suffering CVA or renal failure
  - Requiring prolonged ventilation
- Surgical technique
  - Graft from internal mammary artery
- Appropriate pharmacotherapy
  - · Beta blocker
  - Statin
  - Aspirin

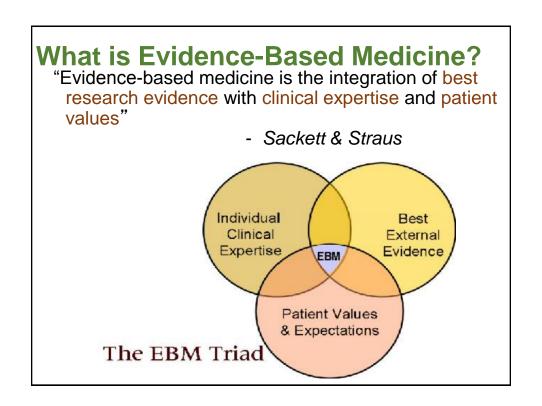
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#### In the early 1990s, opinion-based medicine began to give way to evidence-based medicine Opinion-based Physician-Patientmedicine centered EBM centered EBM Popular since Relies on Emphasize clinical 1992 evidence memory Emphasizes Published Focus on patient experience clinical science understanding Practitioner · Integrate physician experience is experience with patient values important Acknowledges patient values

# How Patient Centered are Medical Decisions?

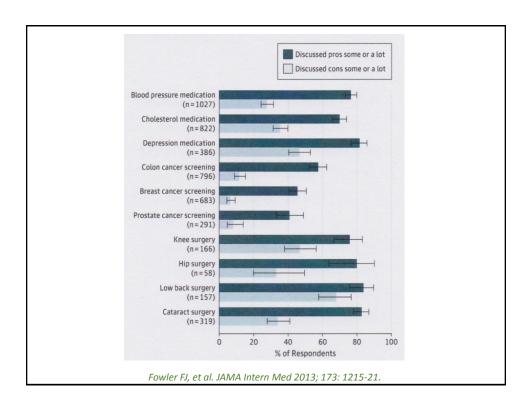
A National Survey

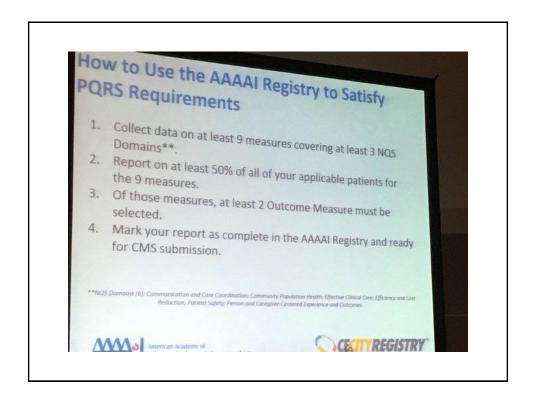
- N = 2718 adults (58.3% response rate)
  - 40 years and older
  - Experienced ≥ 1 of 10 health care decisions in previous 2 years with health care provider.
  - Perceptions of the extent to which pros and cons were discussed.
- Major finding: discussions concerning common tests, medications, or procedures do not reflect a high level of shared decision making.

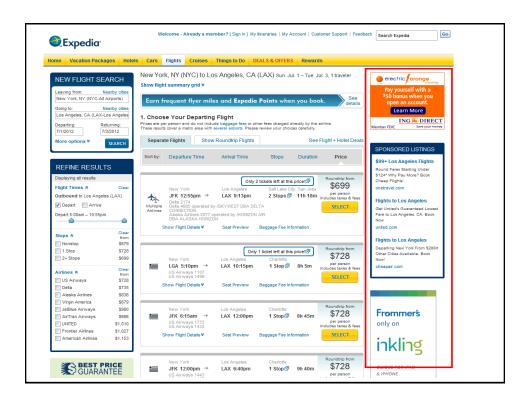
Fowler FJ, et al. JAMA Intern Med 2013; 173: 1215-21.

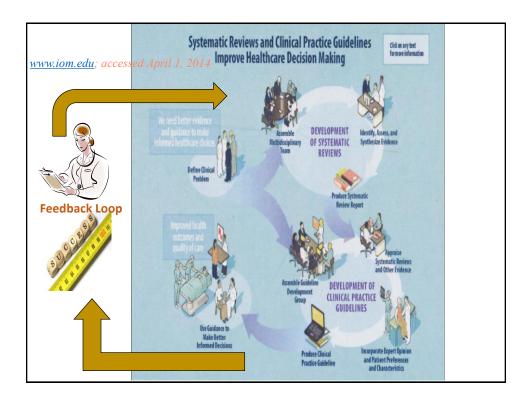
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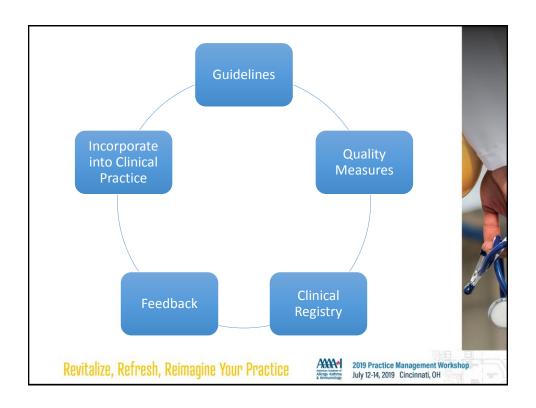


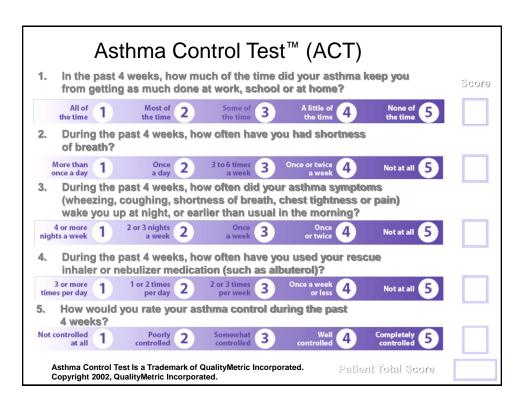












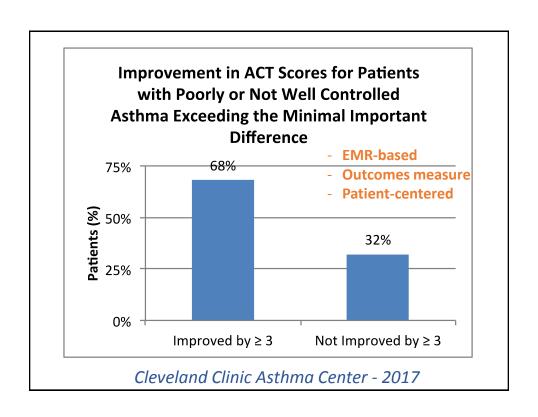
Asthma Control: Minimal Important Difference Improvement – National Quality Strategy Domain: Person and Caregiver-Centered Experience and Outcomes

#### **DESCRIPTION:**

Percentage of patients aged 12 years and older whose asthma is not well-controlled as indicated by the Asthma Control Test, Asthma Control Questionnaire, or Asthma Therapy Assessment Questionnaire and who demonstrated a minimal important difference improvement upon a subsequent office visit during the 12-month reporting period.

#### **INSTRUCTIONS:**

This outcomes measure is to be reported a <u>minimum of once per reporting period</u> for all patients with a diagnosis of asthma who demonstrate a score ≤ 19 on the Asthma Control Test (ACT), ≥ 1.5 on the Asthma Control Questionnaire (ACQ) or ≥1 on the Asthma Therapy Assessment Questionnaire (ATAQ) and who had at least one follow-up ACT, ACQ, or ATAQ within the 12-month reporting period. In order to meet this measure, the patient must demonstrate a minimal importance difference (MID) improvement between their asthma control score from the initial visit and a subsequent score taken during the 12-month reporting period using the same patient-completed questionnaire. An increase in score by greater



### Telemedicine: NQF, 2017-2018

- · Big paradigm shift
- David Shulkin (VA): Telemedicine is a major initiative; 750,000 veterans receiving care via virtual visits.
- Henry DePhillips (CMO, Teladoc)
  - Disruptive
  - Consumer-centric
  - Oriented towards what the public wants

"Walmart made shopping more efficient, but Amazon changed how people shop."

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### **Expansion of Telemedicine**

Desired Outcomes of Expansion of Telemedicine

Reduction in overall health care costs

Improved access to coordinated care

Applications of technology that assure quality of care Improve efficiencies and potentially grow revenue for providers

Powerful market pressures will continue to press the conversation with physicians, carriers, employers and health systems to consider broadening telehealth benefits and services. Meanwhile consumer expectations will likely drive at least the consumer initiated telemedicine consultation requests, opening the opportunity for innovative physicians to lead the way to expanding the value of these technologies.

Slide content courtesy of S. George Kipa, Ara Rafaelian and Theresa Tew, BCBSM



Healthcare Value = 
Quality of Care

[outcomes important to patients]

Cost of Care

### Cost Transparency

- Most consumers in USA currently are shielded from the cost of their health care consumption by 3<sup>rd</sup> party payers.
- Removing this shield will create concern about price and foster market pressures to keep prices down.
- Patients will be incentivized to play a more active role in selecting hospitals and physicians on the basis of cost.

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### **Quality Transparency**

- Will facilitate meaningful comparisons and provide a "feedback loop" for guidelines and measures developers, encouraging ongoing improvements in quality of care.
- Informing and involving patients in medical decision making will increasingly become a standard for good medical care.
- Much work lies ahead in implementation, revision, and validation.

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