



# Reengineering Healthcare Delivery: Optimizing Outcomes in Chronic Disease and Hospital Care

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Richard V. Milani, MD  
Chief Clinical Transformation Officer  
Ochsner Health System, New Orleans, LA USA

## Our Discussion Today

Reengineering Care Delivery to Manage Chronic Disease

Reengineering Hospital Care to Improve Patient Outcomes

## Reengineering Care Delivery to Manage Chronic Disease

Overview of Global Health Status

Factors Contributing to Poor Health Outcomes

Encouraging Positive Behavior Change

Intervening and Engaging Patients

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# Population Health Facts

**86%** U.S. health care dollars goes to treatment of chronic disease

**#1** Cause of disability in U.S. is chronic disease

**75%** Percentage of deaths in U.S. from chronic disease

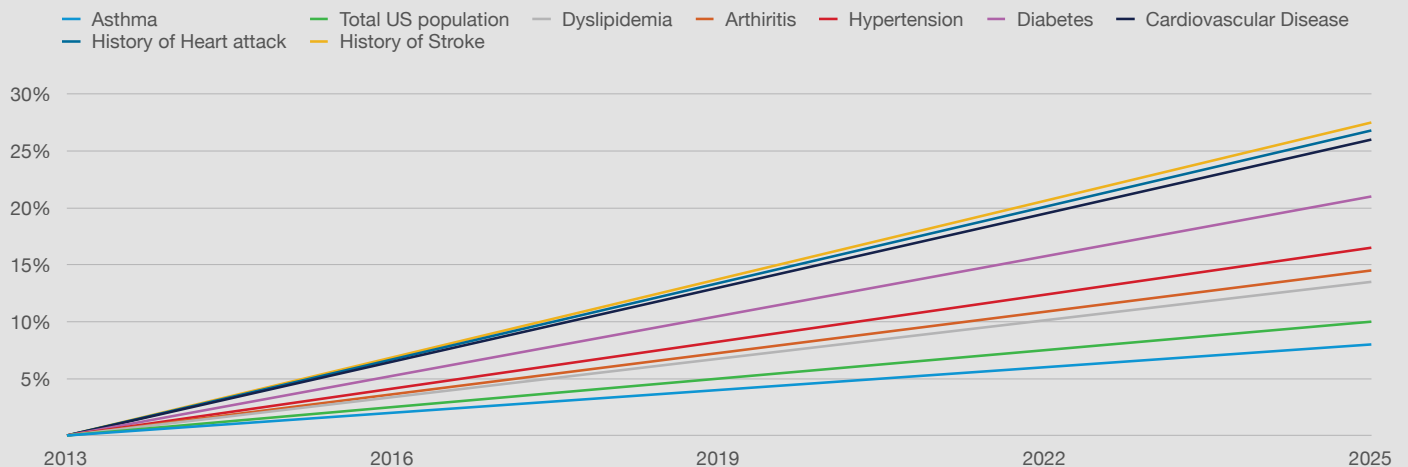
**50%** Adult Americans with at least one chronic disease

**90%** Seniors with at least one chronic disease (77% have 2+ chronic conditions)

Centers for Disease Control and Prevention. <http://www.cdc.gov/chronicdisease/index.htm>  
 BMJ 2013;346:f2614. <http://transformativehealth.info/a-c-suite-view/patient-engagement-a-strategic-imperative-for-preventing-readmissions/>  
 WHO: [http://www.searo.who.int/entity/noncommunicable\\_diseases/en/](http://www.searo.who.int/entity/noncommunicable_diseases/en/)  
[http://www.who.int/nmh/countries/dnk\\_en.pdf](http://www.who.int/nmh/countries/dnk_en.pdf)

# Projected Growth

Projected growth in population with chronic conditions 2013–2025



Dall TM, et al Health Affairs 2013;32:2013–2020.

# Major Causes of Chronic Disease

## Health behaviors

- Lack of Physical Activity
- Poor Nutrition
- Tobacco Use
- Excessive Alcohol Consumption

<http://www.cdc.gov/chronicdisease/overview/index.htm>

# Major Causes of Chronic Disease

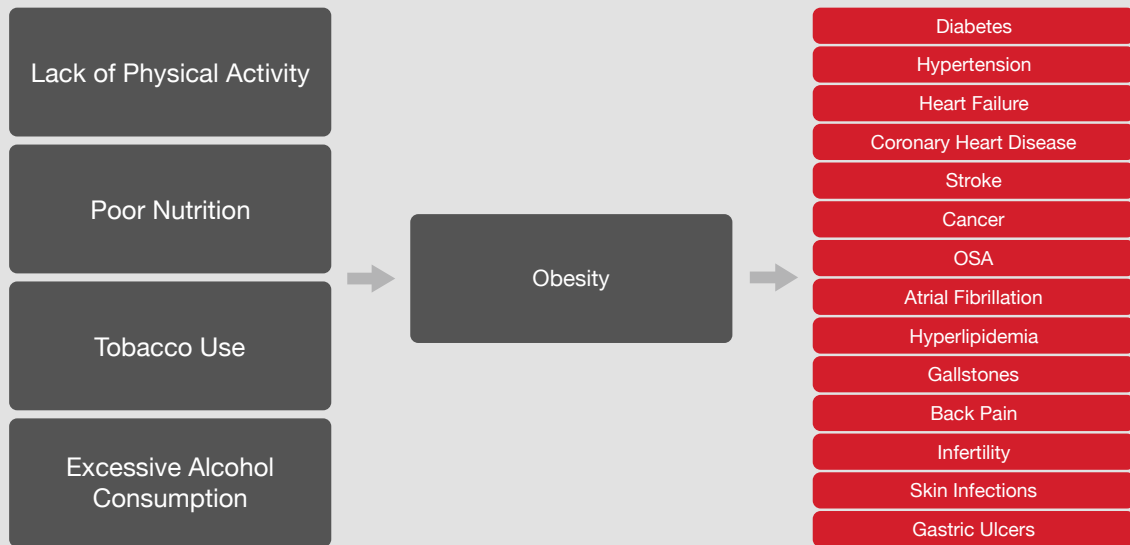
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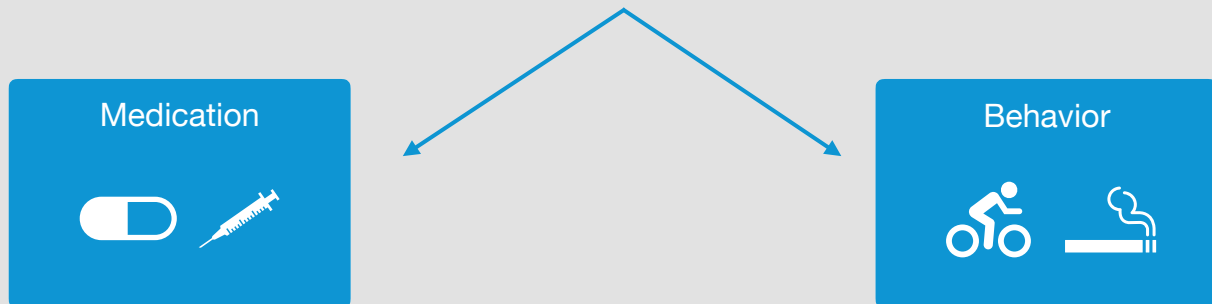
## Health behaviors



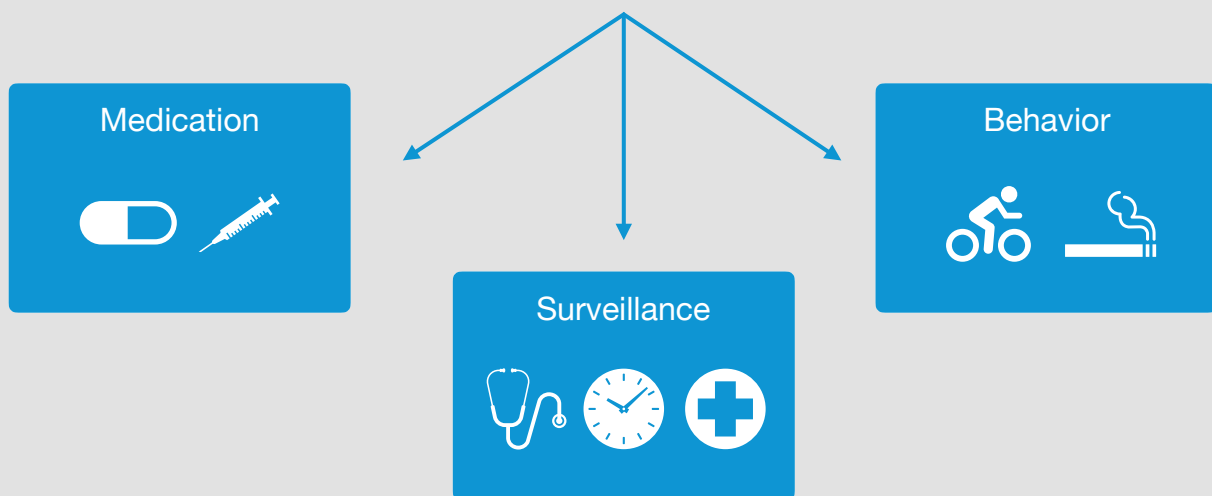
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# Management of Chronic Disease Today

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# Management of Chronic Disease Today

## Medication



## Adherence to Quality Indicators In chronic disease

### Medication



Condition	No. of Indicators	% of Recommended Care Received
<b>Overall care</b>	<b>439</b>	<b>54.9%</b>
Hypertension	27	64.7%
Heart failure	36	63.9%
COPD	20	58.0%
Asthma	25	53.5%
Hyperlipidemia	7	48.6%
Diabetes mellitus	13	45.4%
Peptic ulcer disease	8	32.7%
Atrial fibrillation	10	24.7%

n=6,712

McGlynn EA, et al. N Engl J Med 2003;348:2635-45.

# Behavior Change

## Healthy food



### Google Food Team and Yale Center for Customer Insights

- Wellness initiatives fail because they rely on placing too much emphasis on providing information
- Evidence from behavioral economics has shown that information rarely succeeds in changing behavior or building new habits or food choices
- Behavior often diverges from intentions
  - Self-control is taxed by any type of depletion
  - Necessity of making food decisions many times a day means we can't devote much processing power to each choice
  - Eating behaviors tend to be habit and instinct-driven

Chance Z, et al. Harvard Business Review, March, 2016.



The average patient with **uncontrolled** hypertension sees the doctor 4 times/year.

Hyman DJ, et al, N Eng J Med 2001;345:479-486. Turchin A, et al. Hypertension 2010;56:68-74. Xu W, et al. BMJ 2015;350:1-9.



# Consultation Length by Country

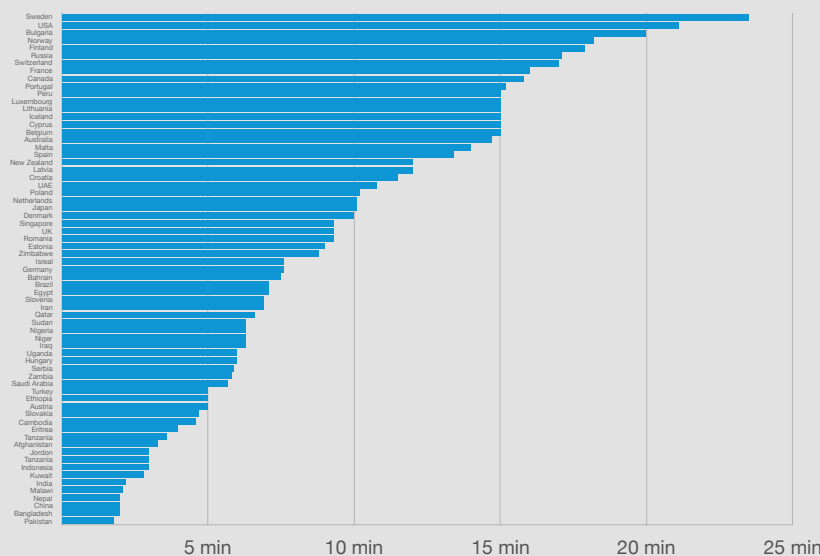


28,570,712 consultations in 67 countries:

The average time a Primary Care physician spends with each patient ranges from 48 seconds to 22.5 minutes.

Source: Irving G, et al. BMJ Open 2017;7:e017902. doi:10.1136/bmjopen-2017-017902. Milani RV, et al. Am J Med 2015;128:337-343.

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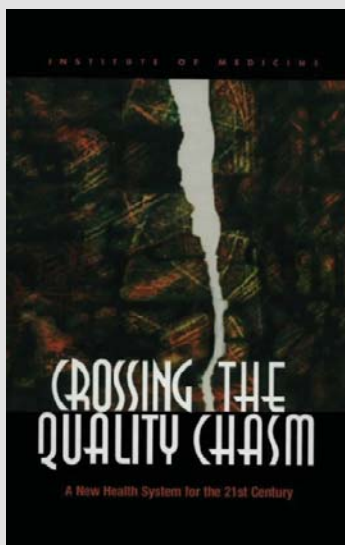


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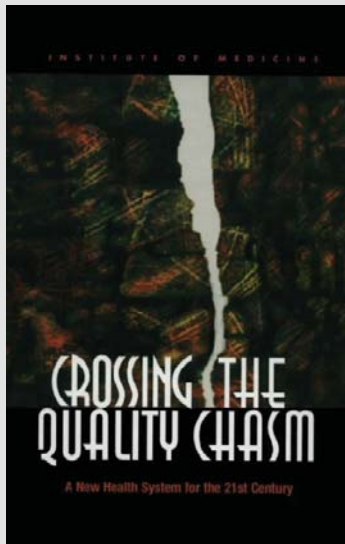
# Why do we fail?



**Quality problems occur typically** not because of failure of goodwill, knowledge, effort, or resources devoted to health care, but because of fundamental shortcomings in the way care is organized...

Trying harder will not work...Changing care systems will.

**Institute of Medicine**



The National Academies Press



**Our current health care delivery** system, which is organized around professionals and types of institutions, grew out of a need to provide primarily acute care rather than chronic care.

This is one kind of chasm we have to cross.

The health care delivery system must be reorganized to meet the real needs of patients.

**Institute of Medicine**

## Challenges Physicians Face

# Challenges Physicians Face



## **Time**

Face-to-face patient care accounts for 55% of average workday (guidelines for just 10 chronic diseases would require 10.6 hours/day)

Milani RV, et al. Am J Med 2015;128:337-343.

# Challenges Physicians Face



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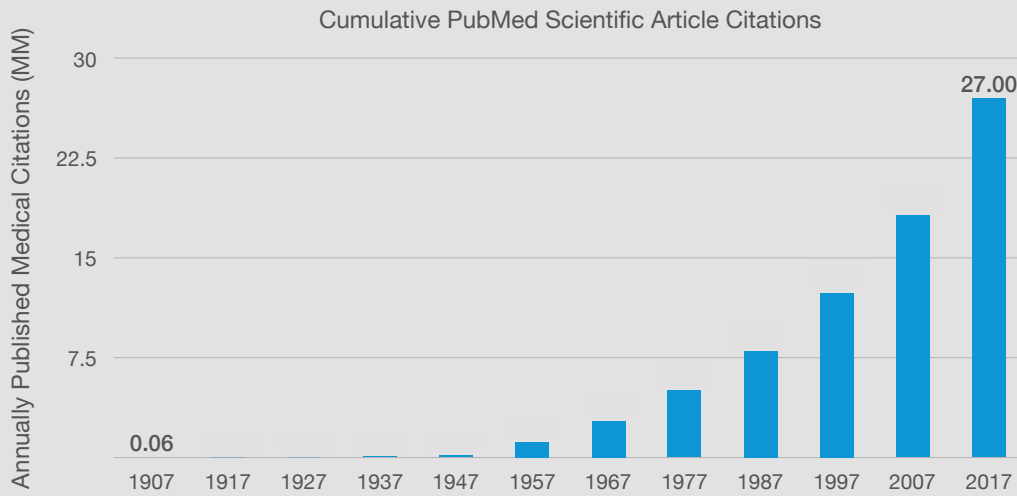
## **Rapidly Growing Medical Database**

Now 1.9 million peer-reviewed articles/year

Milani RV, et al. Am J Med 2015;128:337-343.

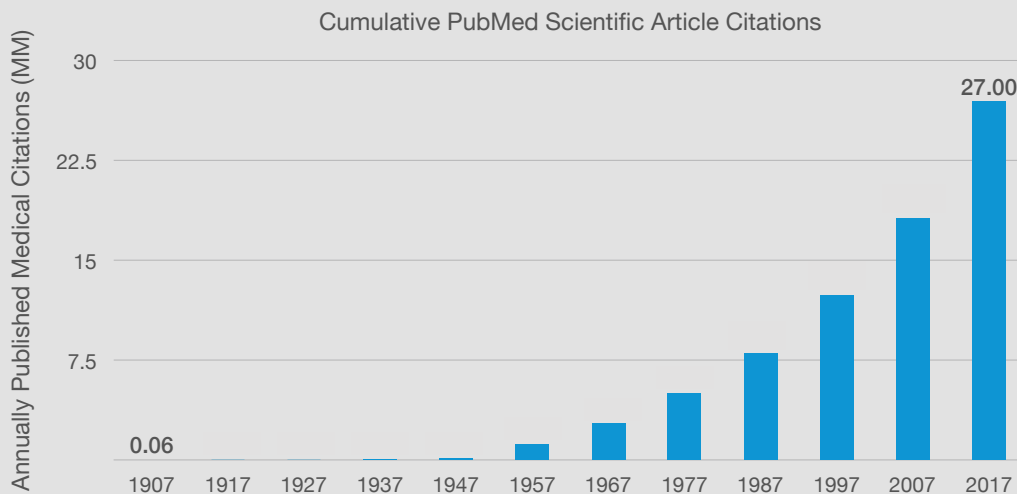
# Rise in Inputs + Data

Medical research/knowledge growing exponentially



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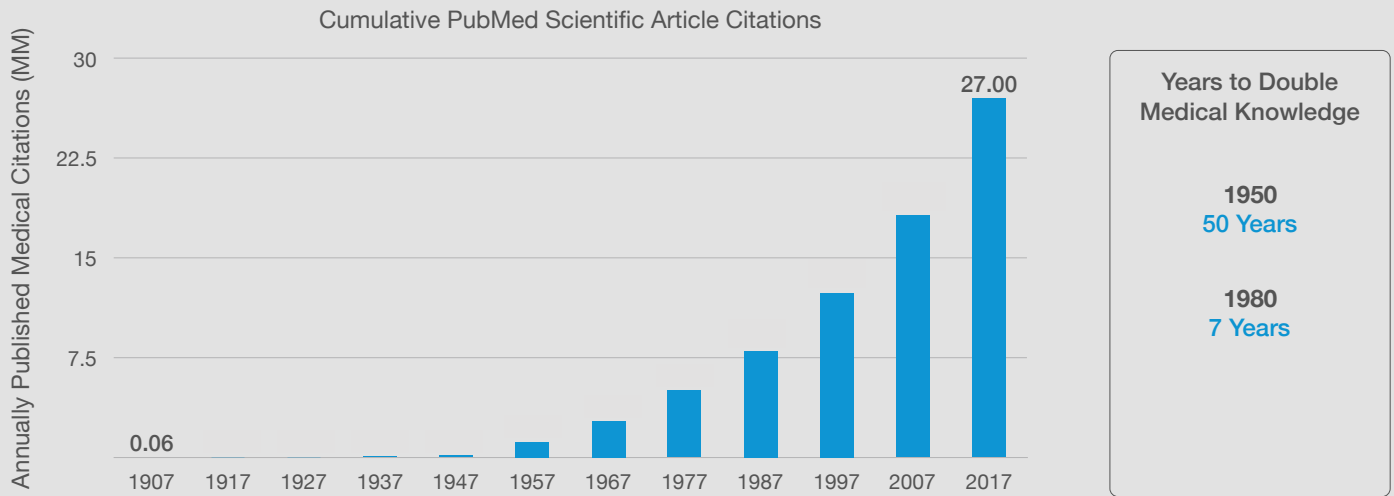


Years to Double  
Medical Knowledge

1950  
50 Years

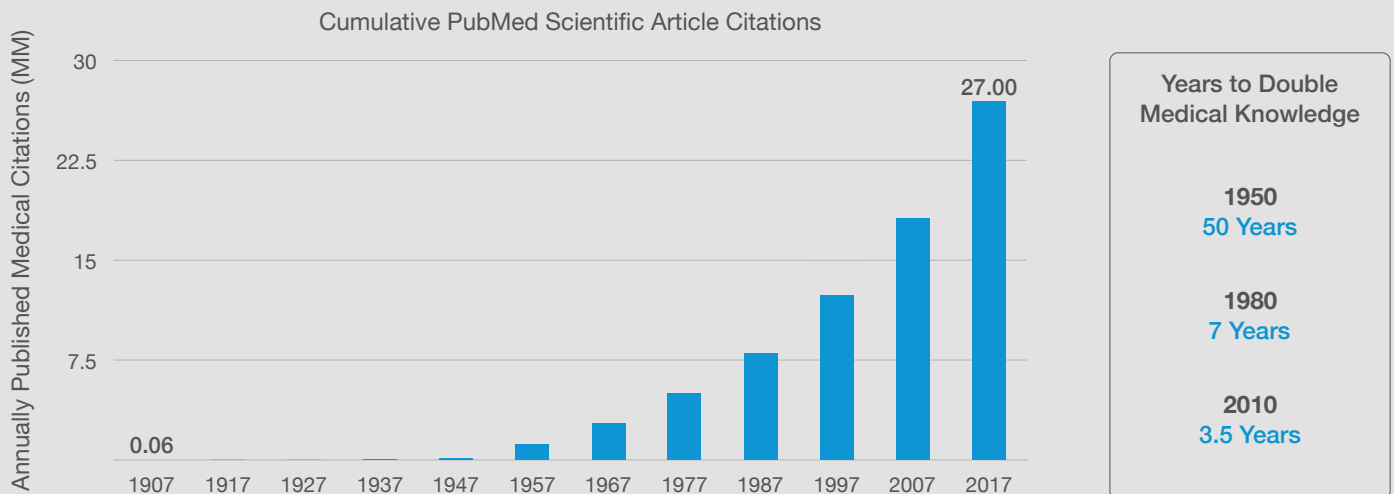
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# Challenges Physicians Face



## Time

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## Rapidly Growing Medical Database

Now 1.9 million peer-reviewed articles/year



## Therapeutic Inertia

Noted in 87% of visits for uncontrolled hypertension



## Model of Care Delivery

Limits patient touches, actionable biologic data, course correction

Milani RV, et al. Am J Med 2015;128:337-343.

# Reengineering Care Delivery to Manage Chronic Disease

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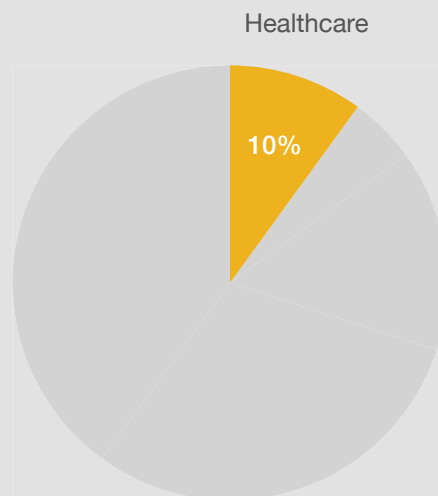
**Health Care**  
Care delivery



**Health of a  
Population**  
Health determinants

## Health Status

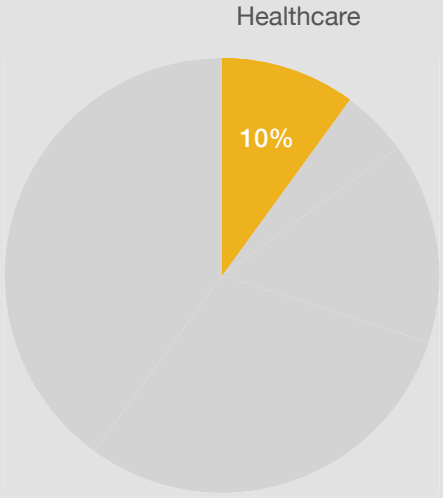
Influencing factors





# Health Status

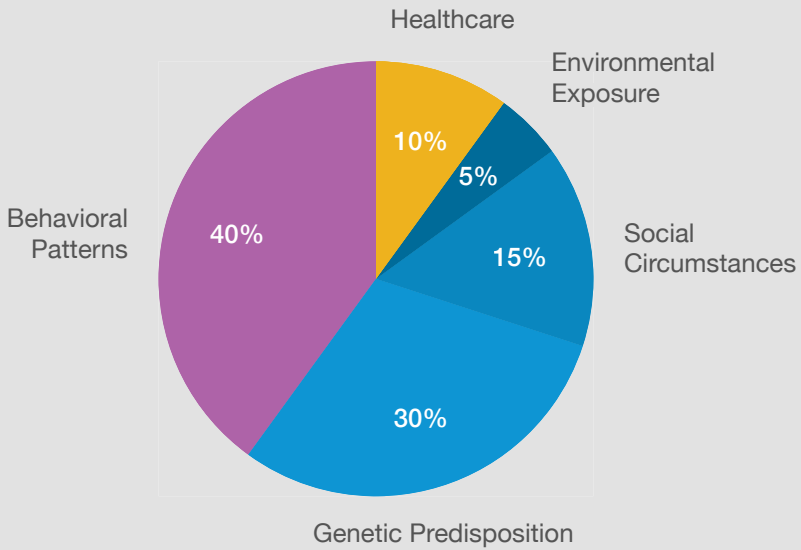
## Influencing factors



Schroeder SA. N Engl J Med 2007;357:1221-8.

# Health Status

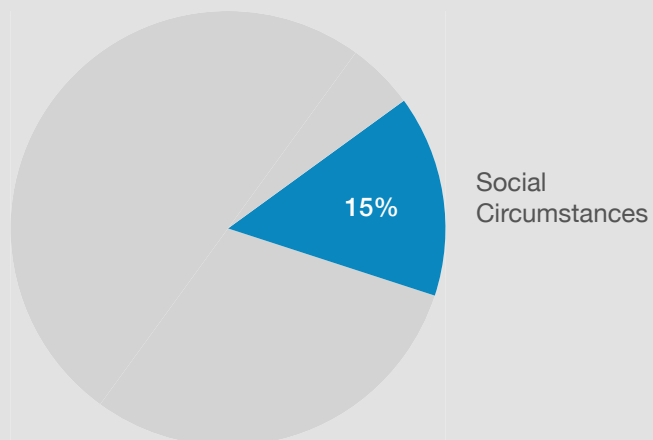
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Schroeder SA. N Engl J Med 2007;357:1221-8.

# Health Status

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## Social Isolation

About 28% (12.1M) of noninstitutionalized older persons ( $\geq 65$  years) live alone

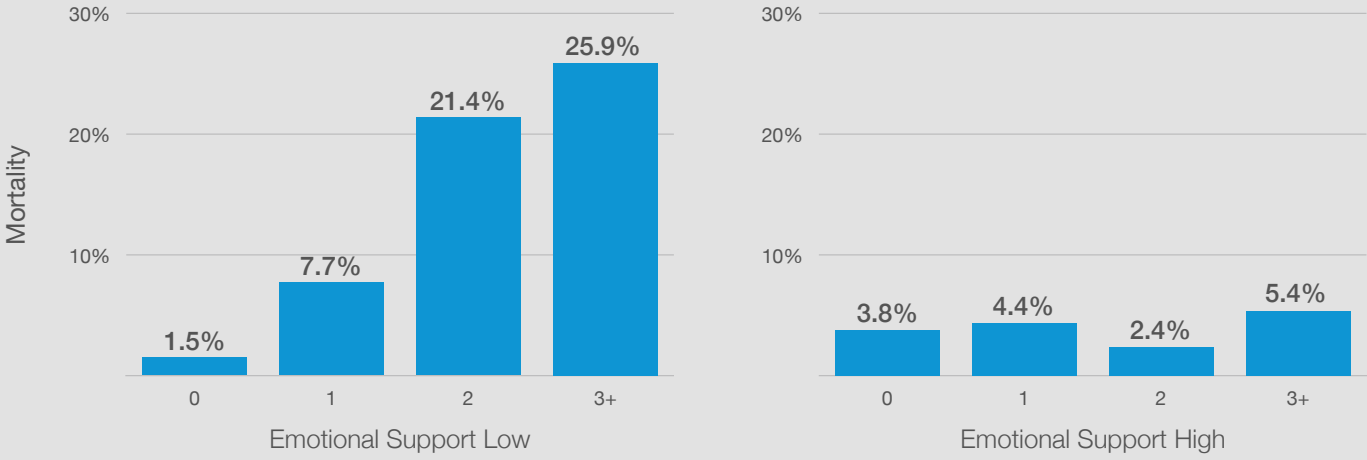
Almost half of women  $\geq 75$  years (45%) live alone

Associated with a 29% increase in CHD and 31% increase in stroke

A Profile of Older Americans: 2013. U.S. Dept. of Health and Human Services. Valtorta NK, et al. Heart. 2016

# Emotional Support Buffers Stressful Life Events

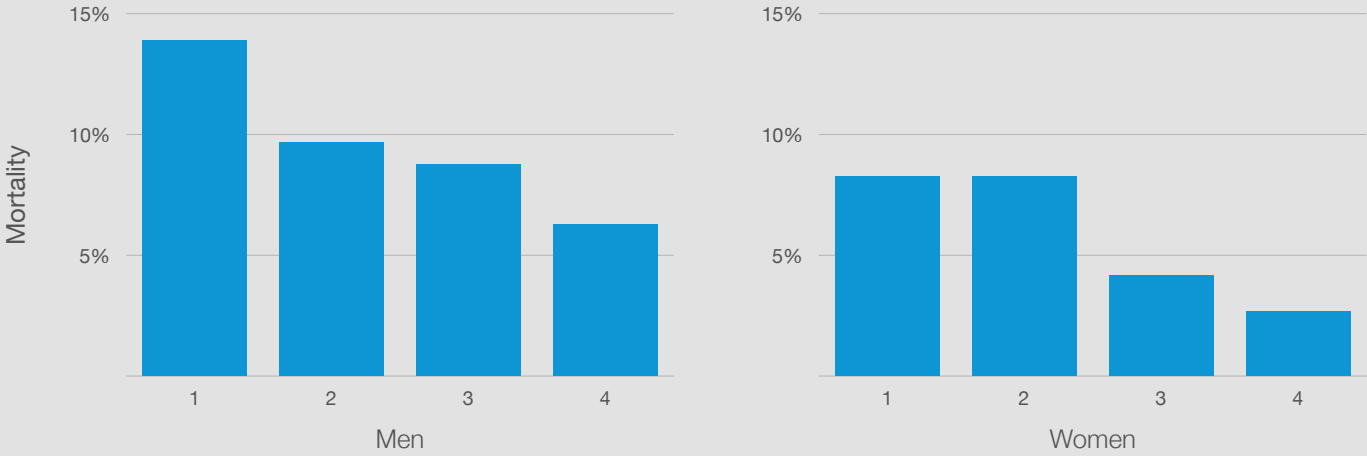
Number of Stressful Life Events



Rosengren A, et al. BMJ 1993;307:1102-1105.

# Social Integration in Chronic Disease

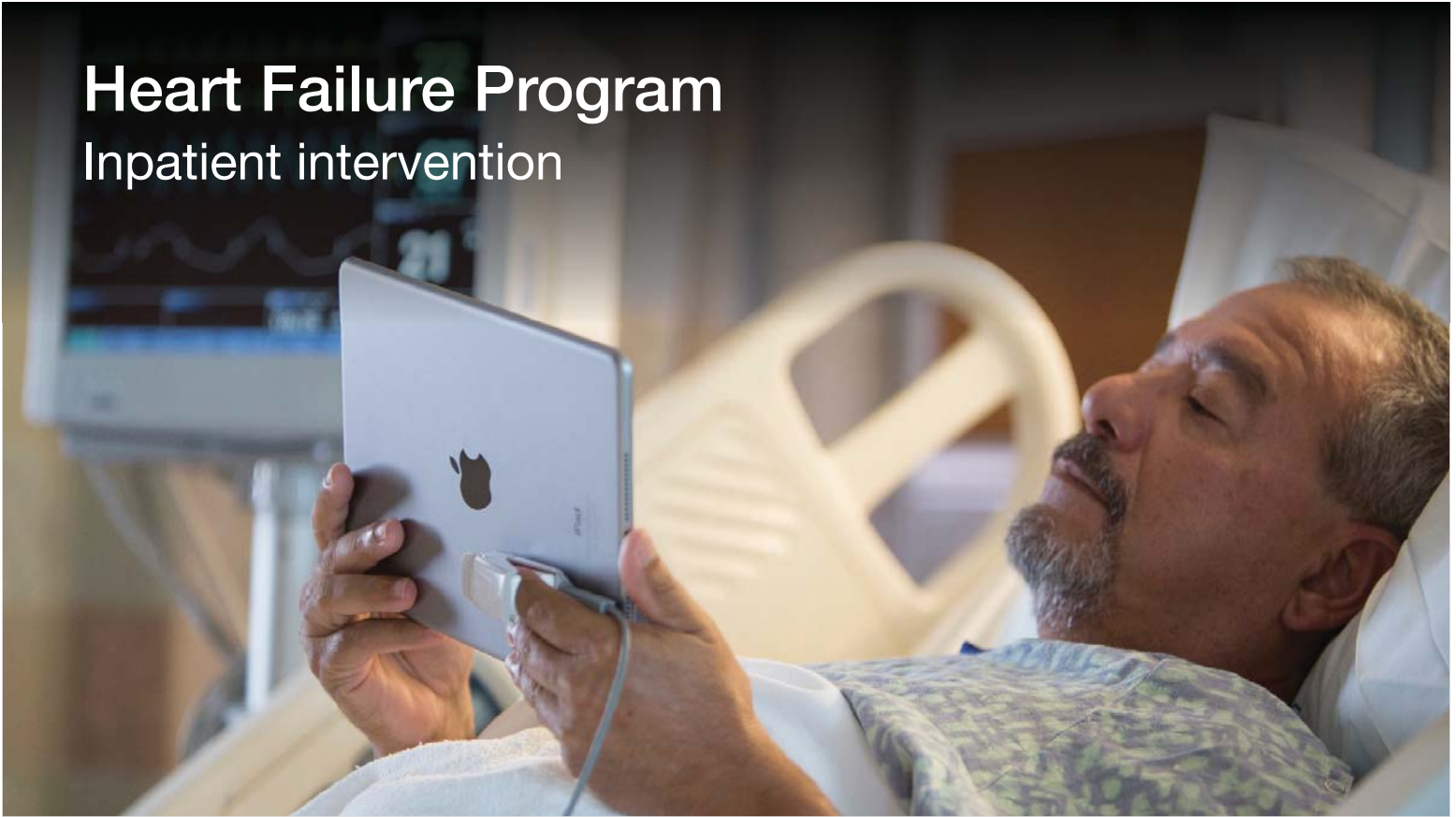
Number of Social Connections



Berkman LF, et al. Am J Epidemiology 1979;109:186-204.

# Heart Failure Program

## Inpatient intervention

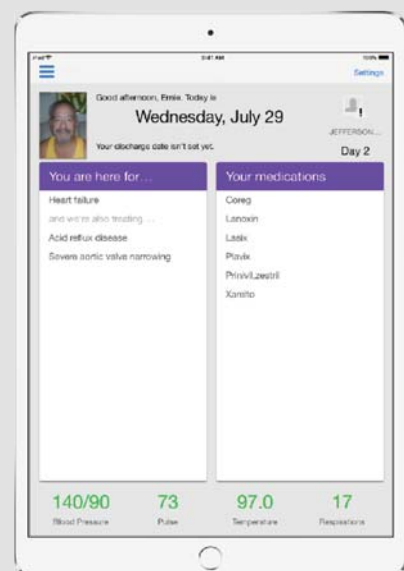


# Heart Failure Program

## Inpatient intervention

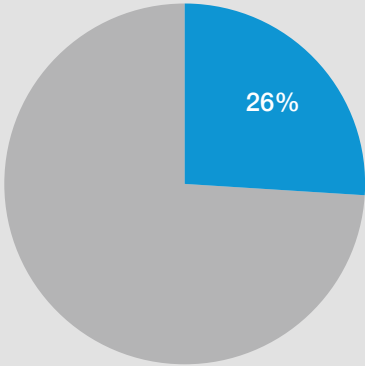
Scores high on sodium consumption

- “Who shops for your groceries?”
- “Who prepares your meals?”
- Patient views video on importance of low sodium foods
- Individual(s) who shops for and prepares meals sent email with literature and video link

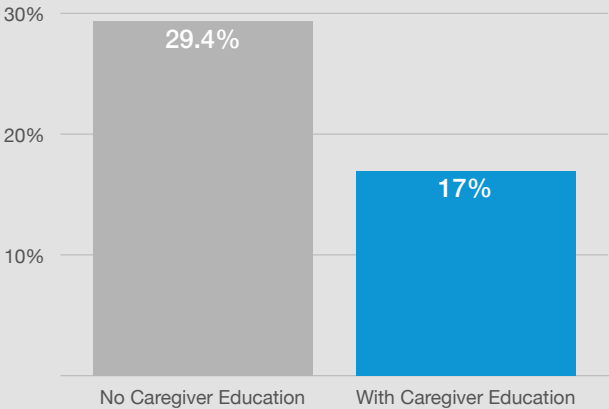


# Impact of Caregiver Dietary Education on Readmission

Caregiver Watched Low-Sodium Educational Video

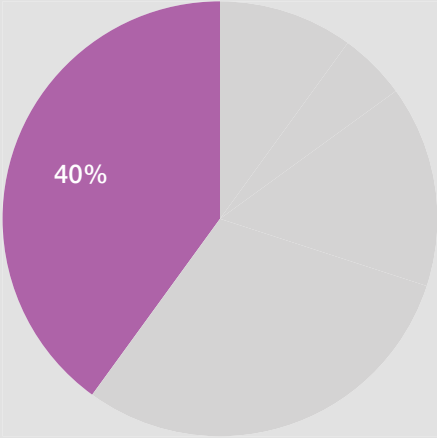


Readmission Rate



# How Much of an Impact?

Behavioral Patterns



Schroeder SA. N Engl J Med 2007;357:1221-8.

# Medication Adherence Facts

50% of patients with chronic disease do not take meds as prescribed

Increased morbidity and death

Estimated cost ~\$100B/year



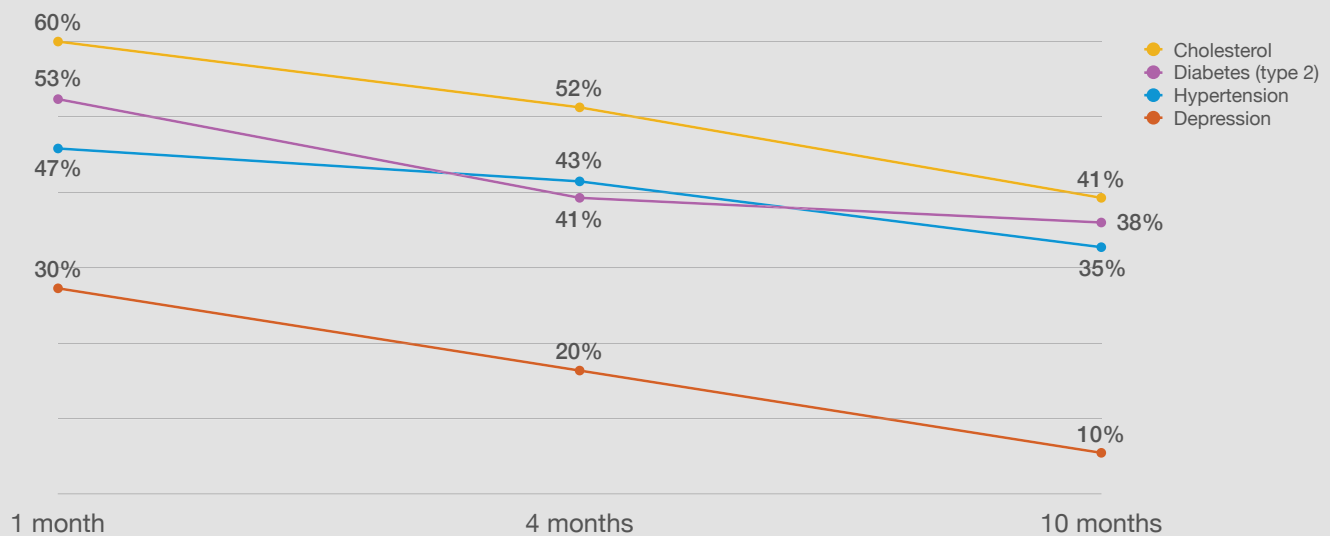
Increasing the effectiveness of adherence interventions may have a far greater impact on health of the population than any improvement in specific medical treatments.



World Health Organization

Brown MT, et al. Mayo Clin Proc. 2011;86:304-314  
Sabate E, et al. World Health Organization. Geneva, Switzerland. 2003

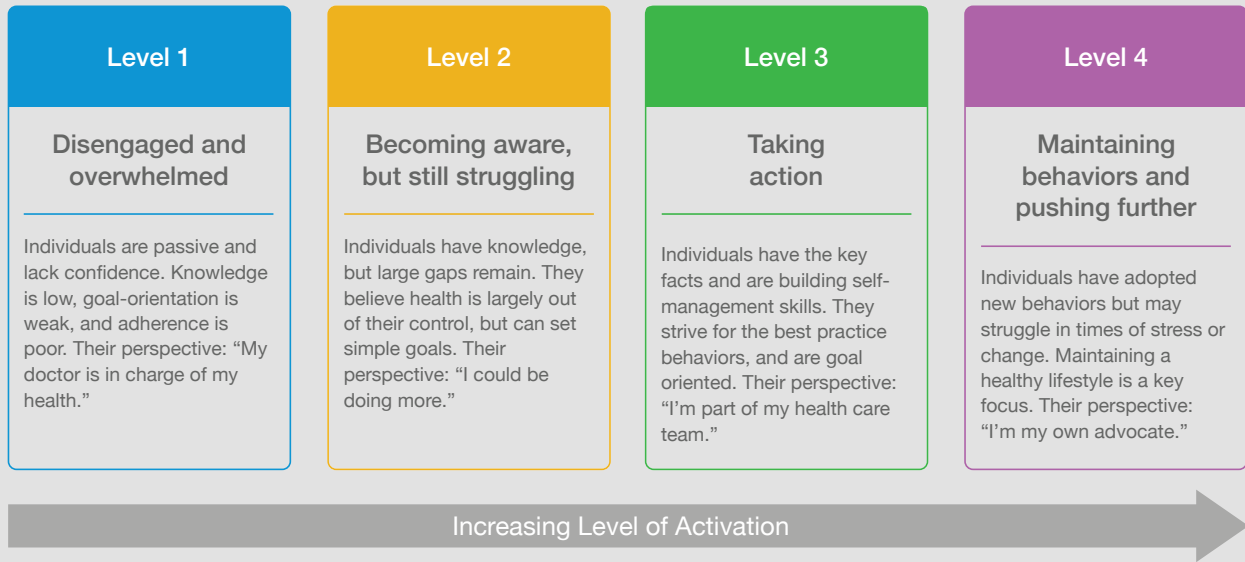
## Therapeutic Adherence Levels plummeting over time



Cognizant 20-20 insights, October 2014.

# Patient Activation

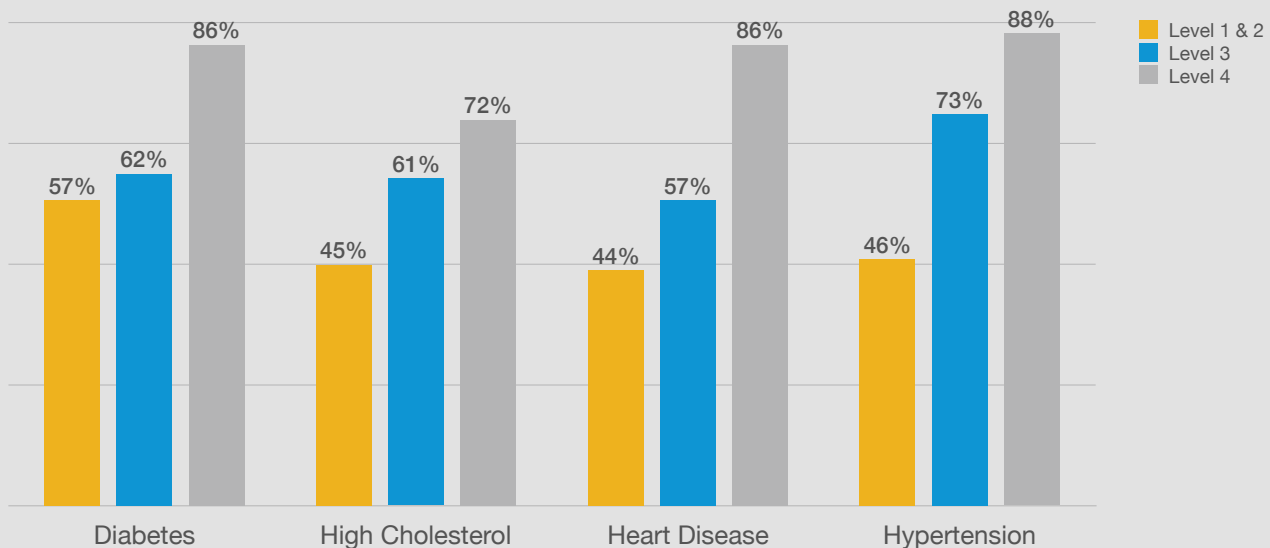
## An incremental process



Hibbard JH, Greene J. What The Evidence Shows About Patient Activation: Better Health Outcomes And Care Experiences; Fewer Data On Costs. Health Affairs, 32, no.2 (2013):207-214

# Patient Activation Level

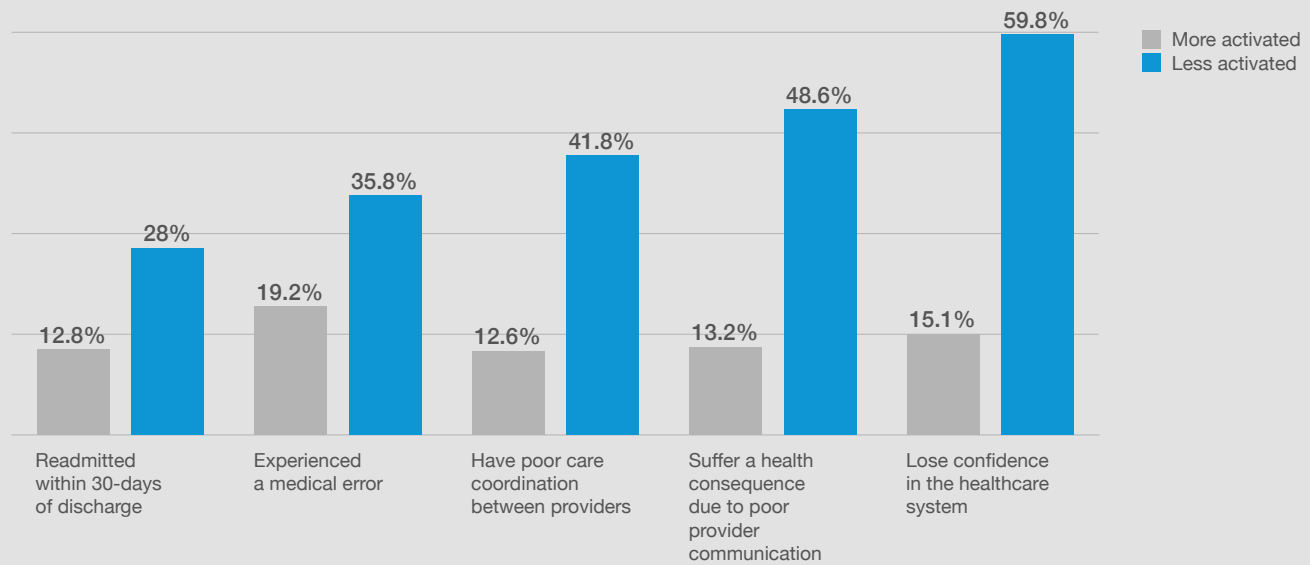
## Medication adherence in chronic disease



Increasing Patient Activation to Improve Health and Reduce Costs. Judith H. Hibbard, DrPH. Institute for Policy Research and Innovation. University of Oregon

# Patient Activation Level

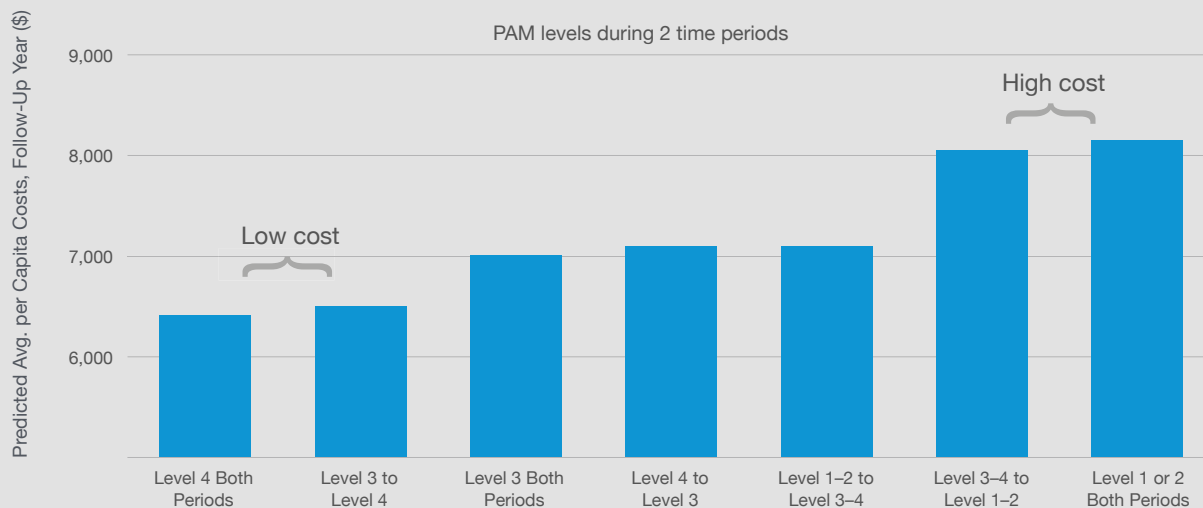
## Healthcare quality



Adapted from AARP & You, "Beyond 50.09" Patient Survey. Published in AARP Magazine. Study population age 50+ with at least 1 chronic condition. More Activated = Levels 3 & 4, Less Activated = Levels 1 & 2

# Patient Activation Level

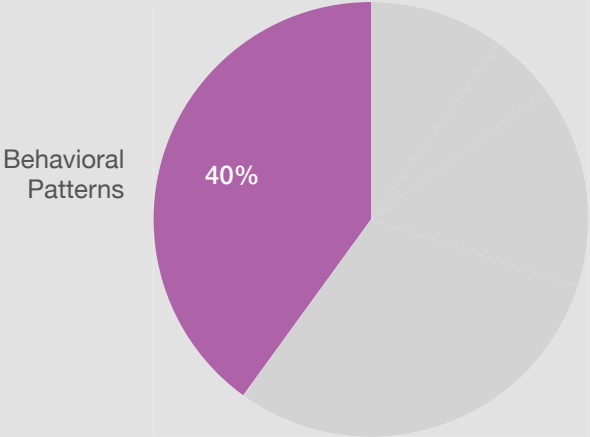
## Healthcare costs in follow-up year by change in PAM



Greene J, et al. Health Aff 2015;34:431-437

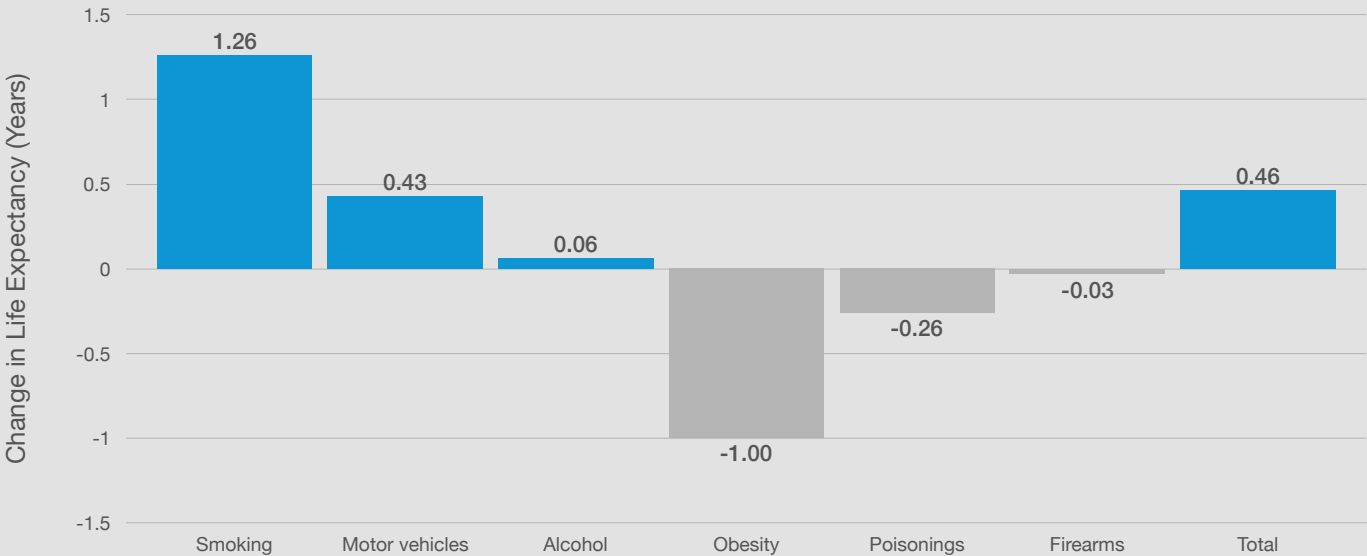


# Does Changing Behaviors Change Outcomes?



Schroeder SA. N Engl J Med 2007;357:1221-8.

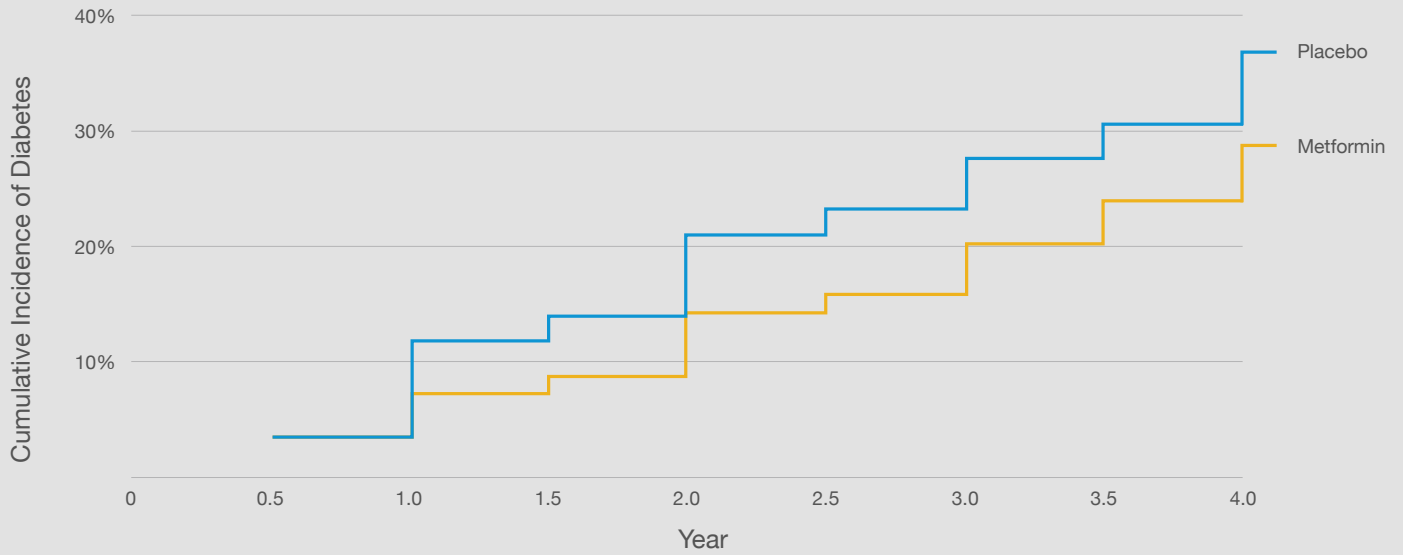
## Behavioral Changes Impact on life expectancy



National Health Interview Survey, National Health and Nutrition Survey

# Benefits of Behavior Change

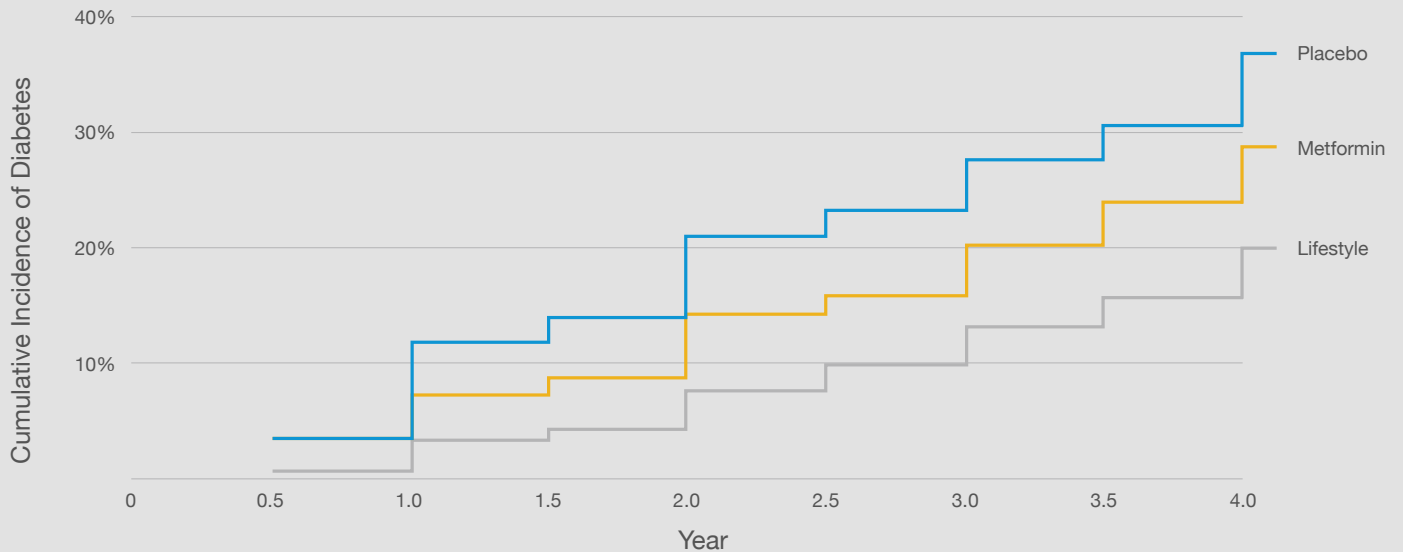
## Diabetes prevention program



Diabetes Prevention Program Research Group. N Eng J Med 2002;346:393-403.

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# Reengineering Care Delivery to Manage Chronic Disease

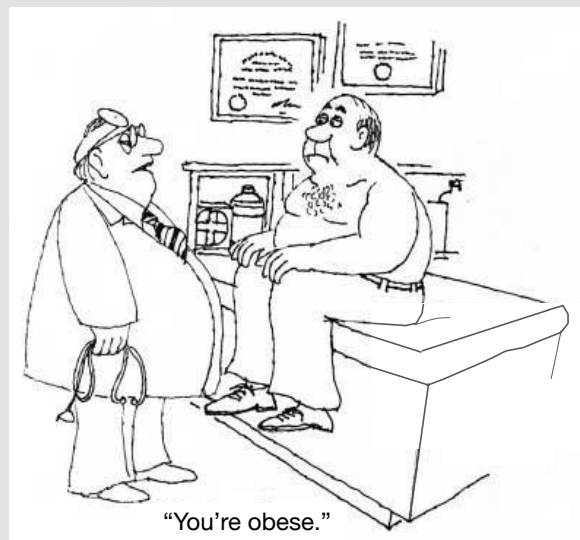
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## Encouraging Positive Behavior Change



# Social Contagion

Many health behaviors impacted through social interactions

Smoking

Eating

Exercise

Weight

Medication adherence



# The Power of Peer Influence

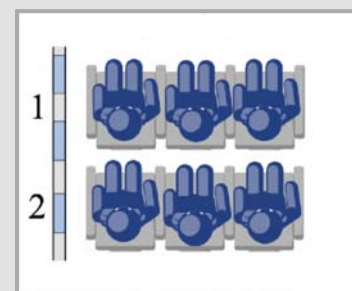
65,525 transactions

1,966 flights

257,000 passengers

Excluded people flying together, kids

Tests purely the effect of a stranger's choice



Time 1:  
Purchasing window  
begins

# The Power of Peer Influence

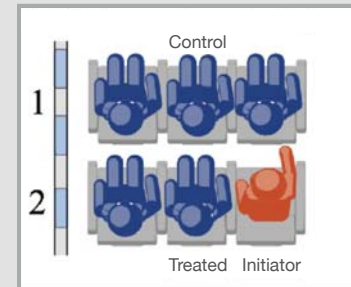
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Gardete, P.M. Journal of Marketing Research. 2015;52:360-374.

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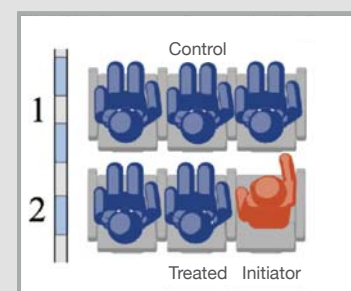
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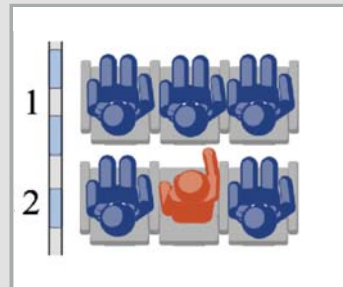
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# The Power of Peer Influence

On average, people purchased a movie or snack 15–16% of the time

If you saw someone next to you order something, your chances of buying something increased by 30%



Time 3A:  
Treated passenger buys

Gardete, P.M. Journal of Marketing Research. 2015;52:360–374.

# Aspirin Use and Cardiovascular Events in Social Networks

## Women

More likely to take aspirin if a brother had been recently taking aspirin

More likely to take aspirin if a female friend recently had a CV event

## Men

More likely to take aspirin if a male friend had recently been taking aspirin

More likely to take aspirin if a brother recently had a CV event

Strully KW, et al. Social Science and Medicine 2012;74:1125–1129.

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Aspirin use is correlated with the health and behavior of friends and family

Strully KW, et al. Social Science and Medicine 2012;74:1125-1129.

# Smoking Cessation

## Impacted through social interactions

Smoking cessation appears to spread from person-to-person

Decisions to quit smoking is not done in isolation, but rather reflect choices made by groups connected to each other

People appear to act under collective pressures within niches in their social network



# Smoking Cessation

## Impacted through social interactions

Relationship	Behavioral Impact	Requirements	Details
Spouse	67%	N/A	—
Friend 1	61%	Educated subject and friend	≥ 1 year college
Friend 2	57%	Educated subject	≥ 1 year college
Friend 3	55%	Educated friend	≥ 1 year college
Friend 4	43%	Mutual friends	↔
Friend 5	36%	Any friends	→
Co-worker	34%	Small firm	≤ 6 employees
Sibling	25%	N/A	—

Christakis NA, et al. N Engl J Med 2008;358:2249–2258.

# Obesity

## Impacted through social interactions

Relationship	Behavioral Impact	Requirements	Details
Spouse	37%	n/a	—
Friend 1	57%	alter friend	alter obese
Friend 2	0%	perceived friend only by alter	alter obese
Friend 3	71%	same sex alter friend	alter obese
Friend 4	171%	same sex mutual friends	↔
Friend 5	0%	opposite sex alter friend	
Adult sibling	55%	same sex	sibling obese
Immediate neighbor	0%		—

Christakis NA, et al. N Engl J Med 2007;357:370–9.



# Changing Dietary Behavior

## Fresh fruit consumption

National School Lunch Program began recommending apples to be served, to school children, however the majority of apples (> 60%) ended up in the trash, virtually untouched.



Lansink B, et al. Am J Prev Med 2013;44:477-480.

# Changing Dietary Behavior

## Fresh fruit consumption

National School Lunch Program began recommending apples to be served, to school children, however the majority of apples (> 60%) ended up in the trash, virtually untouched.

Studies have since demonstrated that apple consumption increases by more than 70% when apples were served as slices.



Lansink B, et al. Am J Prev Med 2013;44:477-480.

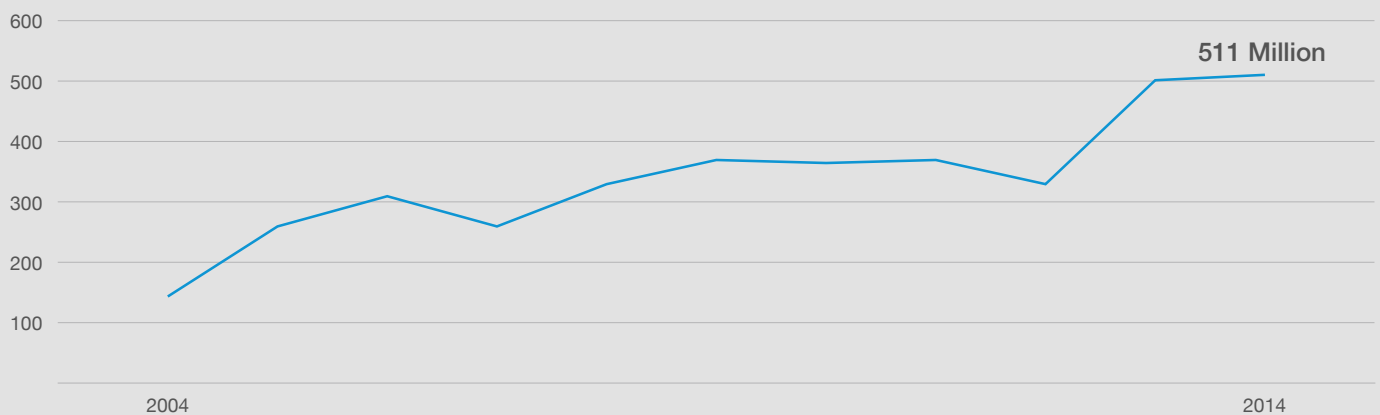
# The Rise in Sliced Apples

U.S. Sliced Apple Consumption, Millions of Apples

USDA. WAPO.ST/WONKBLOG

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U.S. Sliced Apple Consumption, Millions of Apples



USDA. WAPO.ST/WONKBLOG

# Timely or Unexpected Support



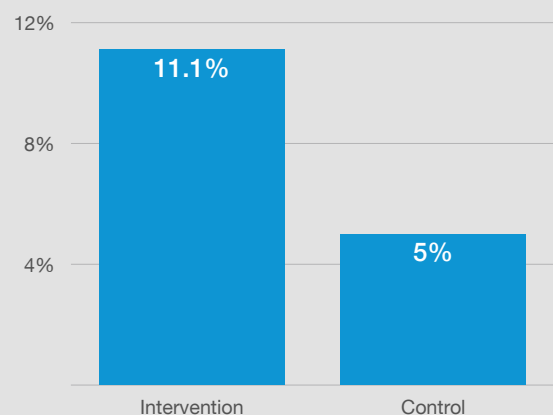
## Smoking Cessation

### Texting as a means of changing behavior

#### Messages tailored

- Participant's first name
- Gender
- Chosen quit date
- Top 3 reasons for quitting
- Money saved
- Person selected for social support
- Triggers for smoking (up to 5)

Abstinence Rate



# Lifestyle-Focused Texts

## Effect on patients with coronary heart disease

### A Randomized Clinical Trial

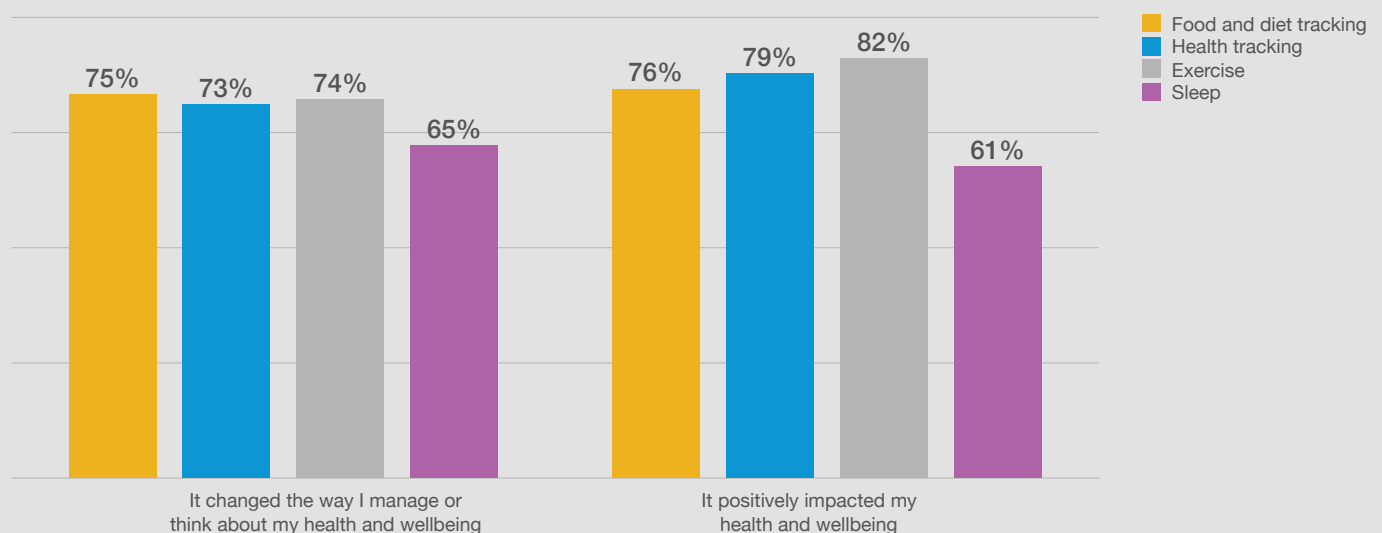
Clara K. Chow, MBBS, PhD; Julie Redfern, PhD; Graham S. Hillis, MBChB, PhD, Jay Thakkar, MBBS; Karla Santo, MBBS; Maree L. Hackett, PhD; Stephen Jan, PhD; Nicholas Graves, PhD; Laura de Keizer, BSc (Nutr); Tony Barry, BSc; Severine Bornpoint, BSc (Stats); Sandarine Stepien, MBIostat

LDL-C	-6%	0.04
Systolic BP	-6%	<0.001
BMI	-4%	<0.001
Physical activity (MET)	+46%	0.003
Smoking	-39%	<0.001

Original Investigation. Chow CK, et al. JAMA 2015; 314:1255–1263.

# Mobile Apps

## Impact on health and wellbeing



<http://www.statista.com/statistics/472899/impact-of-health-and-wellbeing-mobile-apps-use-in-the-uk-by-mobile-app-type/>

# Patients Prefer Apps

## In chronic disease

2,000 patients with chronic disease and a smartphone

Willing to fill a medication prescription prescribed by an MD

Willing to use an app prescribed by an MD

20 different chronic disease including cardiac, GI, respiratory, CNS, and diabetes

[mobihealthnews.com/23418/most-patients-want-their-doctors-to-prescribe-apps/](http://mobihealthnews.com/23418/most-patients-want-their-doctors-to-prescribe-apps/)

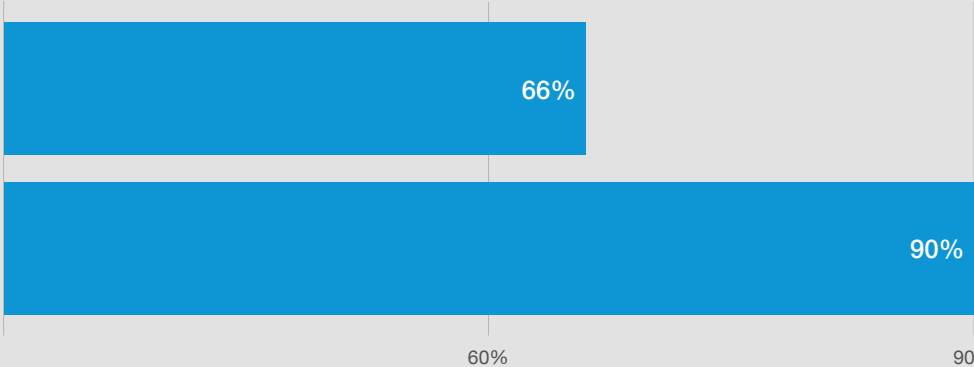
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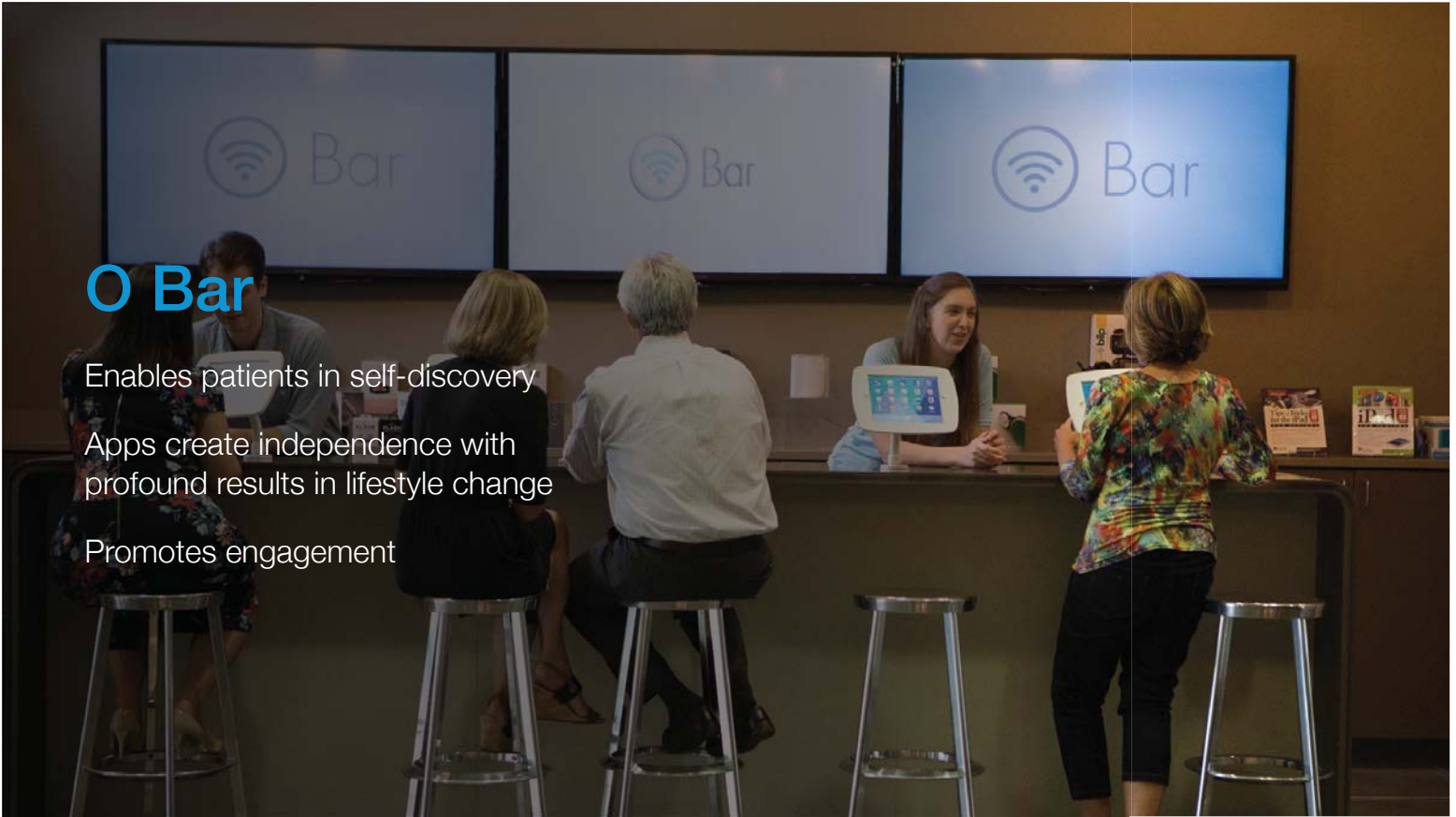
20 different chronic disease including cardiac, GI, respiratory, CNS, and diabetes

[mobihealthnews.com/23418/most-patients-want-their-doctors-to-prescribe-apps/](http://mobihealthnews.com/23418/most-patients-want-their-doctors-to-prescribe-apps/)




Among the tens of thousands of health apps and numerous devices, how do you decide what's effective?






# O Bar

- Enables patients in self-discovery
- Apps create independence with profound results in lifestyle change
- Promotes engagement



Ochsner Center for Primary Care & Wellness | 504.842.8566  
 1401 Jefferson Highway, New Orleans, LA 70121 | [ochsner.org/obar](http://ochsner.org/obar)

Patient \_\_\_\_\_

Visit the  Bar to get your apps & devices today!

**Rx Your prescription for good health.**

<p><b>Rx APPS</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Nutrition</li> <li><input type="radio"/> Fitness</li> <li><input type="radio"/> Women's</li> <li><input type="radio"/> Oncology</li> <li><input type="radio"/> Diabetes</li> <li><input type="radio"/> Medication</li> <li><input type="radio"/> Smoking</li> <li><input type="radio"/> General Health</li> </ul>	<p><b>DEVICES</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Activity Monitor</li> <li><input type="radio"/> Blood Glucose Monitor with Bluetooth</li> <li><input type="radio"/> Wireless Scale</li> <li><input type="radio"/> Wireless Blood Pressure Monitor</li> </ul>
--	---

Physician Signature \_\_\_\_\_

*“Tell me and I forget, teach me and I may remember, involve me and I learn.”* — BEN FRANKLIN



<p><b>Forbes</b></p> <p><b>Ochsner is First in Nation to Manage Chronic Diseases with Apple Watch</b></p> <p>Patients with hypertension have a new tool to keep their numbers in check.</p>	<p></p> <p><b>Ochsner Physicians Prescribe Mobile Apps</b></p> <p>Ochsner Health System is using wellness apps to keep patients healthy.</p>	<p><b>CNNMoney</b></p> <p><b>Apple HealthKit to Help Combat Chronic Diseases</b></p> <p>Health care technology lets patients share important data with their physician between doctor visits.</p>
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# Reengineering Care Delivery to Manage Chronic Disease

Overview of Global Health Status

Factors Contributing to Poor Health Outcomes

Encouraging Positive Behavior Change

Intervening and Engaging Patients

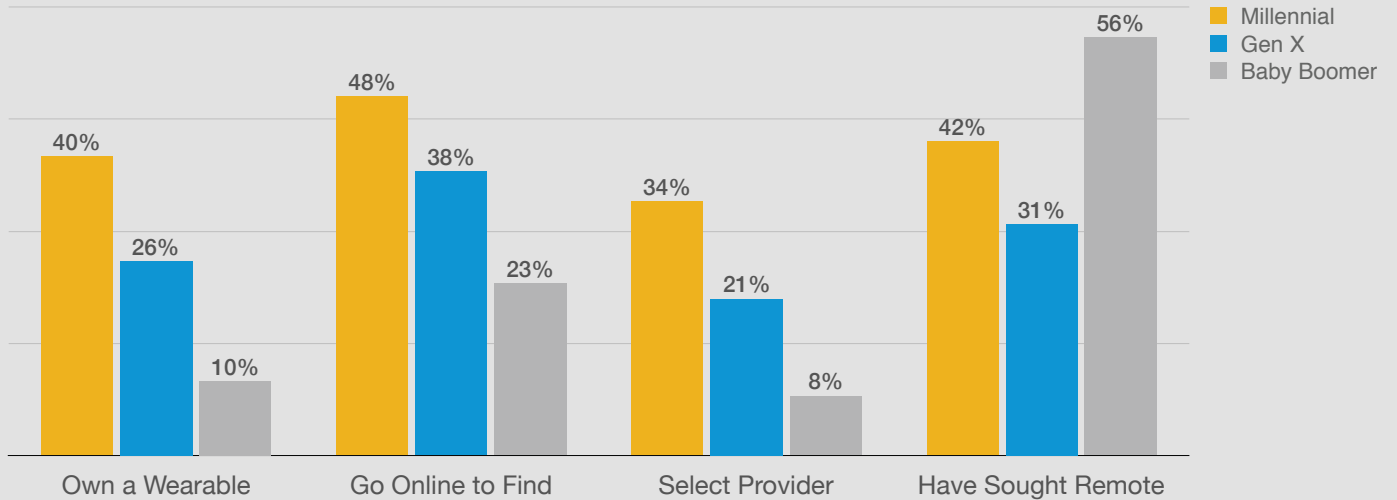
## 100 Years Ago The Human Touch





# Consumers

Increasingly expect digital health services



Source: Rock Health Digital Health Consumer Adoption (12/16)

Where Can Digital Technology Have Its Greatest Effect in Healthcare?

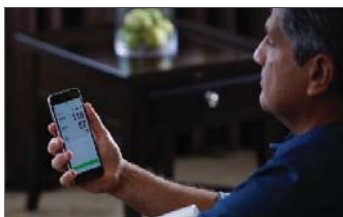


# Where Can Digital Technology Have Its Greatest Effect in Healthcare?

## In Disease Processes of Long Duration



### Digital Hypertension



### Digital Diabetes



### Connected MOM

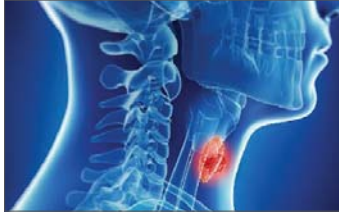




### Digital COPD



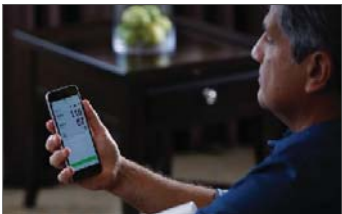
### Head and Neck Cancer



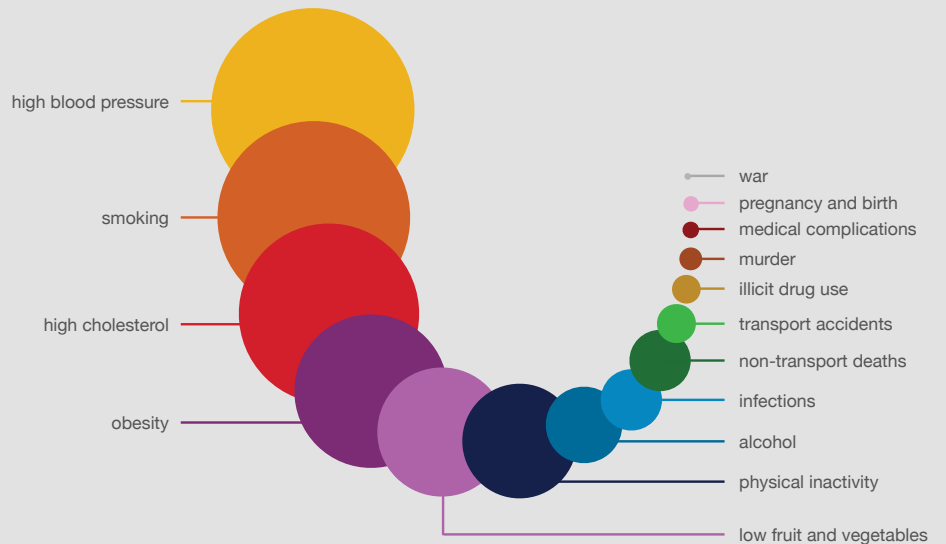
### Peripheral Arterial Disease



### Digital Hypertension



## Risk Leading to Death



# Hypertension

Major public health concern

**1.39  
Billion**

Number of people  
with HTN worldwide  
in 2010

**60%**

Increase in the #  
of adults with HTN  
globally by 2025

**10%**

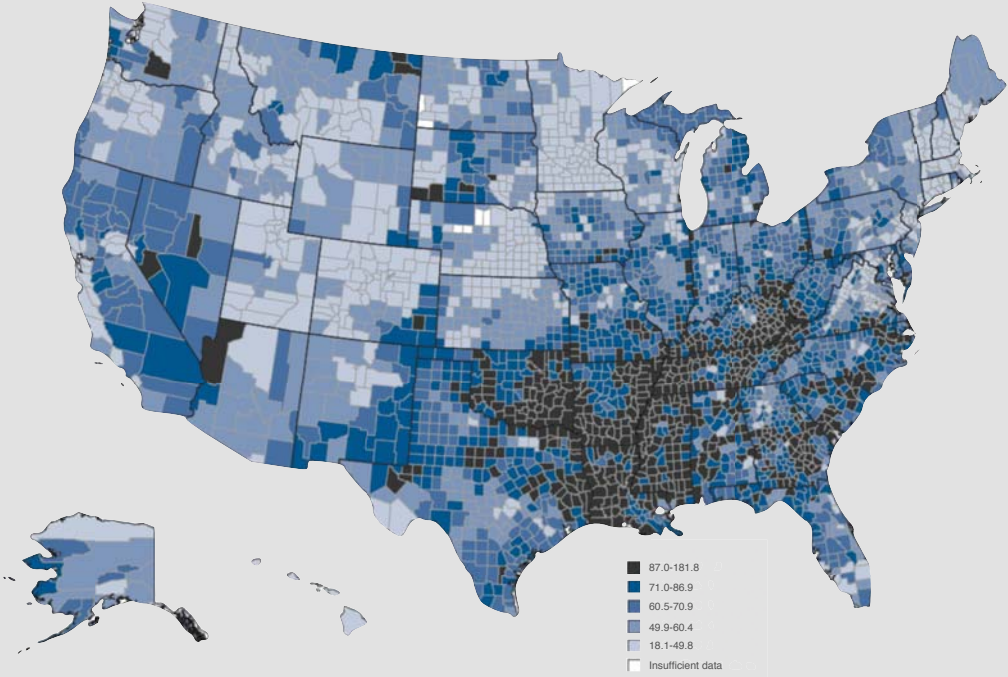
Percent of all global  
healthcare spending  
attributable to high  
blood pressure

**\$370  
Billion**

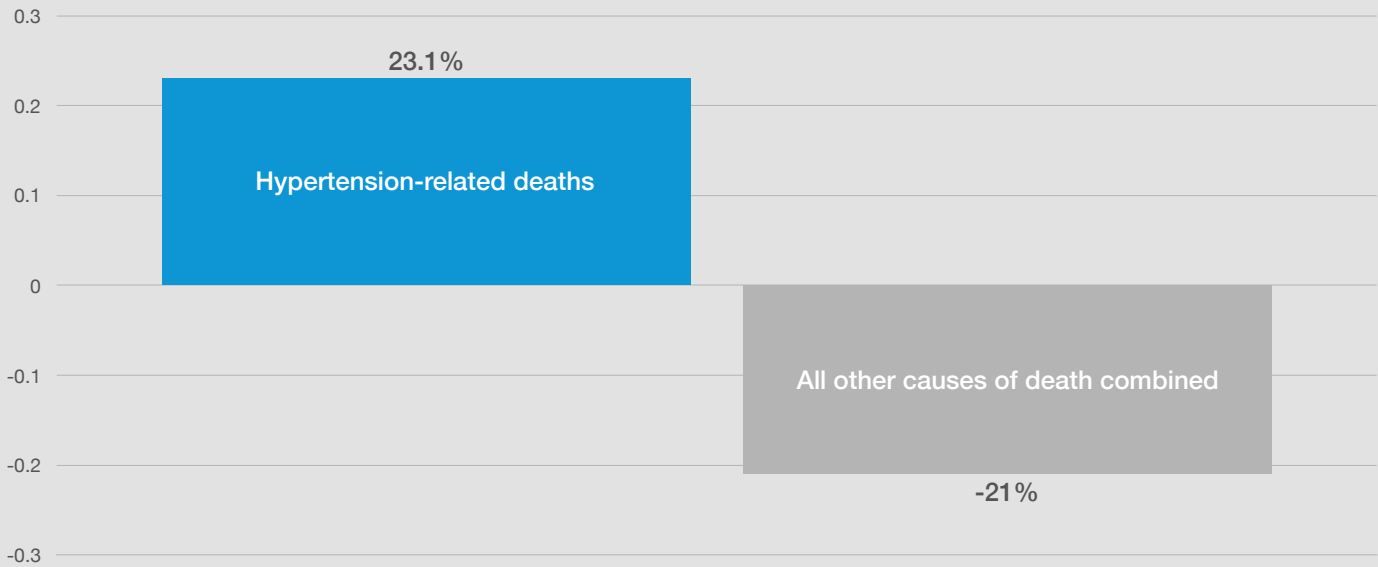
Annual worldwide  
cost of hypertension

Kearney PM, et al. Lancet 2005;365:217-223. Gaziano AB, et al. J Hypertens 2009;27:1472-1477.  
Source: World Health Organization. Noncommunicable Diseases in the South-East Asia Region. 2011.  
[http://apps.searo.who.int/PDS\\_DOCS/B4793.pdf](http://apps.searo.who.int/PDS_DOCS/B4793.pdf) Bloch MJ, et al. JASH 2016;10:753-754.

## Hypertension-Related Deaths - United States, 2008-2010

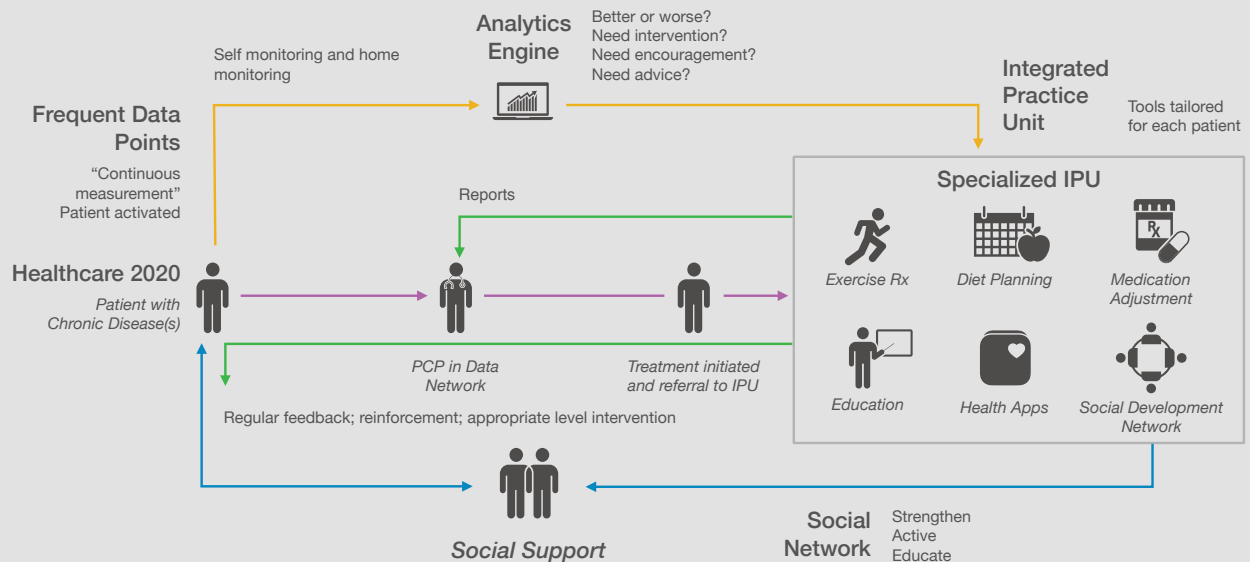


# U.S. Age-Adjusted Death Rates 2000–2013



Kung H-C, et al. NCHS Data Brief, Centers for Disease Control, No. 193; March 2015

# Chronic Disease Care New delivery model



Milani RV, Lavie CJ. Am J Med 2015;128:337–343.

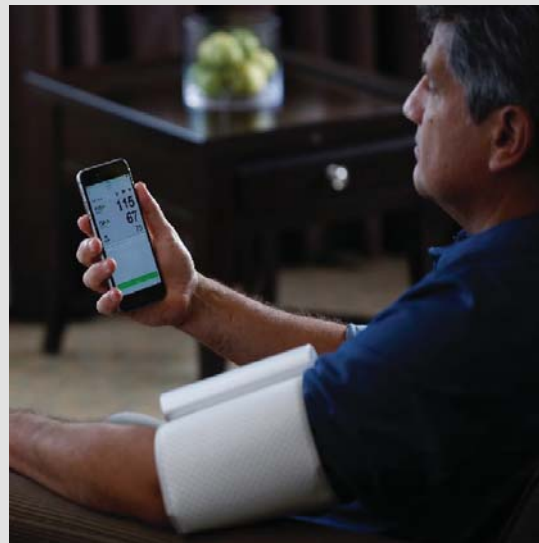
# AHA/ASH Scientific Statement

## Home blood pressure monitoring

Current technology is accurate, reliable, easy to use, and inexpensive

Home BP readings are

- Better predictor of CV risk than office measurements
- More reproducible and show better correlation with measures of target organ damage
- Shown to improve medication adherence

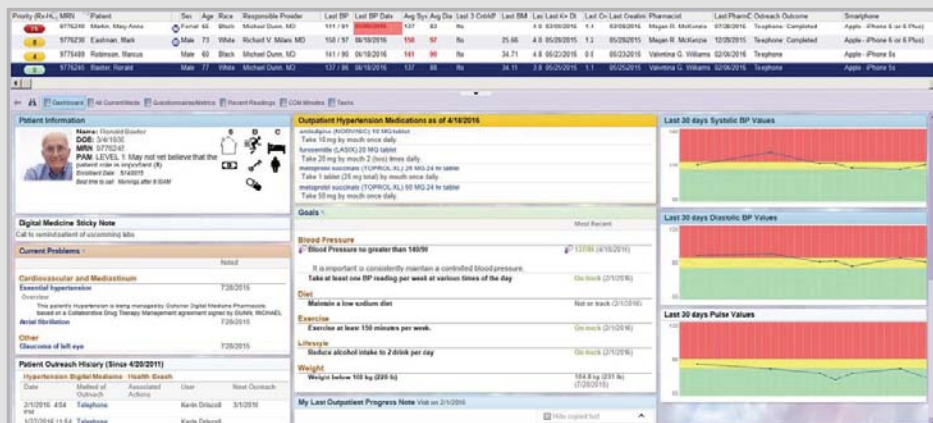


Pickering TG, et al. Hypertension 2008;52:10-29.

# Data Management

## Data algorithms

Customized data visualization tools that reduces chart time and maximizes care team efficiency and accuracy



# Data Management

Real-time analytics are performed and stratify patients into risk groups



## Hypertension Enrollment

Start enrollment

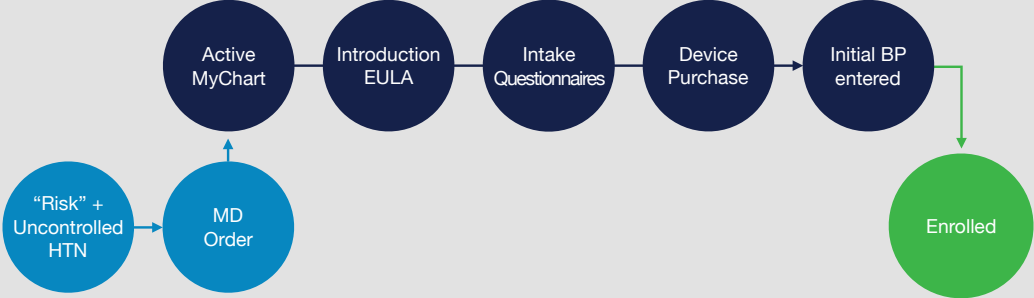
# Hypertension Enrollment

Start enrollment



# Hypertension Enrollment

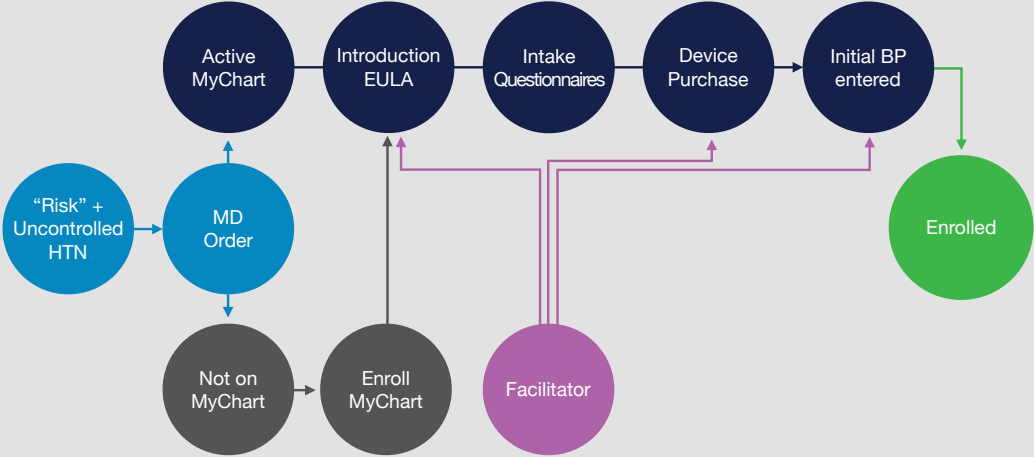
Start enrollment





# Hypertension Enrollment

## Start enrollment



# Patient Characterization

## Onboarding

# Patient Characterization

## Onboarding

Dietary analysis

Medication adherence

Living circumstances

Medication affordability

Social network

Caregiver support

Depression

Patient activation measure

Physical activity index

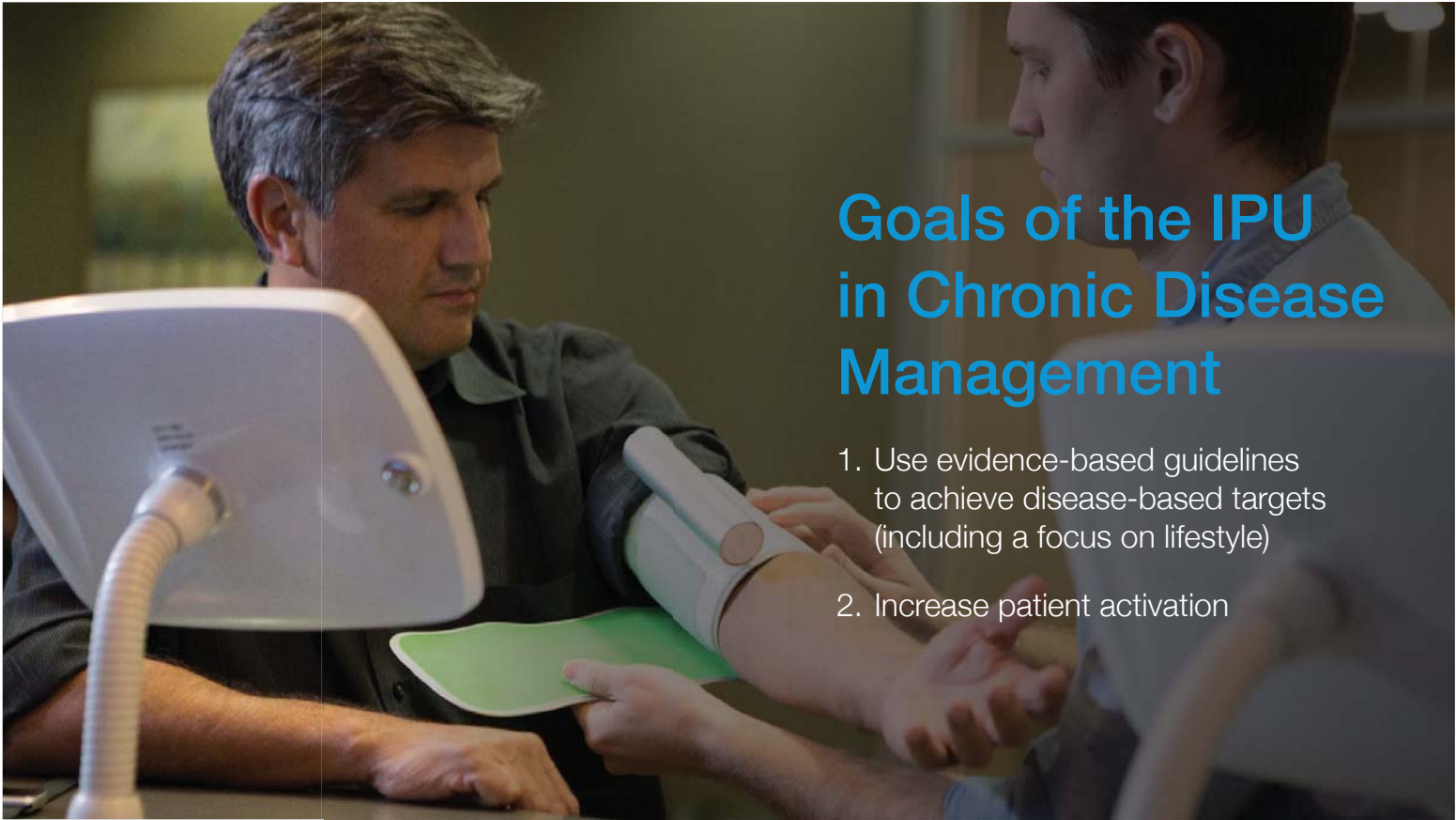
Health literacy

Transportation issues

Access to care

Milani RV, Lavie CJ. Am J Med 2015;128:337-343.



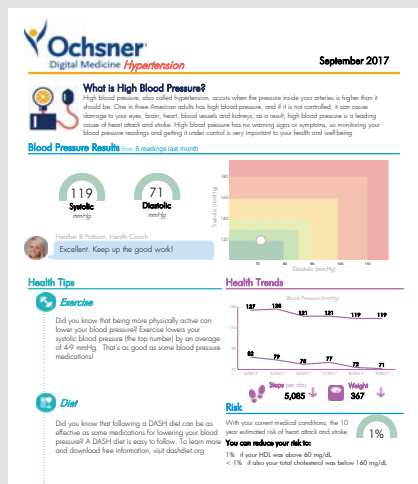


# Goals of the IPU in Chronic Disease Management

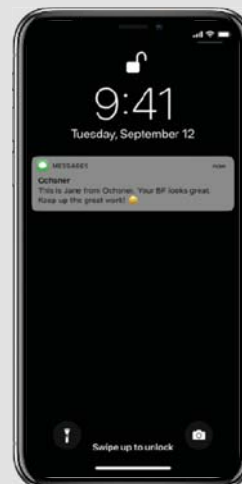
1. Use evidence-based guidelines to achieve disease-based targets (including a focus on lifestyle)
2. Increase patient activation

## Automated Patient Feedback

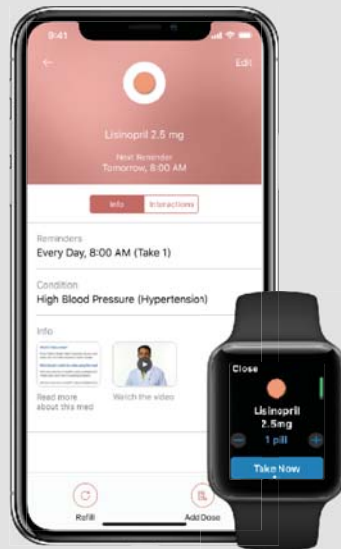
Patients receive a monthly report card



As well as encouragement



# Medication Reminders



# Outcomes

Blood pressure control

---

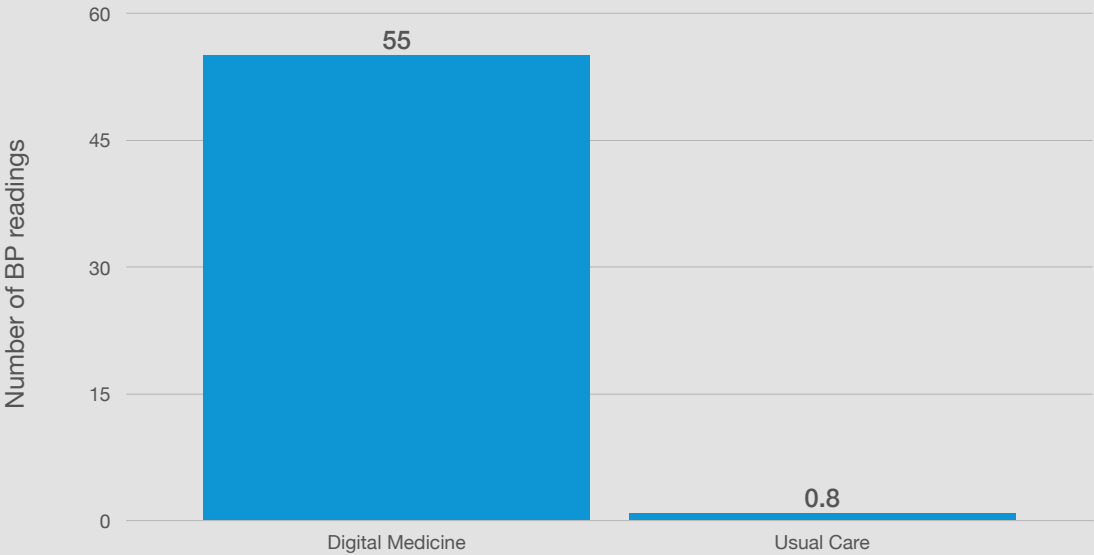
Patient satisfaction

---

Patient activation

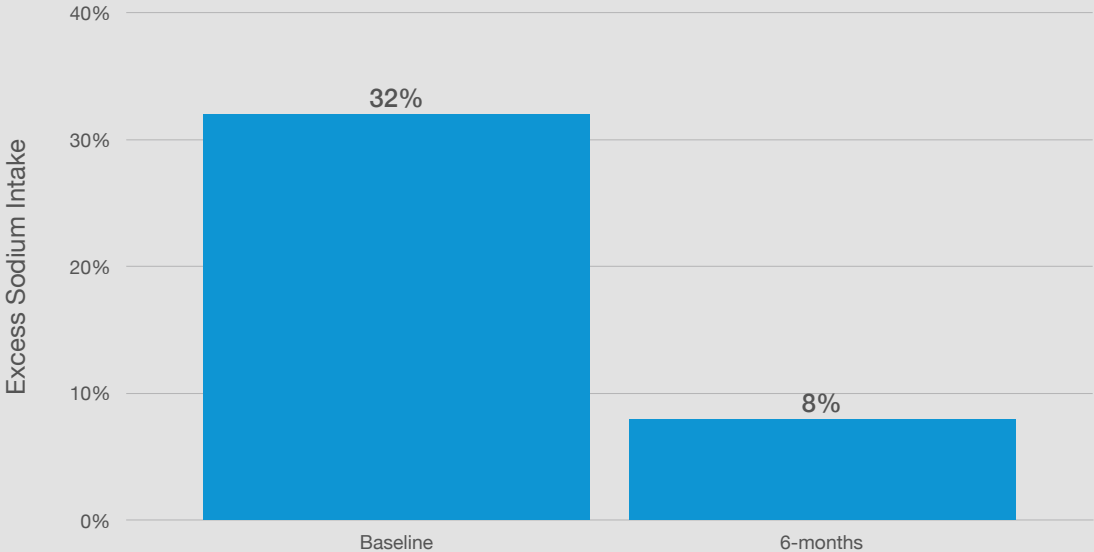
# BP Data Collected

## 90-Days



Milani RV, et al. Am J Medicine 2017;130:14-20.

# Reduction in Sodium Consumption



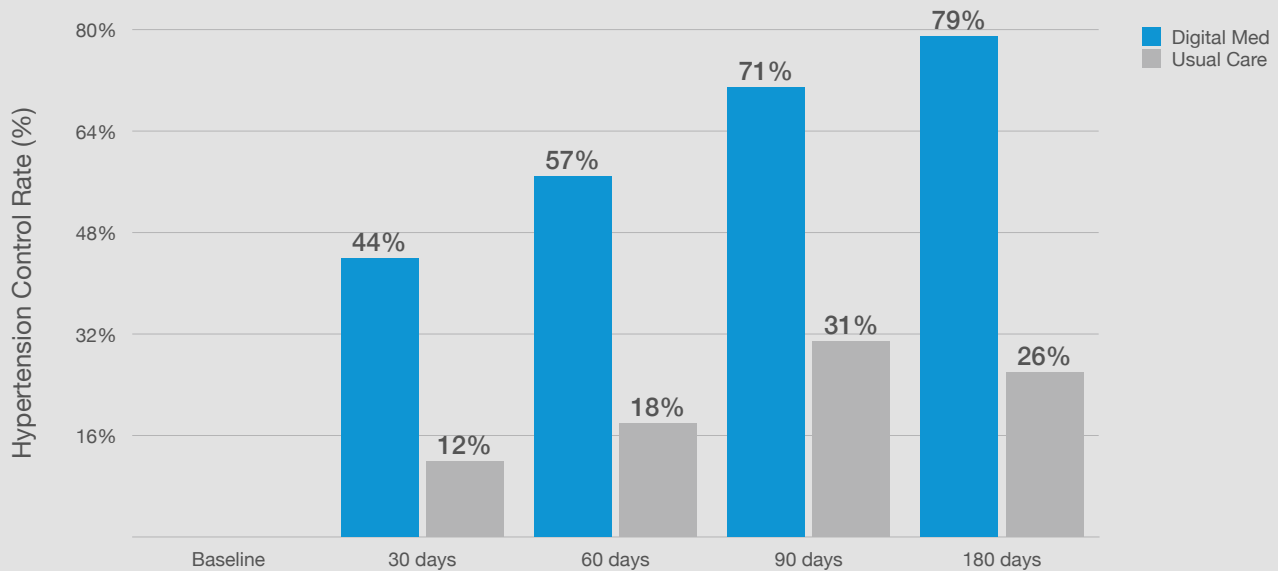
Milani RV, et al. Am J Medicine 2017;130:14-20.

# Patients Achieving Goal BP

Hypertension Control Rate (%)

Milani RV, et al. Am J Medicine 2017;130:14-20.

# Patients Achieving Goal BP



Milani RV, et al. Am J Medicine 2017;130:14-20.

# Patient-Level Outcomes

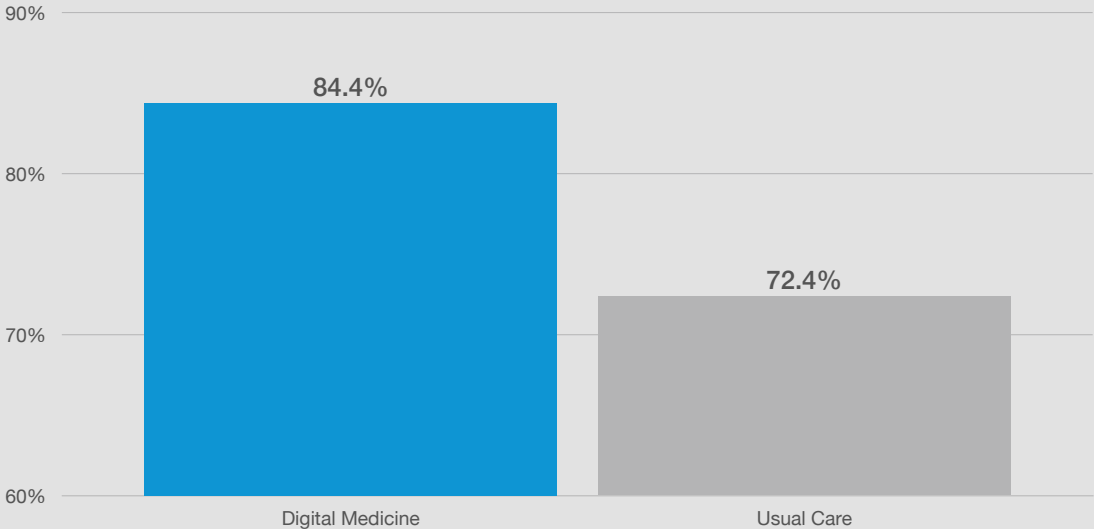
## Overall satisfaction

p<0.001

Milani RV, et al. *Am J Medicine* 2017;130:14–20.

# Patient-Level Outcomes

## Overall satisfaction



p<0.001

Milani RV, et al. *Am J Medicine* 2017;130:14–20.

# Patient-Level Outcomes Activation

Mean Patient Activation

% Low Patient Activation

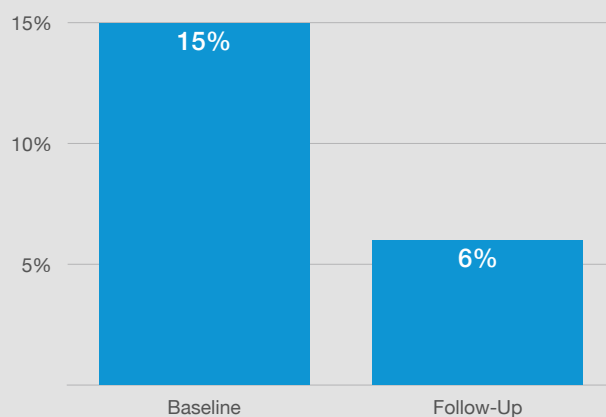
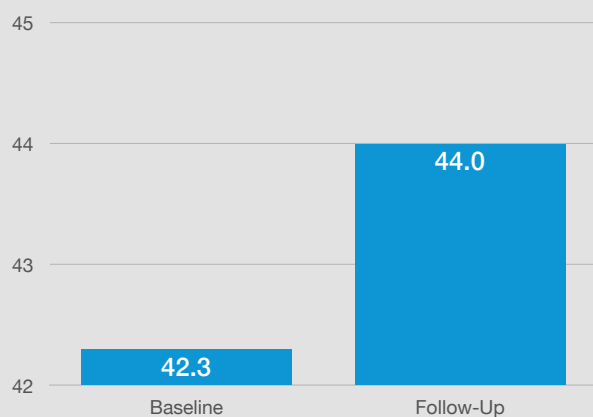
p<0.05

Milani RV, et al. Am J Medicine 2017;130:14-20.

# Patient-Level Outcomes Activation

Mean Patient Activation

% Low Patient Activation



p<0.05

Milani RV, et al. Am J Medicine 2017;130:14-20.



# Medication-level Outcomes

## Adherence - Proportion of Days Covered (PDC)

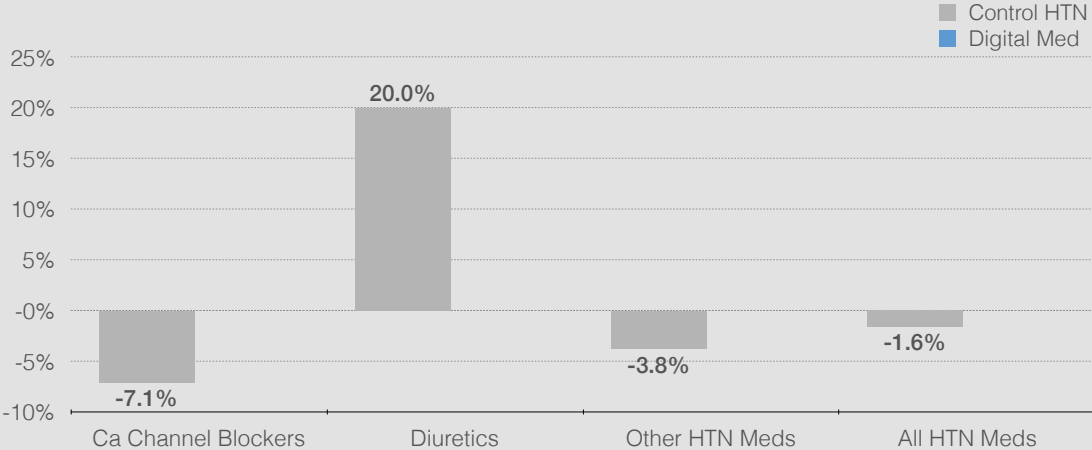
Change in Medication Adherence (PDC  $\geq$  80%) at 6 months

Source: Blue Cross Blue Shield of Louisiana

# Medication-level Outcomes

## Adherence - Proportion of Days Covered (PDC)

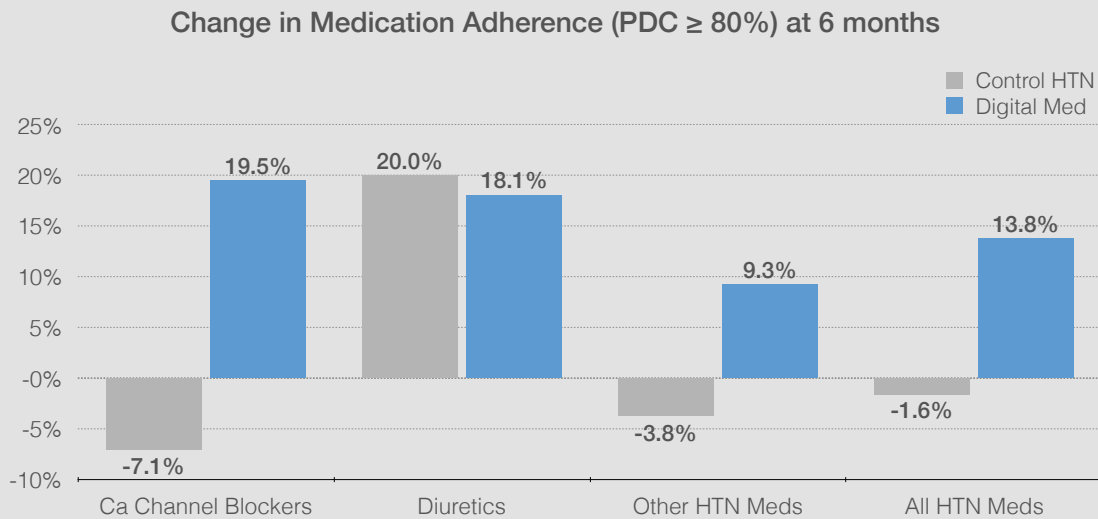
Change in Medication Adherence (PDC  $\geq$  80%) at 6 months



Source: Blue Cross Blue Shield of Louisiana

# Medication-level Outcomes

Adherence - Proportion of Days Covered (PDC)



Source: Blue Cross Blue Shield of Louisiana

## Patient-Level Outcomes, Health

Consumer assessment of healthcare providers and systems



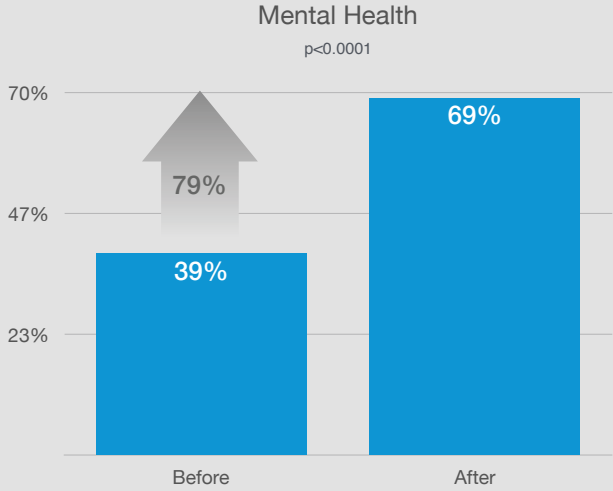
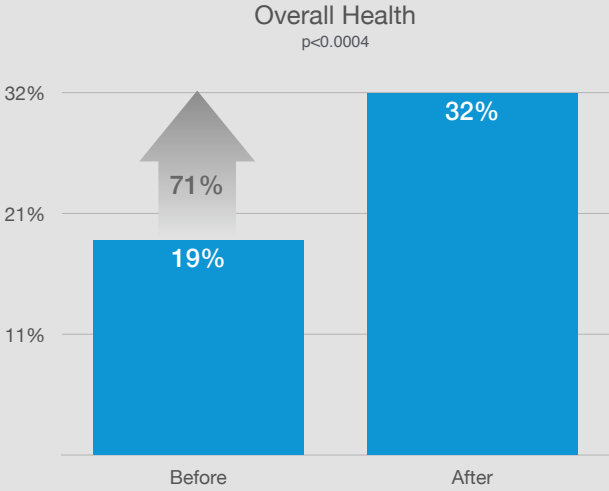
Overall Health  
 $p < 0.0004$

Mental Health  
 $p < 0.0001$

# Patient-Level Outcomes, Health



Consumer assessment of healthcare providers and systems



# Patient-Level Outcomes, Medication

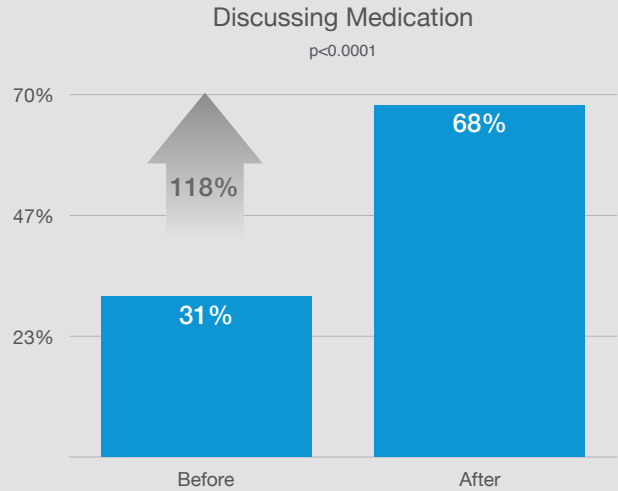
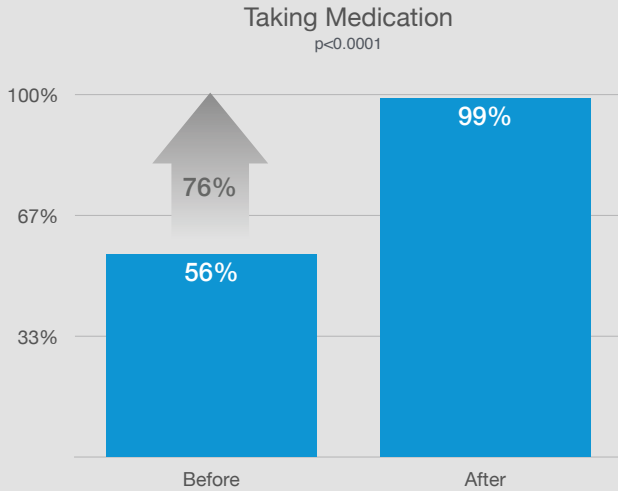


Consumer assessment of healthcare providers and systems

Taking Medication  
 $p < 0.0001$

Discussing Medication  
 $p < 0.0001$

# Patient-Level Outcomes, Medication Consumer assessment of healthcare providers and systems



HARVARD BUSINESS SCHOOL



HARVARD MEDICAL SCHOOL

Ochsner Health System™ | From the Field

Ochsner Health System (OHS) is advancing the use of patient-generated health data through partnerships with Apple and Fitbit developers.

Since October 2014, OHS has leveraged Apple HealthKit to create a more comprehensive picture of ongoing patient health. HealthKit, on iOS app, acts as a health coach by capturing health and activity data from other apps and wearable devices, like Fitbit and Withings wireless blood pressure monitor. OHS HealthKit also has an open API (application programming interface), which enables other web applications to access its data. As a result, OHS patients can automatically import health data into their EMR and share it with providers.<sup>18</sup>

OHS piloted this integration in its Digital Medicine Program. The Digital Medicine Program, which focuses on patients with hypertension, uses remote monitoring to collect data including body weights and blood pressure measurements – all without patients leaving their homes. Providers and pharmacists use the data and follow up with patients in real time by, for example, adjusting their medications or following lifestyle recommendations.<sup>19</sup> One year in, OHS patients reported improved outcomes, engagement, and satisfaction with their care.

Among patients with uncontrolled blood pressure, 2 out of 3 had their blood pressure in control within 90 days of enrolling in the program.<sup>20</sup> For patients, lower blood pressure means a lower likelihood of heart attack, stroke, and kidney failure – and greater peace of mind.

**“For the first time in my life, I feel a sense of peace and comfort knowing that I’m under constant supervision and receiving high-quality care with little effort throughout my daily routine. This is the way healthcare should be.”**

—John P. Berman, 66-year-old Hypertension Program patient who self-manages his hypertension.

**2016 FINALIST**

HARVARD BUSINESS SCHOOL & HARVARD MEDICAL SCHOOL

**HEALTH ACCELERATION CHALLENGE**

HARVARD BUSINESS SCHOOL

Innovating Beyond Ochsner

On August 13, 2016, Susan Mullen, a co-founder of the Ochsner Health System (Ochsner), visited the Harvard Business School campus to participate in the Health Acceleration Challenge. During her visit, she met with Harvard Business School faculty and students to discuss the challenges of patient-generated health data and the potential for innovation in healthcare. Mullen shared her vision for a patient-centered healthcare system that leverages technology to improve patient outcomes and reduce costs. She also discussed the importance of partnerships between healthcare providers and technology companies to drive innovation in the industry.

In a statement issued the night before, Ochsner stated that the Health Acceleration Challenge is a key component of the system's strategy to improve patient care and reduce costs. The challenge is designed to encourage innovation in healthcare and to provide a platform for healthcare providers to showcase their work and share their insights with the Harvard Business School community.

During the month, Ochsner was selected as one of four finalists in the Health Acceleration Challenge. The challenge is a competition for healthcare providers to develop and demonstrate innovative solutions to healthcare problems. The challenge is designed to provide a platform for healthcare providers to showcase their work and share their insights with the Harvard Business School community.

Ochsner is committed to driving innovation in healthcare and to providing a platform for healthcare providers to showcase their work and share their insights with the Harvard Business School community. The challenge is a key component of the system's strategy to improve patient care and reduce costs.

# Why Utilize Virtual Care?

Top three reasons why consumers tried virtual health



37%

It was more **convenient** than traditional, in-person health services



34%

I use technology in **all aspects** of my life and want to do the same with healthcare



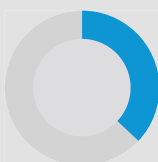
34%

I was **curious** to try getting healthcare services virtually

Source: Accenture 2017 Consumer Survey on Virtual Health

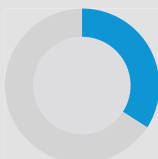
# Why Utilize Virtual Care?

Top three reasons why consumers tried virtual health



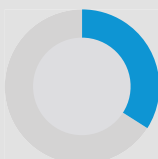
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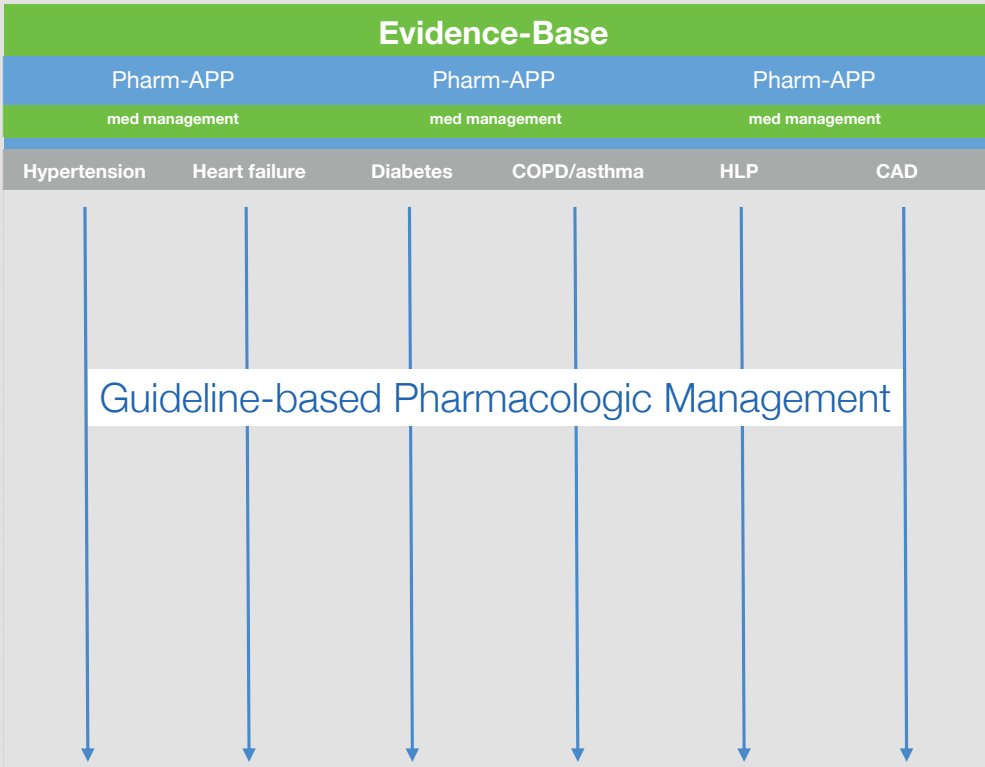
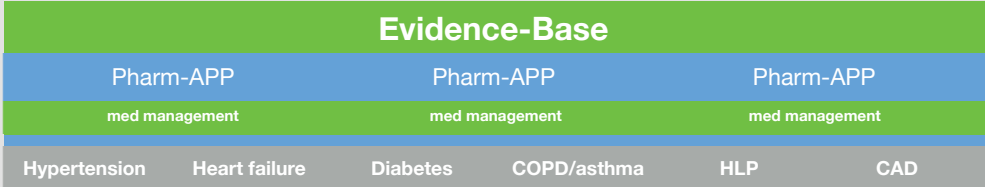


34%

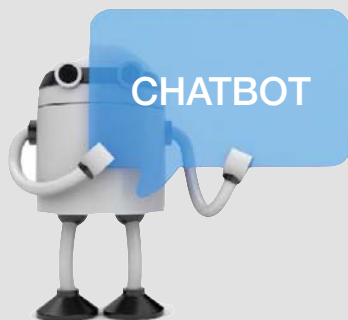
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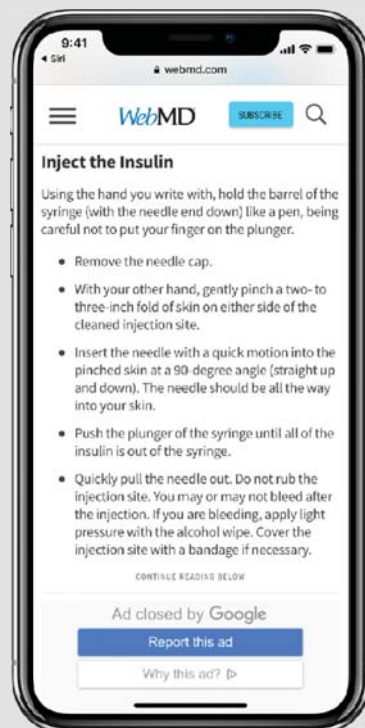
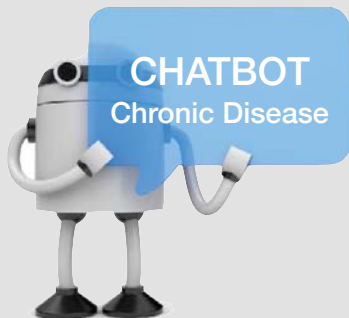
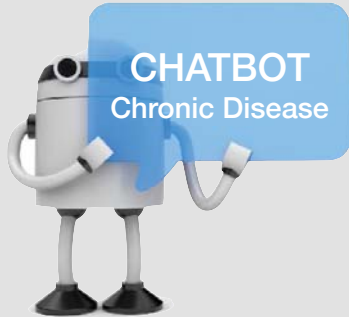
Source: Accenture 2017 Consumer Survey on Virtual Health

An advertisement for Ochsner's Hypertension Digital Medicine Program. It features the Ochsner logo at the top right. Below it, the text reads: "Our Hypertension Digital Medicine Program makes it more convenient to monitor and control your blood pressure at home." The word "convenient" is prominently displayed in a large, blue, lowercase font, with the "o" in "convenient" being a yellow circle.

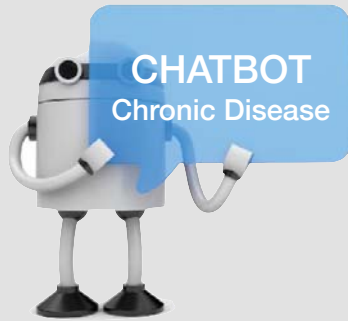


		Evidence-Base					
Social Behavioral		Pharm-APP		Pharm-APP		Pharm-APP	
		med management		med management		med management	
Health coach		Hypertension	Heart failure	Diabetes	COPD/asthma	HLP	CAD
Activity							
Diet							
Addiction							
Adherence							
Depression							
Social isolation							
Med affordability							
Transportation							
Health literacy							
Fam/caregiver support							
Education resources							
Reports (patient, MD)							
Auto-feedback loops							
Activation							
Peer-to-peer							
Device mgmt							
Environment							









Questions



## Reengineering Hospital Care to Improve Patient Outcomes

iO-Proprietary and Confidential

## Reengineering Hospital Care to Improve Patient Outcomes

Hospital Harm

Circadian Rhythms in Health and Disease

Improving the Environment of Care

Artificial Intelligence in Hospital Care

# Reengineering Hospital Care to Improve Patient Outcomes

Hospital Harm

Circadian Rhythms in Health and Disease

Improving the Environment of Care

Artificial Intelligence in Hospital Care

## Hospital Harm

Primum non nocere

- Approximately 440,000 yearly deaths from U.S. hospital errors making this the 3rd leading cause of death in the U.S.
- Medicare patients have a 1 in 4 chance of experiencing harm during a hospital admission.
- About 1 in 25 people admitted to a US hospital will contract a hospital acquired infection (HAI) (1 in 10 in the UK).



# Value of Patient Communication

IOM recommends individuals receive access to medical and clinical information, enabling them to be the **'source of control'** in making healthcare decisions.

- Being a hospital patient has been called 'one of the most disempowering situations one can experience in modern society'.
- 90% of hospitalized patients want to review their hospital medication list, but only 28% were given the opportunity.
- Only 32% of hospital patients could correctly name even one of their hospital physicians.



Tang P, et al. Health Affairs 2005;24:1290-1295. Frey JE, et al. J Am Med Inform Assoc. 2014;21:742-750. Cumbler E, et al. J Hosp Med 2010;5:83-86. O'Leary KJ, et al. Mayo Clin Proc 2010;85:47-52.

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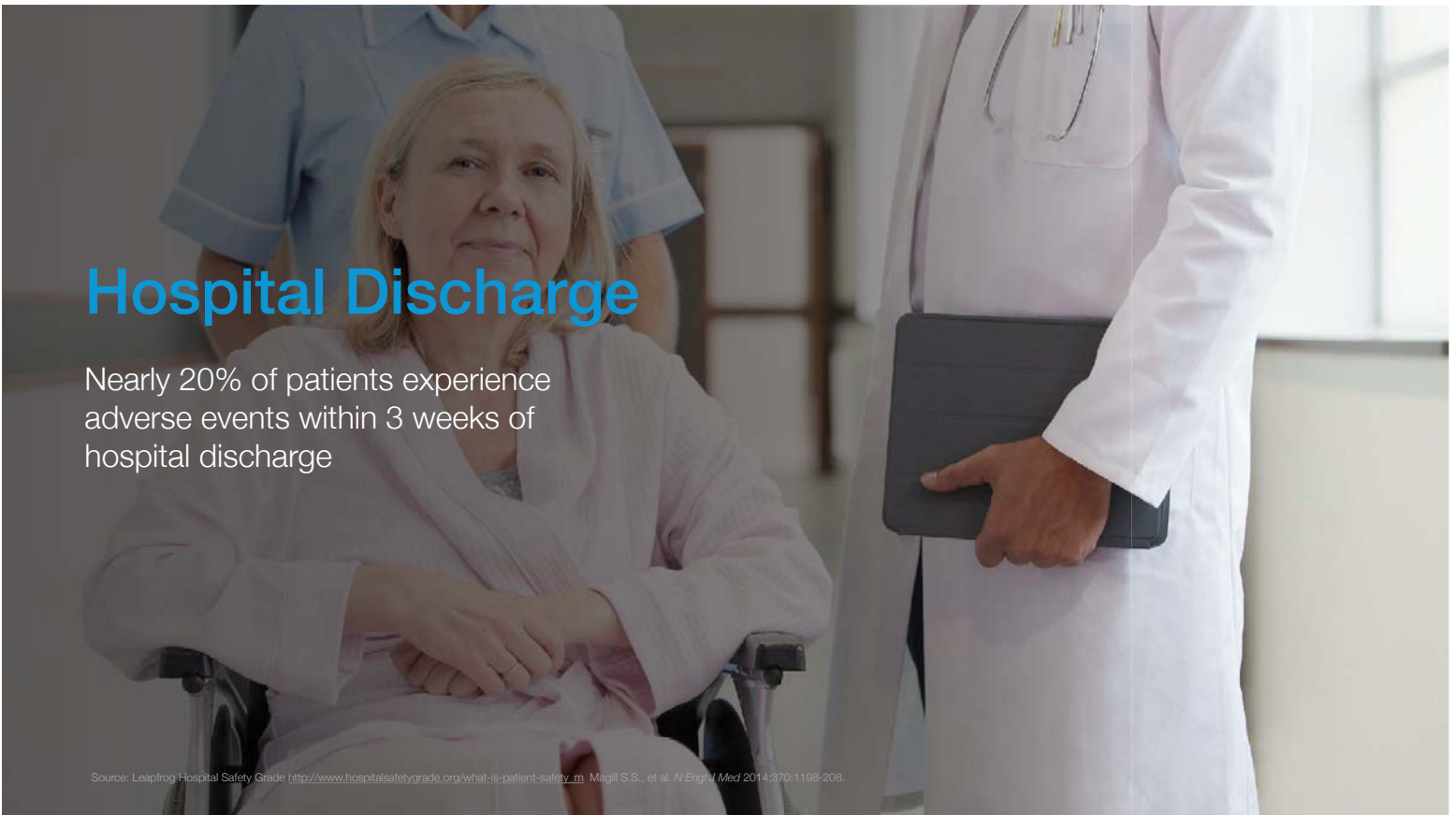
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Source: Leapfrog Hospital Safety Grade [http://www.hospitalsafetygrade.org/what-is-patient-safety\\_m](http://www.hospitalsafetygrade.org/what-is-patient-safety_m) Magill S.S., et al. *N Engl J Med* 2014;370:1198-208.



## Hospital Discharge

Nearly 20% of patients experience adverse events within 3 weeks of hospital discharge

Source: Leapfrog Hospital Safety Grade [http://www.hospitalsafetygrade.org/what-is-patient-safety\\_m](http://www.hospitalsafetygrade.org/what-is-patient-safety_m) Magill S.S., et al. *N Engl J Med* 2014;370:1198-208.

# Post-Hospitalization Syndrome

- An acquired, transient period of **vulnerability** derived from the allostatic and physiologic stress that patients experience in the hospital.
- During hospitalization, patients typically experience:
  - deprivation of sleep
  - disruption of normal circadian rhythms
  - poorly nourished
  - have pain and discomfort
  - receive medications that can alter cognition and physical function
  - become deconditioned by bed rest or inactivity

Krumholz HM. *N Engl J Med* 2013; 368:100-102.

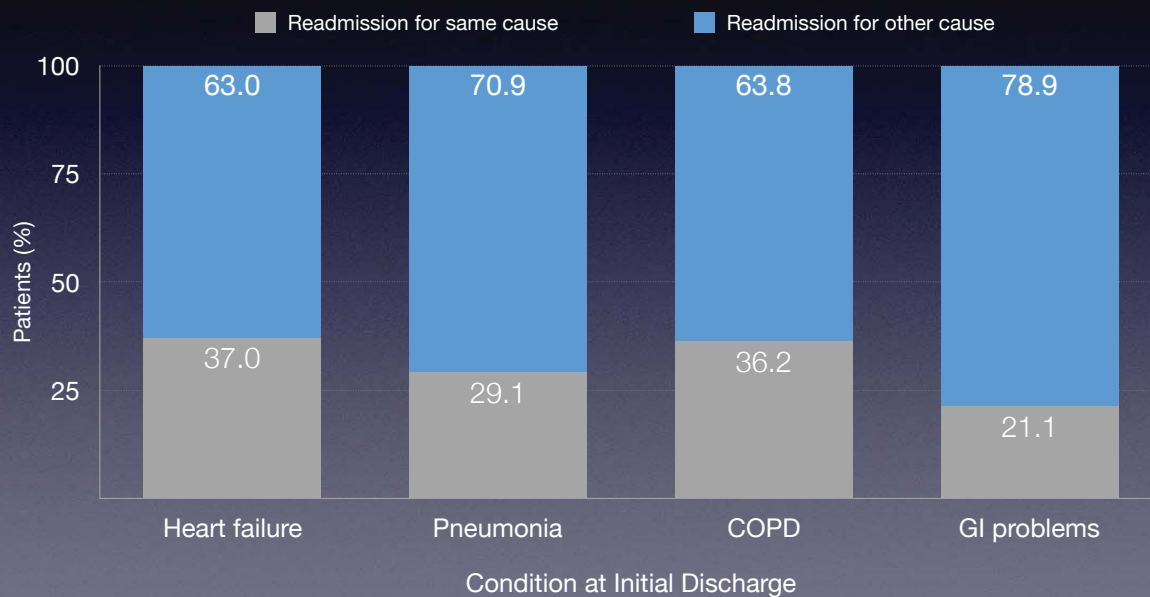
# Post-Hospitalization Syndrome

- Polysomnography during hospitalization:
  - reduction in total sleep time
  - reduction in REM and N3 (slow wave) and increase in non-REM
- Results in behavioral and physiologic effects impacting:
  - metabolism
  - cognitive performance
  - physical functioning and coordination
  - immune function
  - coagulation cascade

Krumholz HM. *N Engl J Med* 2013; 368:100-102.

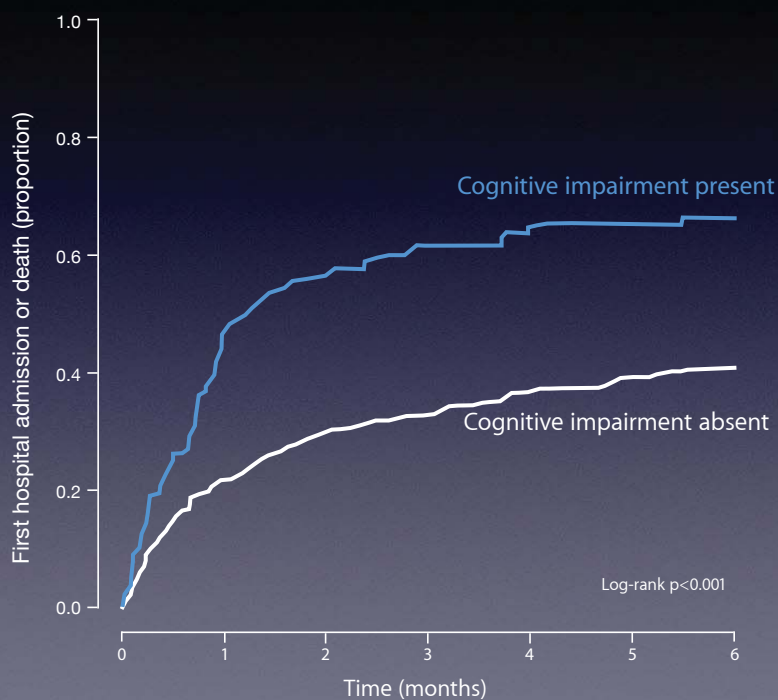
# U.S. Medicare Readmission Data

Two-thirds of readmissions due to unrelated cause



Krumholz HM. *N Engl J Med* 2013;368:100-102.

# Impact of Cognitive Impairment on Readmission or Death



Independent predictor of composite outcome (HR 1.9;  $p < 0.0001$ ) and was the most important predictor among 55 variables.

Patel A, et al. *Circ Heart Fail*. 2015;8:8-16.

# Discharge Comprehension



- ▶ 200 patients admitted for > 24 hours to acute medicine, age  $\geq$  70 years
- ▶ Tested for cognitive function\* at discharge
- ▶ 31.5% of subjects had unrecognized low cognition
- ▶ One month later, 58% of these patients no longer had low cognition ( $p < 0.001$ ).

\*Mini-Mental Status Examination (MMSE), Backward Digit Span, 15 word immediate and delayed recall test.

Lindquist LA et al. *J Gen Intern Med* 2011;26:765-770.

# Discharge Comprehension

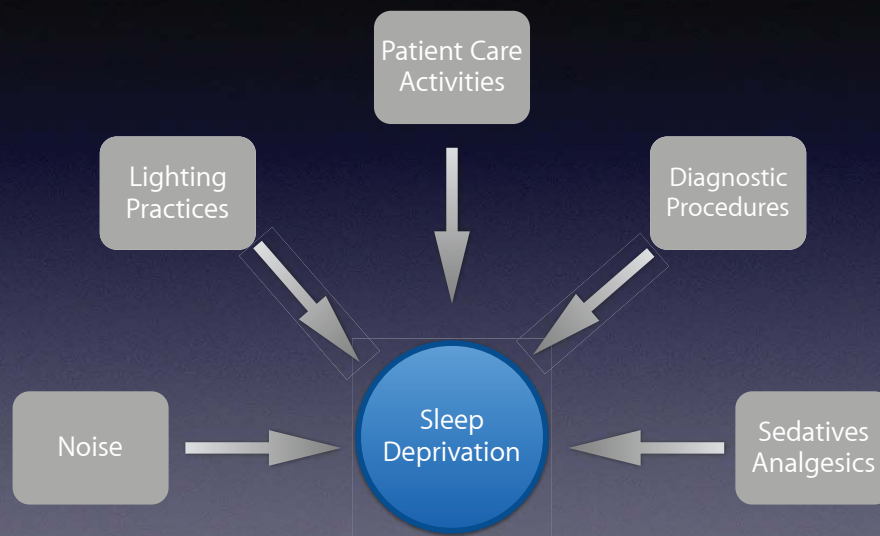


- ▶ 172 patients admitted for > 24 hours to acute medicine, discharged on  $\geq$  1 new medication
- ▶ Tested for medication literacy 4-18 days after discharge (name, dosage schedule, purpose) and whether they could name their medical contact person.
- ▶ 86% aware a new medication had been Rxed, 64% could name the med, 64% purpose, 56% dosage.
- ▶ Age and not education level was the best predictor of poor medication literacy.

Maniaci M, et al. *Mayo Clin Proc* 2008;83:554-558.



# Sleep Deprivation: Hospital Environmental Factors



Filese RS. Crit Care Med 2008;36:697-705.

## Noise



- Objectively measured hospital noise can range as high as 67 dB in ICU to 42 dB on surgical/medical wards.
- World Health Organization (WHO) international recommendations for patient rooms is  $\leq 30$  dB.
- 92 patients studied at Univ of Chicago Med Ctr.: >42% reported noise disruptions during sleep. Most common sources:
  - staff conversations (65%)
  - roommates (54%)
  - alarms (42%)
  - intercoms (39%)
  - pagers (38%)

Total average noise	48.0 dB
Peak noise	80.3 dB*
Nighttime average noise	38.2 dB
Nighttime peak noise	69.7dB

\*equivalent to chain saw

# Reengineering Hospital Care to Improve Patient Outcomes



# Reengineering Hospital Care to Improve Patient Outcomes

Hospital Harm

Circadian Rhythms in Health and Disease

Improving the Environment of Care

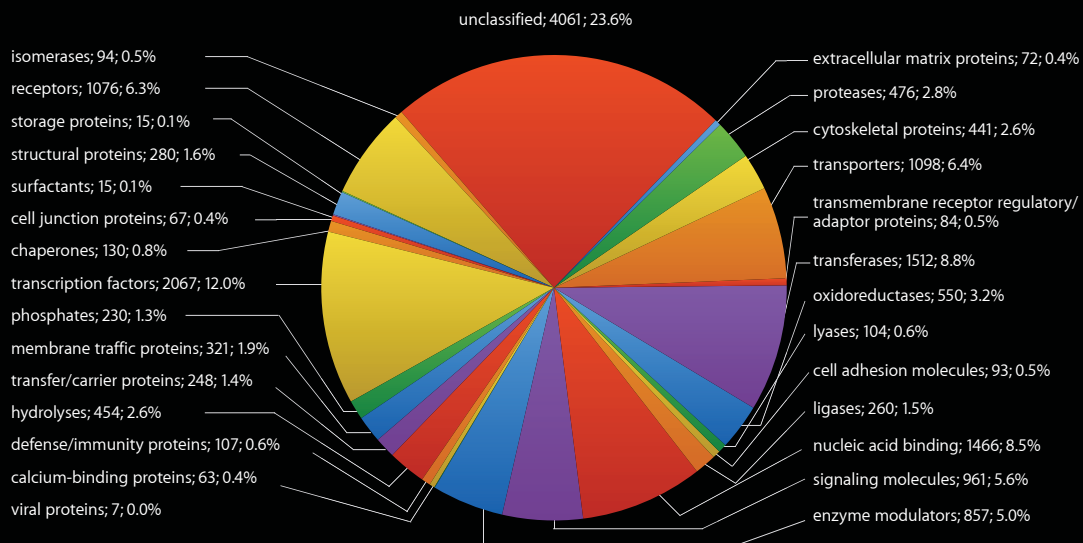
Artificial Intelligence in Hospital Care

# Circadian Rhythm in Human Health

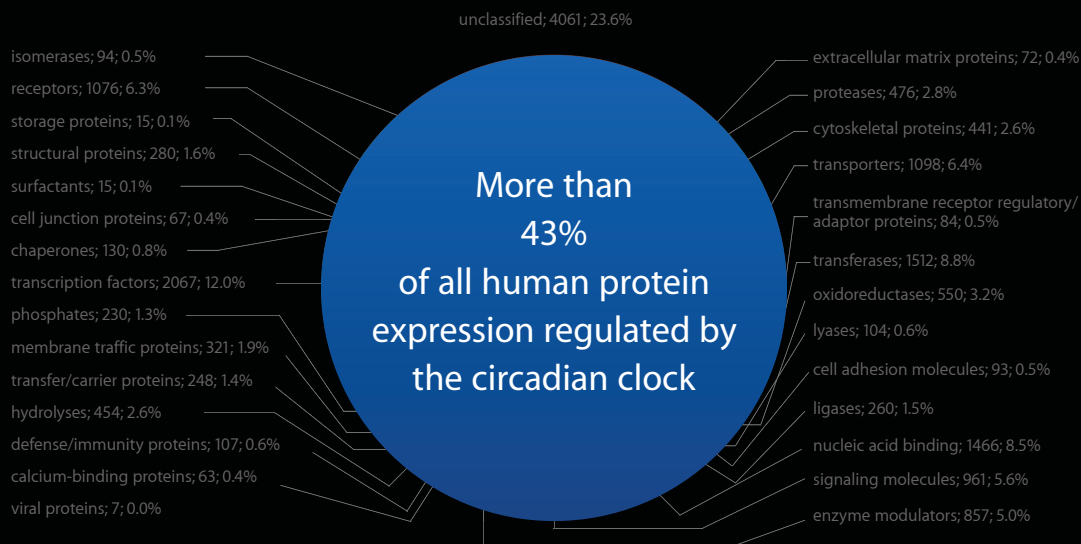


- Endogenous 24-h oscillations in behavior and biologic processes found in all kingdoms of life
- Allows an organism to adapt its physiology in anticipation of transitions between night and day
- The circadian clock drives oscillations in a diverse set of biological processes including sleep, locomotor activity, blood pressure, body temperature, and blood hormone levels.
- Regulates protein expression of the genome on a daily basis

# Protein-Coding Gene Expression

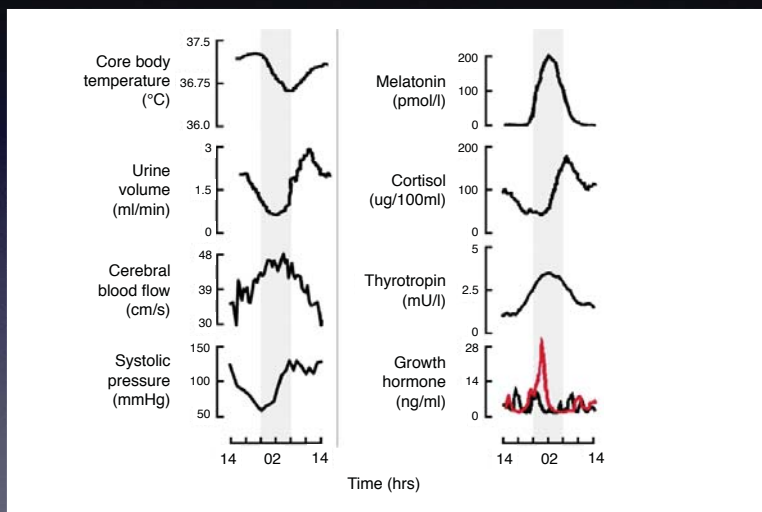


# Protein-Coding Gene Expression



PANTHER Classification System: [http://www.pantherdb.org/chart/summary/pantherChart.jsp?liter\\_level=1&chartType=1&listType=1&type=5&species=Homo%20sapiens](http://www.pantherdb.org/chart/summary/pantherChart.jsp?liter_level=1&chartType=1&listType=1&type=5&species=Homo%20sapiens)

# Physiologic and Circadian Cycles in Humans

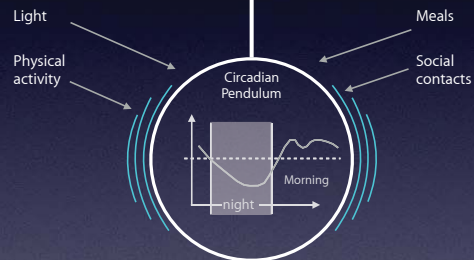


# Zeitgeber

"Time giver" or "Synchronizer"

## Common Examples

- Light
- Temperature
- Social interactions
- Pharmacological manipulation
- Exercise
- Eating / drinking patterns



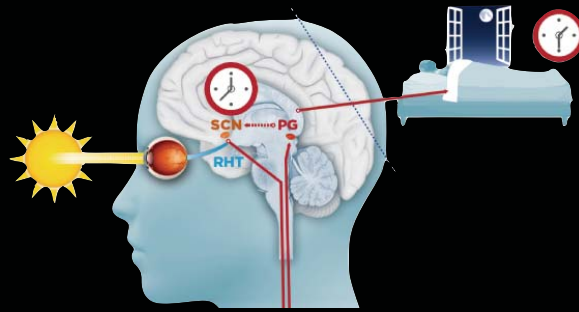
## Intrinsically Photosensitive Retinal Ganglion Cells

(ipRGCs)

### "Sightless visual responses"



- Resets circadian clock
- Artificial light striking the retina between dusk and dawn:
  - ◆ Inhibits sleep-promoting neurons
  - ◆ Suppresses nightly release of melatonin



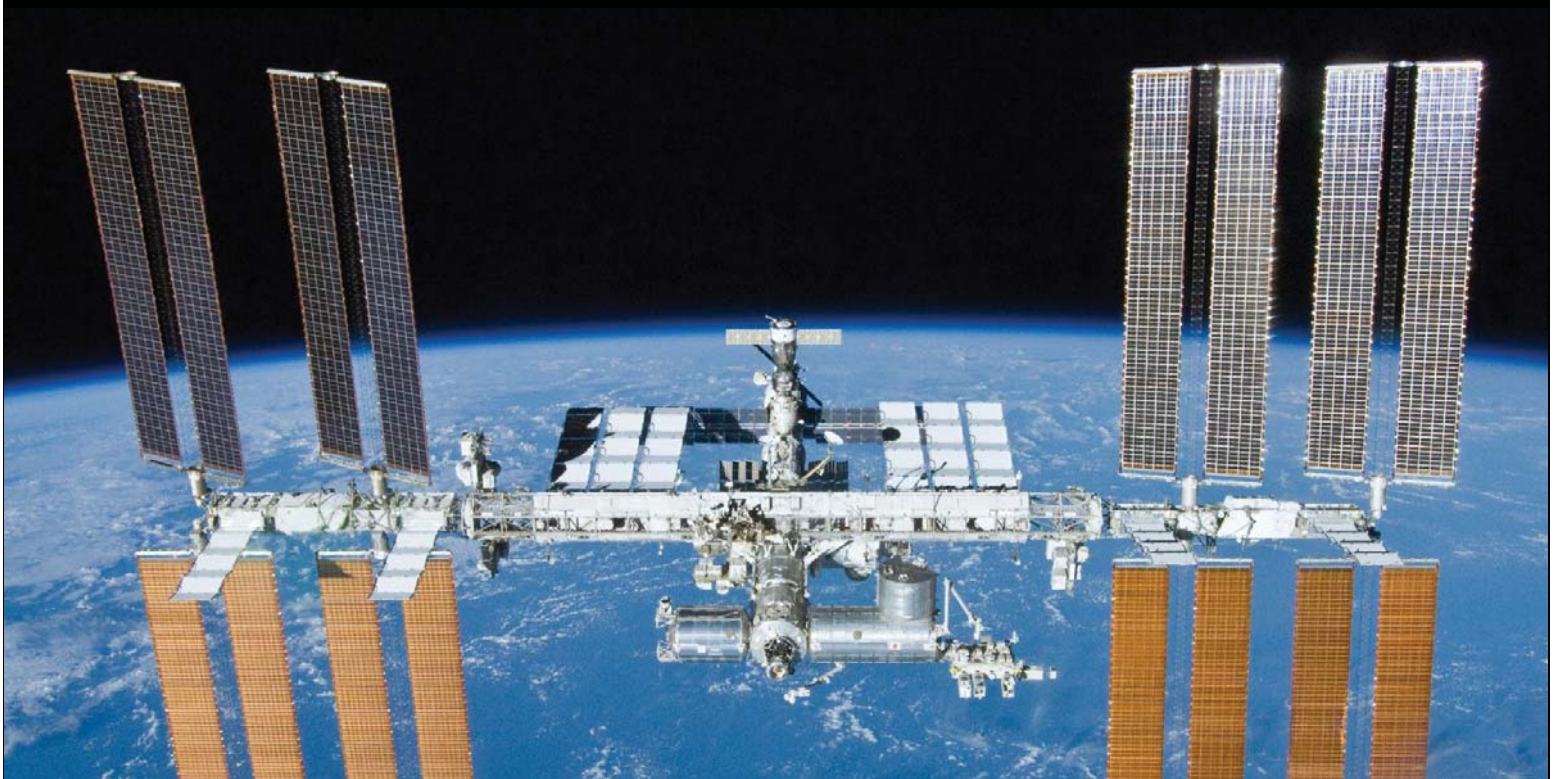
Most sensitive

Least sensitive

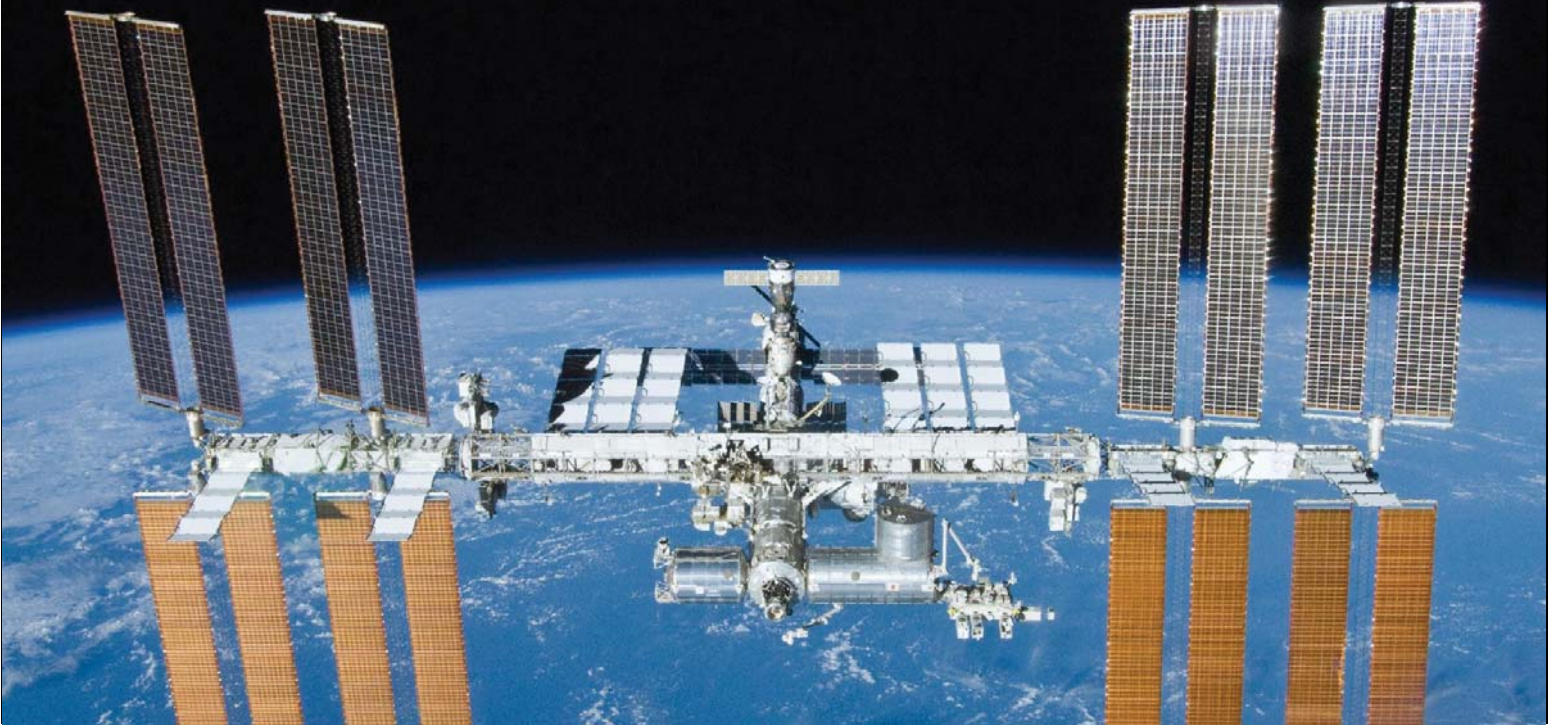


*LEDs more disruptive than incandescent*

How do we control circadian rhythms on the Space Shuttle?



## Programmable LED Systems that shift from blue-enriched to red-enriched white light on a 24-hour cycle



## Impact of Disrupting Circadian Rhythm on Population Health Shift Workers

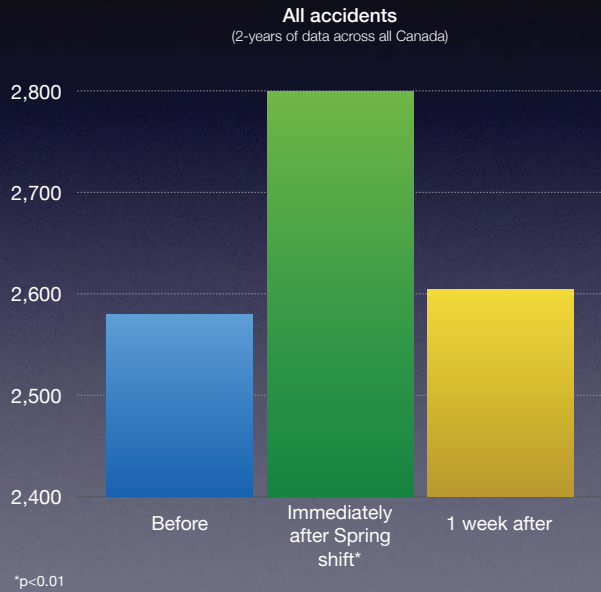


- ▶ Obesity
- ▶ Diabetes
- ▶ Heart disease
- ▶ Stroke
- ▶ Cancer
- ▶ Injuries

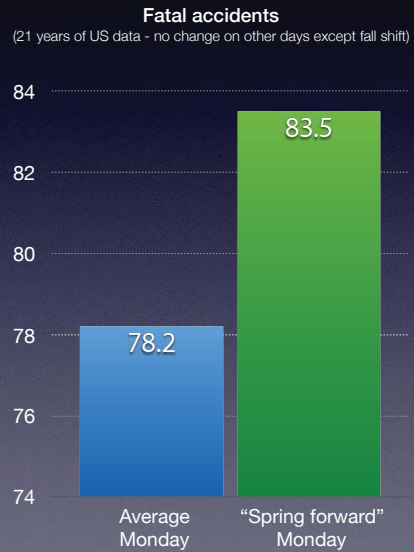


# Circadian Effects of Changing to Daylight Savings Time

Increased risk of traffic accidents



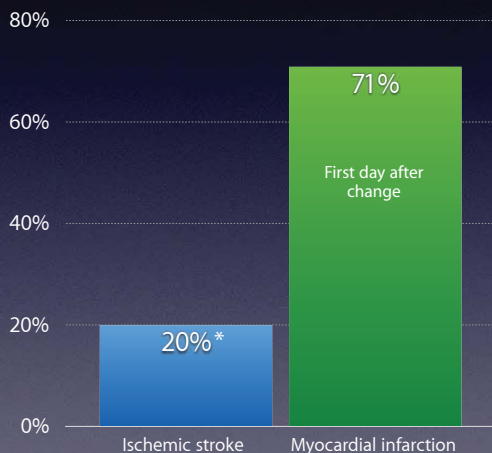
Coren S. *N Engl J Med* 1996; 334:924.



Varughese J. *Sleep Medicine* 2001;2:31-36.

# Circadian Effects of Changing to Daylight Savings Time

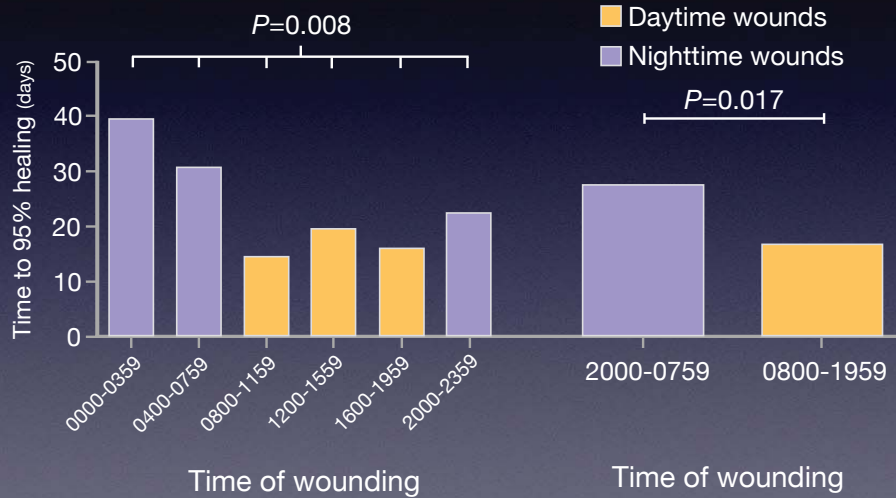
Increased risk of MI and stroke





# Circadian Effects on Wound Healing

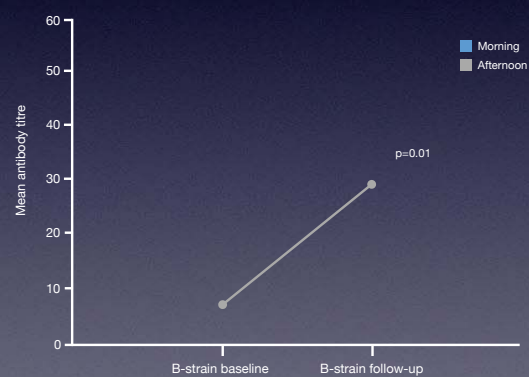
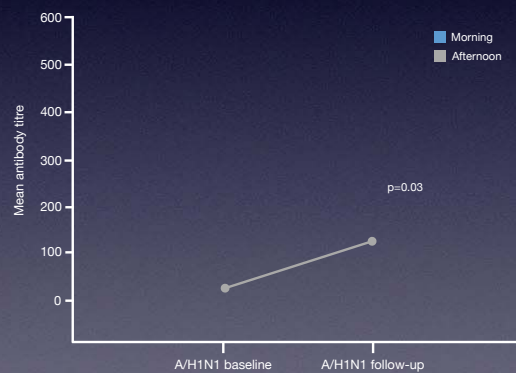
Burn injuries incurred during the daytime heal 60% faster than those incurred at night



Hoyle NP, et al. *Sci. Transl. Med.* 2017;9:1-10.

# Circadian Effects of Vaccine Response

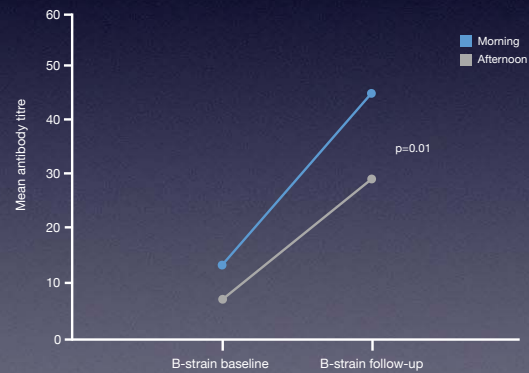
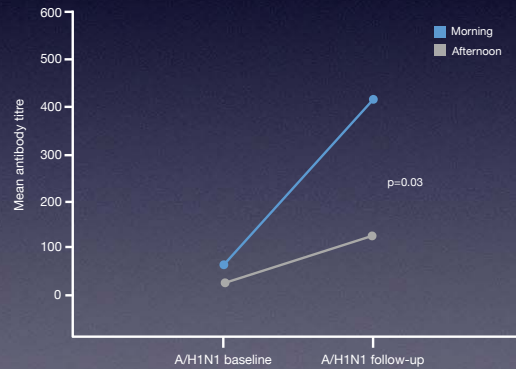
Morning vaccination enhances antibody response over afternoon vaccination



Long JE, et al. *Vaccine* 2016;34:2679-2685.

# Circadian Effects of Vaccine Response

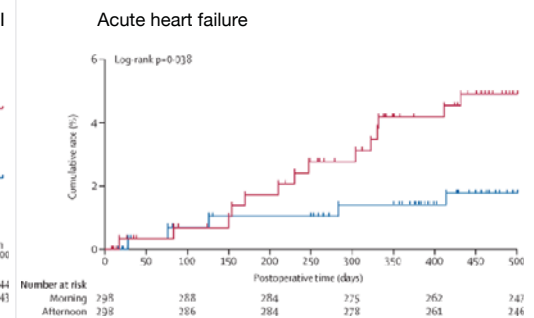
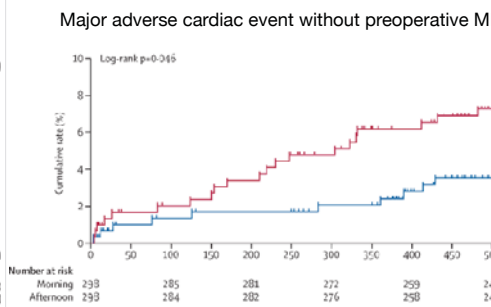
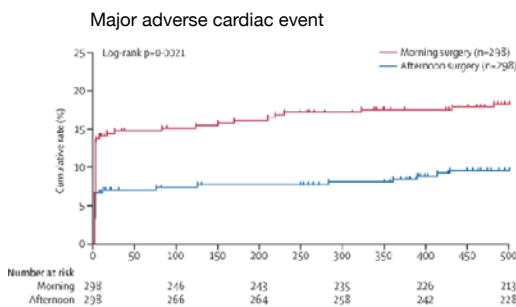
Morning vaccination enhances antibody response over afternoon vaccination



Long, J.E, et al. Vaccine 2016;34:2679-2685.

# Circadian Effects upon Outcomes following Cardiac Surgery

Cardiovascular events after aortic valve replacement surgery according to time of day of surgery in matched cohort population



Montaigne D, et al. Lancet 2018; 391:59-69.

# Reengineering Hospital Care to Improve Patient Outcomes

Hospital Harm

Circadian Rhythms in Health and Disease

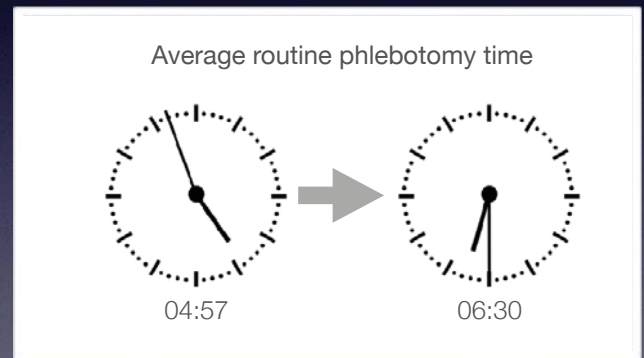
Improving the Environment of Care

Artificial Intelligence in Hospital Care

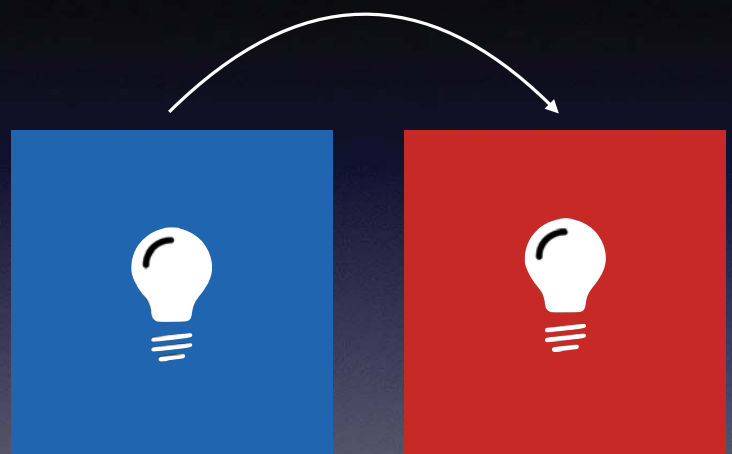
## Improving the Environment of Care

- Vital sign collection
- Patient communication / access to information
- Sleep (lighting, noise, vitals, phlebotomy)
- Risk of infection
- Other technologies

# Phlebotomy



# Lighting at night



# Noise Control



Daily reports of noises exceeding maximum threshold with time stamp of each occurrence

# Routine Vitals



- Non-obtrusive
- Collects BP, pulse, respirations, O<sub>2</sub>sat, temperature, body position every minute
- Sent directly to Epic
- Notifies nurse when out of range (sent to smartphone)

# Improving Hospital Patient Safety

## Sotera ViSi Mobile

Robust data capture—identifies patients at risk earlier

Manages clinical data and reduces “Alarm Fatigue”

Improves patient mobility reducing hospital-induced deconditioning

Provides more time for nurses to perform nursing functions

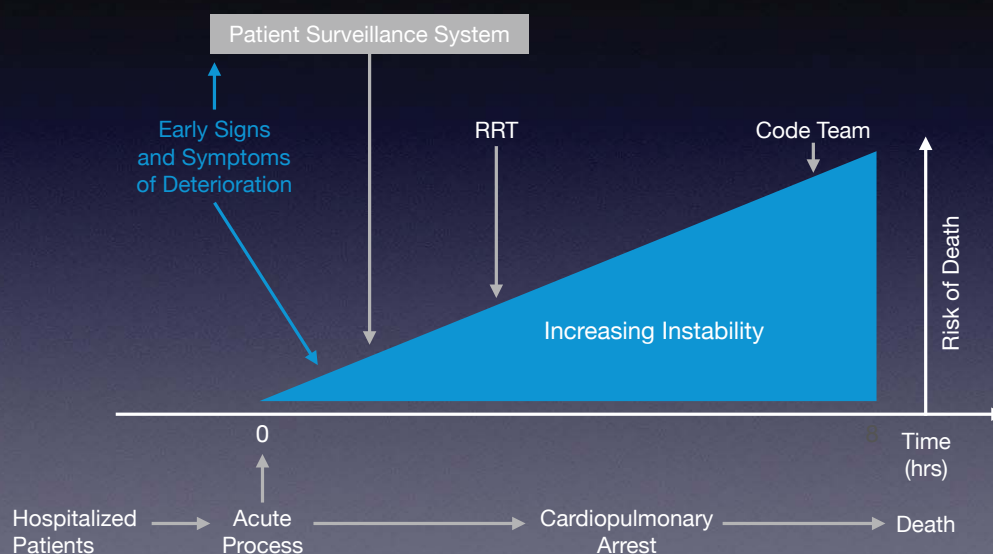


National Patient Safety Goal (NPSG) 6  
Reduce the harm associated with clinical alarm systems.

NPSG.06.01.01  
Improve the safety of clinical alarm systems.

# Physiologic Deterioration

## Opportunities for intervention



# Improving Hospital Patient Safety

Patient surveillance with push alerts



Teenier AH, et al. Anesthesiology 2010;112:282-7.

Rescue events

-65%

ICU transfers

-48%

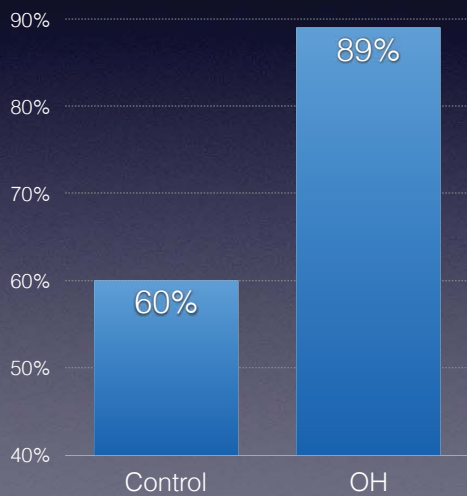
## Hospital Intervention - Summary

- ▶ Improved communication tools for nurses and improved care efficiency (BCMA via Rover)
- ▶ New technologies that capture vitals wirelessly without human assessment - with machine to human notifications - improvement in alarm management
- ▶ Increased patient's personal control - more information (MyChart bedside) when and where patients want it
- ▶ Improved ambulation by reducing tethering to bed
- ▶ Improved sleep quality and quantity - less disruptions of circadian rhythm - via noise control, change in lighting systems, unobtrusive vital sign monitoring, and morning phlebotomy times

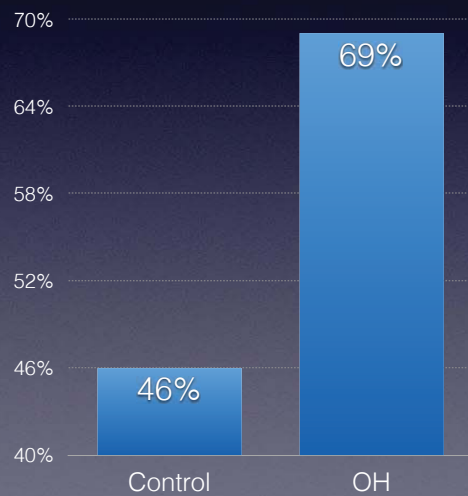
# Outcomes

## HCAHPS Survey

In general, how would you rate your overall mental or emotional health?  
"Very Good" or "Excellent"



Before giving you any new medicine, how often did hospital staff describe possible side effects in a way you could understand?  
"Always"

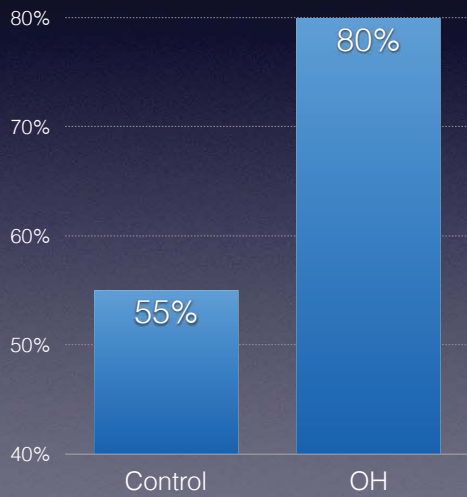




# HCAHPS Survey

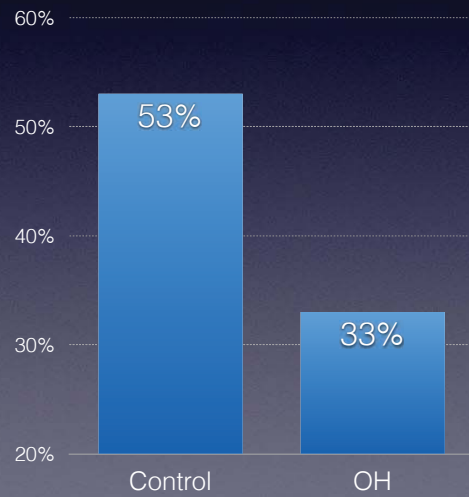
During this hospital stay, how often was the area around your room quiet at night?

“Always”



During this hospital stay, did you need medicine for pain?

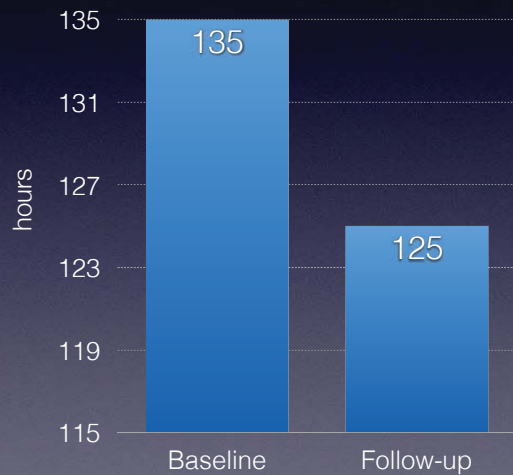
“Yes”



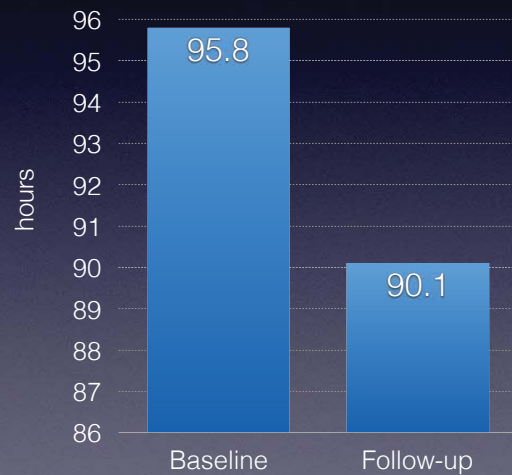
Milani RV, et al. *Am J of Medicine*. 2018; in press

# Length of Stay

Actual mean

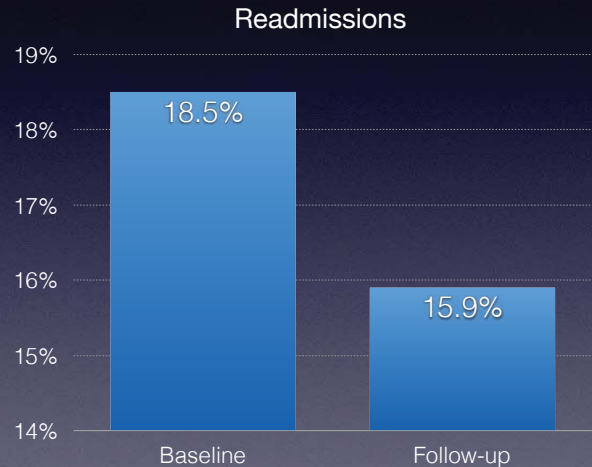
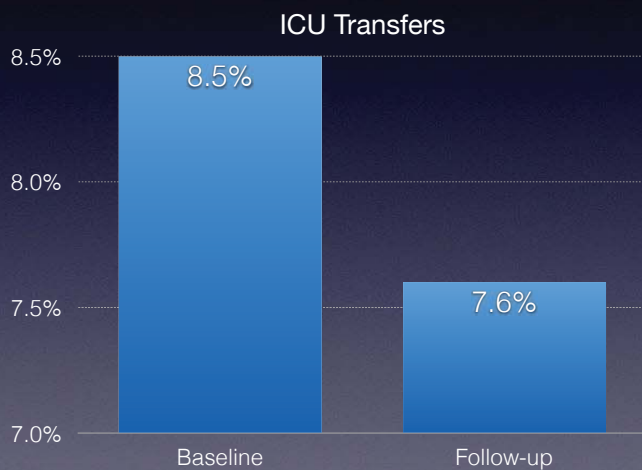


Geometric mean



Milani RV, et al. *Am J of Medicine*. 2018; in press

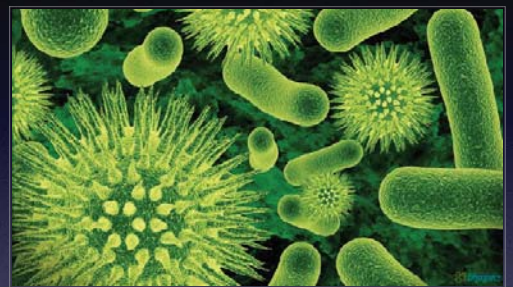
# Clinical Outcomes



Milani RV, et al. *Am J of Medicine*. 2018; in press

# Hospital Acquired Infections (HAI)

- HAI acquisition in 1 out of every 20 patients admitted in U.S.
- ~722,000 people develop an HAI each year in U.S.
- About 75,000 die from an HAI each year
- Bacterial contamination on surfaces including MRSA, vancomycin-resistant *Enterococcus* (VRE), can survive on environmental surfaces for weeks with *Clostridium difficile* (CDI) spores surviving for months.
- More than 50% of HAIs are caused by bacteria resistant to at least one type of antibiotic.
- Regular surfaces made of plastic, stainless steel, coated metal, and wood are quickly re-contaminated after cleaning.



Source: Centers for Disease Control 2017: <https://www.cdc.gov/hai/surveillance/index.html>  
Magill SS, et al *N Engl J Med* 2014;370:1198-208.

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Magill SS, et al *N Engl J Med* 2014;370:1198-208.

Source: Freedberg, DE, et al. *JAMA Intern Med.* 2016;176:1801-1808.  
Neely AN et al. *J of Clin Microbiology.* 2000;38:724-726.

# Hospital Acquired Infections (HAI)

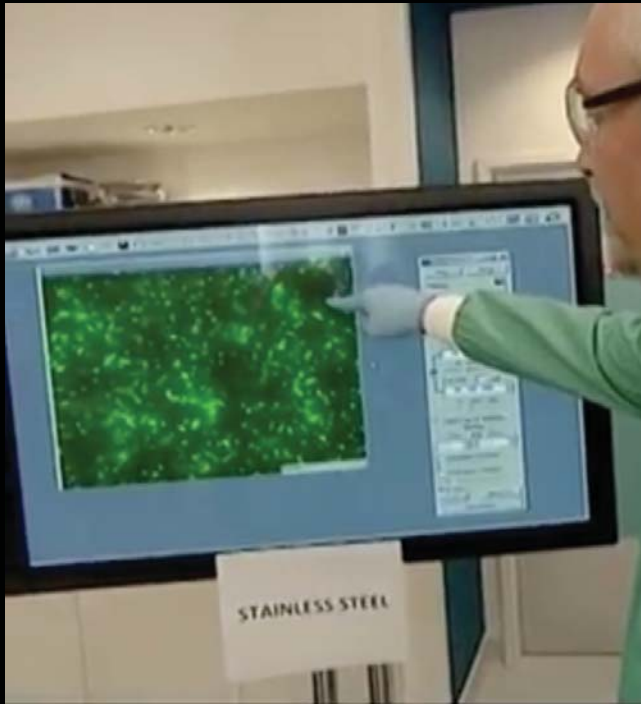


Source: *Issues in Emerging Health Technologies* 2015;133:1-11. <https://www.cadth.ca/antimicrobial-copper-surfaces-reduction-health-care-associated-infections-intensive-care-settings>

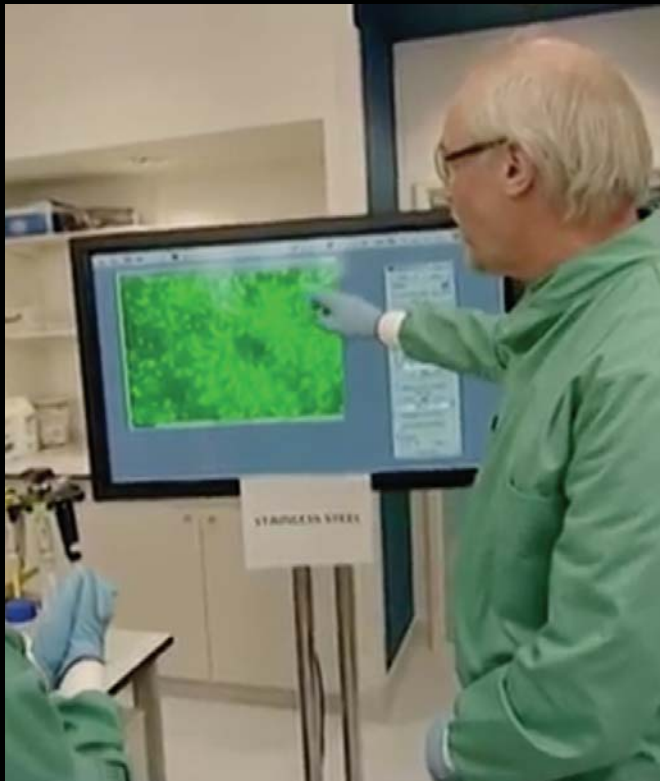
- Copper surfaces have intrinsic and continuous broad-spectrum antimicrobial activity that remains effective for the product's lifetime.
- Copper alloy surfaces kill 99.9% of bacteria in less than 2 hours (including MRSA, VRE, *S. aureus*, *Enterobacter aerogenes*, *Pseudomonas aeruginosa*) and continuously kill after repeated contamination.
- Mechanism of action: involves rupture of cell membrane, generation of reactive O<sub>2</sub> species, and breakdown of bacterial DNA, resulting in cell death - no evidence of bacterial resistant organisms.
- Copper alloys are the 1st class of solid surface materials approved by the EPA as antimicrobial and approved for public health use.

**Baseline**

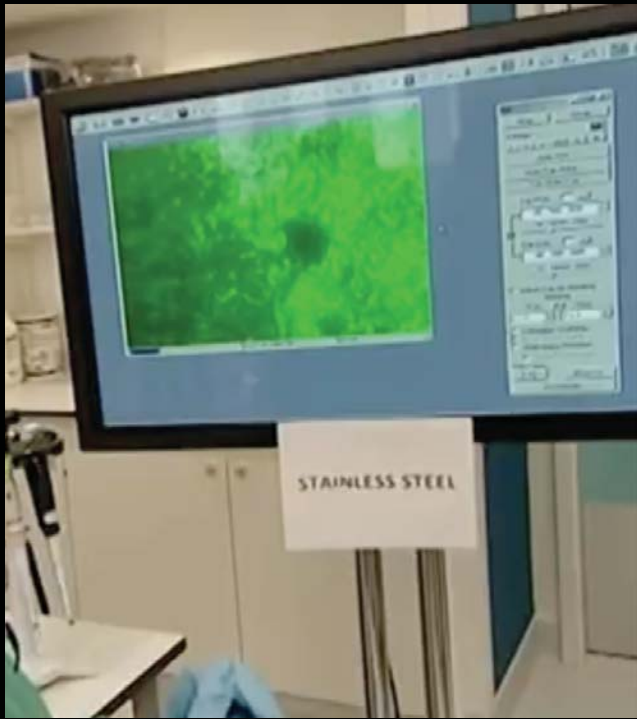
10 million MRSA placed on each of two surfaces



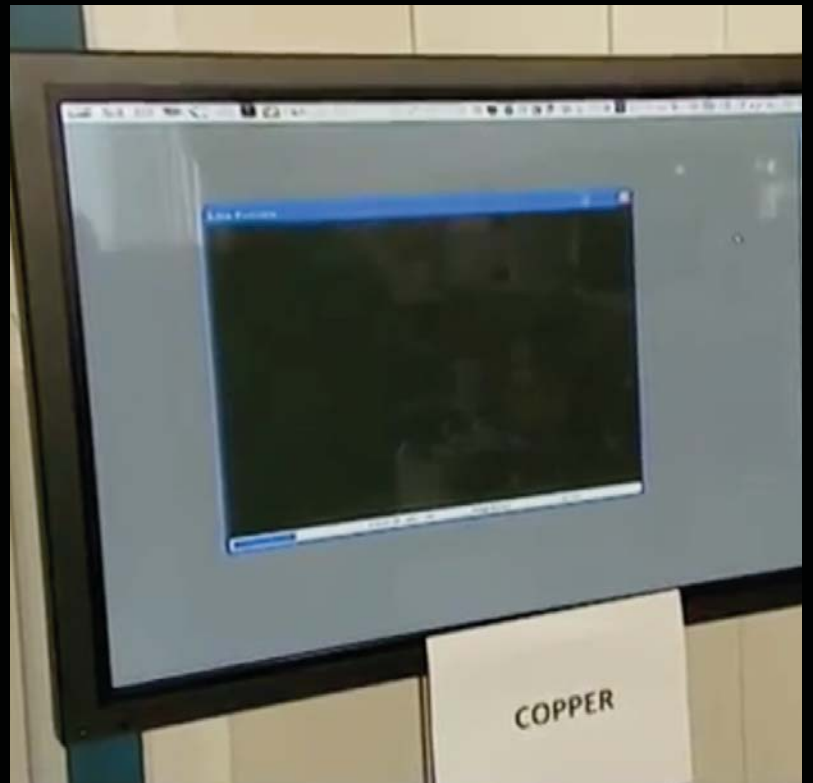
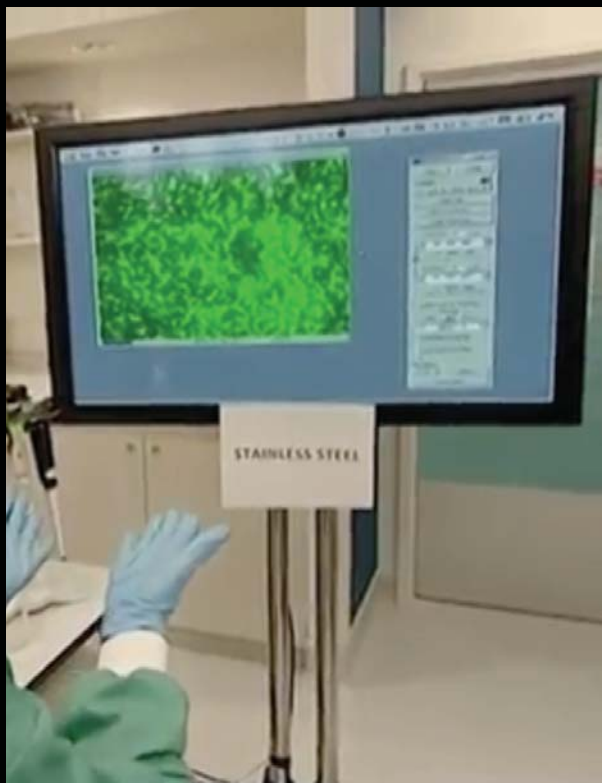
**2 minutes**



6 minutes



9 minutes





# Clinical Studies

## Department of Defense Trial in ICU

- Standard bedrails became re-contaminated after disinfection (at 6.5 hours: 5,198 CFU/100 cm<sup>2</sup> versus 424 CFU/100 cm<sup>2</sup> for Cu surface)
- Cu reduced antimicrobial burden on surfaces (bedrails, overbed tables, etc.) by 83%
- HAI's reduced by 58% in rooms with copper-impregnated surfaces

## University of Virginia / Sentara Healthcare

- Included linens in addition to hard surfaces (overbed tables, bedrails)
- 78% reduction in HAI's due to MDROs or *C. difficile*
- Rolling out in all hospitals across Sentara system

Source: Schmidt MG, et al. *Infect Control Hosp Epidemiol*. 2013;34:530-533.  
Sifri CD, et al. *American J of Infection Control*. 2016;44:1565-71.

# Reengineering Hospital Care to Improve Patient Outcomes

Hospital Harm

Circadian Rhythms in Health and Disease

Improving the Environment of Care

Artificial Intelligence in Hospital Care

# Early Warning Systems for Inpatient Deterioration

## Modified Early Warning System (MEWS)



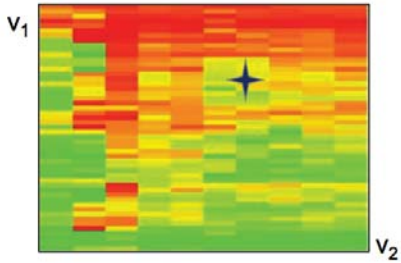
Kruiselsbrink R, et al. PLOS ONE 2016;11:1-13.

# Generalized Linear Modeling



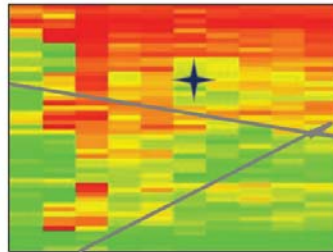
# Machine Learning

The actual phenomenon  
(real historical data)



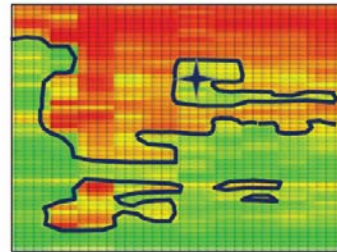
Real life phenomenon come in “all shapes and flavors” – showing patterns that are usually complex, non-linear and apparently disorganized

How Traditional stats sees it



Traditional stats will fit a predetermined “shape” into the phenomenon (ie. linear, quadratic, logarithmic models) – the square peg into the round hole

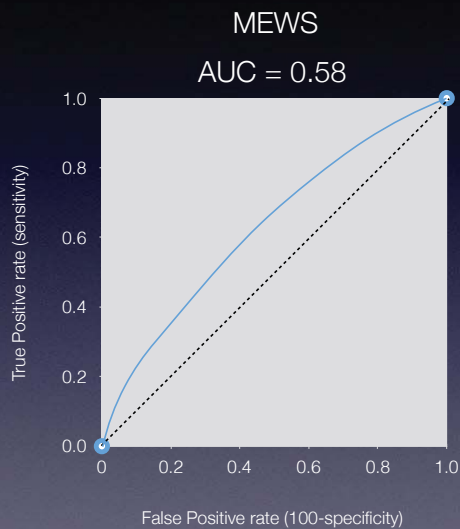
How Machine Learning sees it



While ML algorithms are adapting themselves by spotting & recording patterns without clinging to any predetermined corset

## Early Warning Systems for Patient Deterioration

Area Under the curve of the Receiver Operating Characteristic (AUROC)

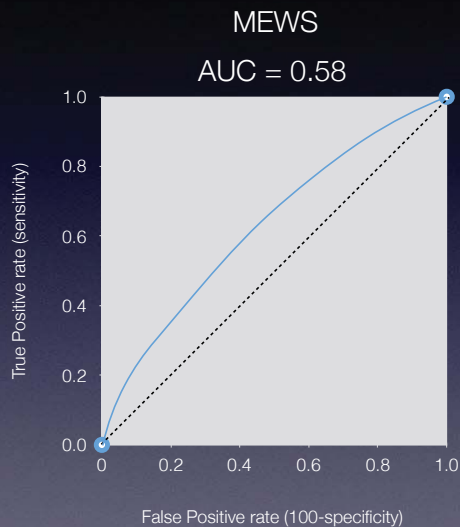


60-day outcome prediction-binary

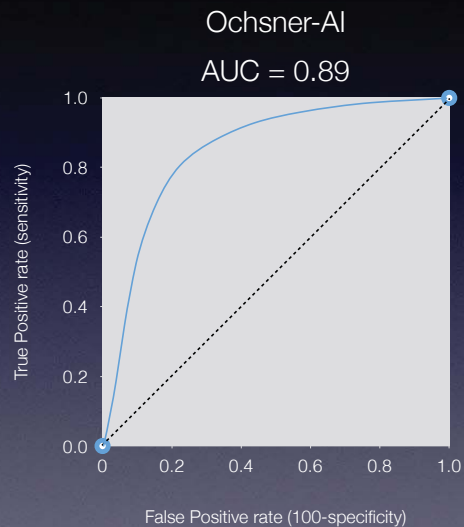


# Early Warning Systems for Patient Deterioration

Area Under the curve of the Receiver Operating Characteristic (AUROC)



60-day outcome prediction-binary



4-hour outcome prediction-realtime  
neural network

## Ochsner Patient Deterioration Model

- We used over 1 billion clinical data points, including vitals, lab result values, nursing assessments, and echocardiograms, to create a deep recurrent neural network
- With the results of this model, a newly created Rapid Response team of providers gets real-time notifications when patients exceed a certain risk threshold
- The team can quickly assess the patient and take immediate action



# Ochsner Patient Deterioration Model

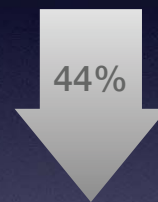
90-Day Pilot Results

- Successfully reduced codes outside of ICU by 44%
- Over 40% of alerts resulted in transfer to the ICU
- Over 25% of alerts resulted in end of life conversations

# Ochsner Patient Deterioration Model

90-Day Pilot Results

- Successfully reduced codes outside of ICU by 44%
- Over 40% of alerts resulted in transfer to the ICU
- Over 25% of alerts resulted in end of life conversations



# Summary

Health systems typically focus on delivery of services and operate in only 10% of the health-determinant pie.

Modest interventions impacting timely communication, social, and behavioral factors, yield impressive benefits in chronic disease outcomes along with high levels of patient satisfaction.

Hospitals function to maximize efficiency of operations, sometimes at the expense of patient safety and quality. Opportunities for improving patient outcomes and satisfaction can be realized through modest changes in the environment of care.

**Thank You!**