

Market Strategies Track: Utilizing Data to Enhance Sales Strategies

- Presenters:
- Jay Kirkpatrick, CEO, MidAmerican Region, Parallon Supply Chain Solutions
- Michael Langlois – VP of Supply Chain, Beaumont Health
- Sandy Wise, RN – Director of Clinical Resources, Texas Purchasing Coalition
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- Moderator: Maria Hames – Partner, Healthcare Links

#1 Complaint From Providers at this meeting

***“The Supplier does not
understand my business”***

Why the need for change?

- Healthcare costs account for 18%+ of GDP approaching 20% by 2015
- Cost is growing at a higher rate than inflation
- 40M US population >65 year olds – in 8 years, that number goes to 65M
- Higher costs are not matched to better outcomes

- Medicare 1970 cost per American = \$300
- Medicare 2010 cost per American = \$9000
- 40% of Medicare lifetime payments are made in the last 30 days of an individuals life
- 70% of all healthcare cost today treat 10% of the population with chronic diseases

Healthcare Reform – More patients, less reimbursement, better outcomes

- On top of aging population, Reform adds additional uninsured/underinsured population
- Value Based Purchasing, Accountable Care Organizations, HCAHPS – all lead to better care along continuum of care

Effective Analytics in the Small/Mid Business Market*

- Challenges associated with growth in data volume and complexity
- Extracting value from data
- Average 43% year over year growth in data volume
- Lack of IT infrastructure and in-house expertise

My Informal Survey

- Top Responses:
 - Internet Search (FierceHealthcare.com, Google, Corporate websites)
 - Modern Healthcare
 - Journal of Healthcare Contracting
 - HPN or HPN Daily
 - Wall Street Journal
 - Repertoire
 - Healthcare Facilities Management
 - Consulting Papers (GPO materials, ECRI, Advisory Board)

What do you read/research?

- Publications – Industry specific, General News
- Internet searches – Hospital/Provider sites
- Purchased Data – MAX by US Lifeline, OSCAR by Stratcenter

How do we apply what we know?

- Aligning Supplier goals with Provider needs.
- Finding Metrics that can be used to:
 - ↑ Quality
 - ↓ Readmissions/Infections
 - ↑ Continuity of Care and Wellness

Supplier/Provider Alignment

- *“Supply Chain follows the Demand Chain”*
 - Tom Lubotsky, VP SCM Advocate Health
- *“Put yourself in the position of the patient and caregiver and align your motives”*
 - Joe Arruda, VP SCM University of Indiana

Dynamics of the New Healthcare Age

- How We Think of Healthcare: Sickness → Wellness
 Ignorance → Awareness
 Supplier Driven → Payer
 (Employer) Driven
- How We Deliver Healthcare: Treatment → Prevention
 Reactive → Proactive
 Episodic → Holistic
- Economies of Healthcare: Procedure → Performance
 Isolation → Integration
 Non-efficient → Efficient

Top 5 reasons a Provider will not return your call

- # Your product/services do not fit their business needs
- # You have not done your homework to convince them that your product/services fit their business needs
- # Suppliers are from Mars and Providers are from Venus
- # They're just not that into you
- # You exceeded your 2 minute time limit when you met at the IDN Summit

Panelists Forum