Pediatric Extensive Care

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The Business of Pediatrics
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Disclosures

- Medical Director, MajestaCare
- Vaccine Advisory Committee, Merck

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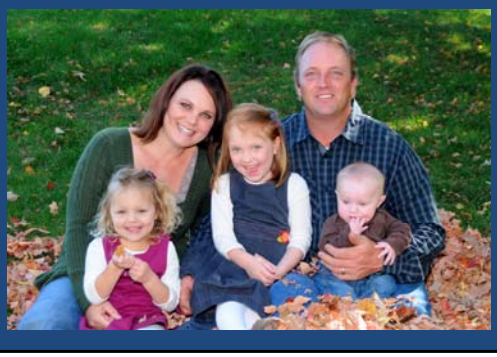
Five years ago…

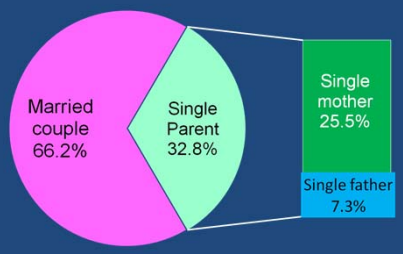


Today's Family

Current Trends and New Family Forms

Families are smaller.	Women are delaying childbirth.
Couples are having no children.	Divorce rates have tripled since the 1950s.
Remarriage results in blended families.	Single parent families are prevalent.
Same sex couples are family units.	America is aging.

Household Types for Children <18



US Census Bureau, 2010 American Community Survey 1-Year Estimates

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PARENTAL PSYCHOPATHOLOGY AFFECTS THE HEALTH OF CHILDREN

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Parental Psychopathology

- Attachment Disorders
- Child abuse and neglect
- Toxic stress
- Substance Abuse
- No structure or routine in the family
- Child behavioral health disorders
- Poverty
- More chronic care needs in kids

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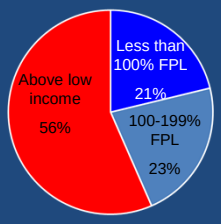
Family Incomes are Declining

Children by Family Income, 2010

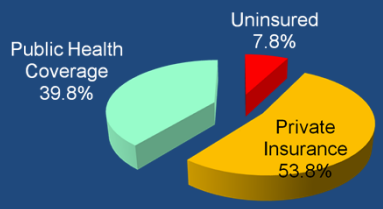


Changes in Child Poverty

	2005	2010	Change
Low Income	28.6M	31.9M	11%
Poor	13.2M	15.5M	17%

National Center for Children in Poverty, 2010

Health Insurance Coverage for Children < Age 18



Source: CDC, Early Release based on 2010 National Health Interview Survey

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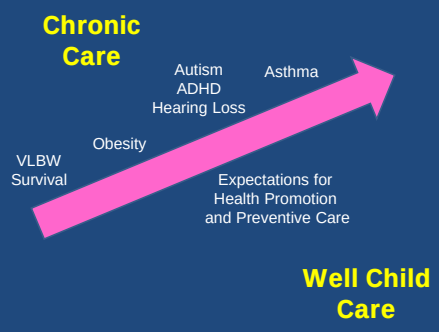

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Sector	Other Factors Reshaping Health Care
Care Systems, Consumers & Insurance	• Cost • Variable quality • Fragmentation • "Fast food" mentality to acute illness • Questionable Information • Communication trumps privacy • Convenience trumps all • Cost shifting to individuals • Crowdsourcing referral

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How are Pediatricians responding?

- Many have the same business model they had in the 1990's
- Many have become (or may be becoming) part of larger health systems
- Most do not have systematic methods to:
  - Easily connect with families
  - Screen for social determinants
  - Direct families to trustworthy information

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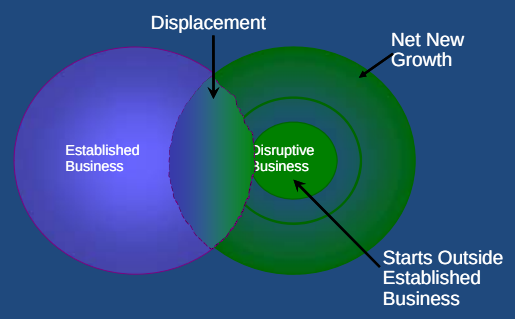
Disruptive Innovation



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Disruptive Innovation

- Amazon
- Tablet computers
- Smartphones
- Retail-based clinics
- Apps to schedule travel

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Different Types of Innovations

	Sustaining Innovation	Low-End Disruption	New Market Disruption
CUSTOMERS	•Most profitable customers in existing markets	•Overserved customers in low-end of existing market	•New customers or new contexts of use
TECHNOLOGY	•Improvements along dimensions valued by current customers	•"Good enough" on traditional metrics but lower prices	•Improved performance on new attributes (e.g., simplicity, convenience)
BUSINESS MODEL	•Similar to existing model, improves or maintains margins	•New financial or operational model that earns attractive returns at low prices	•New business model, often lower price points, new sales model & distribution channels

Carilion Clinic-Aetna Partnership

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Virginia Medicaid Regions

Accountable Care

Reduce Cost of Care

- Develop robust primary care access
- Streamline administrative tasks
- Co-management between primary care and subspecialty to avoid hospitalization
- Greater use of palliative care
- Greater use of home care and home visiting
- Patient/Family portals
- Avoid duplication of care/HIT

Improve Coordination of Care--Investments

- HIT that promotes communication and interaction
- Office Care Coordinators
- Home Visiting/Home Care
- Primary Care-Ancillary Health co-location, including therapists, dieticians, psychology
- Electronic portal for patient communication/collaboration
- Support for advanced primary care and Q/I initiatives
- Data management infrastructure to evaluate processes and outcomes

Improve Quality of Care

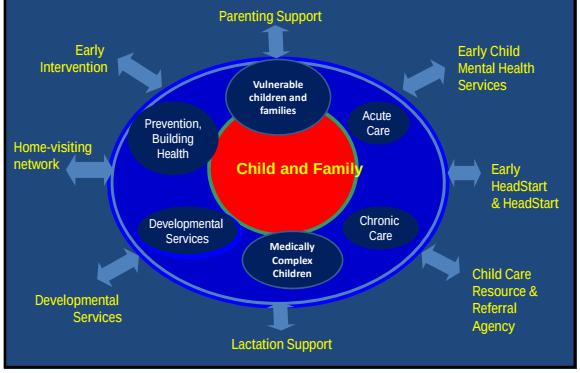
- Improving Scientific Basis of Healthcare Decisions
- Based on Comparative Pediatric Effectiveness Research
- Measurement of Outcomes
- Longitudinal data collection and evaluation
- Payment Tied to Patient Outcomes
- Based on Quality Measures

Fair Payment for Low Cost Care

Transparency of ACO Finances
Patient/Family-Centered
Investment in Infrastructure

Shared System Savings
Aligned Incentives
Improved Outcomes

Family-Centered Medical Home



Medical Home: Pediatric "Extensive" Care

Home Visiting Partners for Higher Risk Families

- Child Health Investment Partnership of the Roanoke Valley
- Home Visiting with a Health Focus
  - Parents As Teachers
  - Oral Health
  - Asthma Management
  - Pregnant Moms
  - Behavioral Health

CHIP of Roanoke Valley

Care Management Design

- Home Visiting Contract
  - Paid per member/per month
- "High Touch", in-person, in-home
- Data Collected in home
  - HEDIS metrics
  - Health Outcomes
  - Reduced costs

Routine Medical/Social Screening

- Screening, Risk Stratification, Communication
  - Personnel dedicated to this position (health concierge)
  - Ability to connect more important than education
  - Could be a family partner
  - Becomes a "point of contact" for the practice
  - Can sign up families for text4baby and healthychild.org "push" notifications, select blogs, Facebook groups
  - Can facilitate appointments or point-of-care referral

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Oral Health and Fluoride Varnish

- Begin with a Grin!

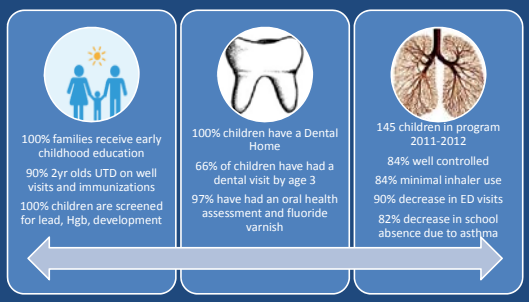
Asthma Case Management

- Assess environment, modifications
- Smoking cessation
- Observe inhaler use
- Asthma control assessment
- Asthma action plan and education
- Transportation to visit

Behavioral Health

- Prenatal to age 7
- Perinatal/postpartum depression screening
- Connection to services for parents and children at-risk and diagnosed
- Transportation to visits

Results



Care Connection for Children

Care Connection for Children™

A partner in the Virginia children's special health needs network

Special Families

Special Families

- 42 families with successful IEP meetings
- 10 families connected with waiver services
- 10 hospitalizations avoided due to connection to home health services
- 8 support group meetings
- Special Families facebook page
- Respite program

Next Steps

- Expansion to a private practice
- Social-emotional and school outcomes
- Expanded Behavioral Health through MIECHV
- Assess
  - HEDIS measures
  - Compliance with Asthma guidelines, ER and hospital admissions, missed school and work days
  - Co-locate HV teams in OB and Pediatric practices
  - Development and school readiness of birth cohort

ACO System Savings

- Co-management between primary care and specialty
- Less duplication of services
- Tracking of "high utilizers" with care coordination to provide proactive care
- Access to primary care, less use of ED and hospitalization

Accountable Care

- Health of a population
  - Pregnancy outcomes?
  - Decrease in hospitalizations and ED visits?
  - School attendance, grades?
  - Parental education and employment
  - Function and performance of the Medical Home

Why should a practice join an IPA, ACO, XYZ?

Shared Resources

- Care coordination
- Health education
- Immunization clinics
- Night/weekend care centers
- Quality improvement technical assistance
- Quality measurement
- Mental health consultation

Mechanisms

- Embedded staff support
- Technical support
- Turn key services
- Cooperative endeavor

Taking Control

1. Redesign practice to increase efficiency
   - Medical home + Pediatric Extensive Care
   - Care coordination + Health Concierge + Technology
   - Electronic capability for communication
2. Plan care for individuals and groups
3. Engage with families to foster self-management
4. Partner, network and share resources

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