Value-Based Health Care Delivery

Professor Michael E. Porter
Harvard Business School

Cleveland Clinic, Ideas for Tomorrow
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This presentation draws on Michael E. Porter and Elizabeth Olmsted Teisberg: Redefining Health Care: Creating Value-Based Competition on Results, Harvard Business School Press, May 2006, and “How Physicians Can Change the Future of Health Care,” Journal of the American Medical Association, 2007; 297:1103:1111. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means — electronic, mechanical, photocopying, recording, or otherwise — without the permission of Michael E. Porter and Elizabeth Olmsted Teisberg. Further information about these ideas, as well as case studies, can be found on the website of the Institute for Strategy & Competitiveness at http://www.isc.hbs.edu. Version 12142009 4:00pm (EST)
Redefining Health Care Delivery

• Universal coverage and access to care are essential, but not enough
• The core issue in health care is the value of health care delivered

Value: Patient health outcomes per dollar spent

• How to design a health care system that dramatically improves patient value
  – Ownership of entities is secondary (e.g. non-profit vs. for profit vs. government)
• How to construct a dynamic system that keeps rapidly improving
Creating a Value-Based Health Care System

- Significant improvement in value will require **fundamental restructuring of health care delivery**, not incremental improvements

  Today, 21st century medical technology is often delivered with 19th century organization structures, management practices, and pricing models

  - Process improvements, lean production concepts, safety initiatives, care pathways, disease management and other **overlays** to the current structure are beneficial but not sufficient
  - Consumers **cannot fix the dysfunctional structure** of the current system
Harnessing Competition on Value

- **Competition for patients/subscribers** is a powerful force to encourage restructuring of care and continuous improvement in value.

- Today’s competition in health care is **not aligned with value**

<table>
<thead>
<tr>
<th>Financial success of system participants</th>
<th>Patient success</th>
</tr>
</thead>
</table>

- Creating positive-sum **competition on value** is a central challenge in health care reform in every country.
Principles of Value-Based Health Care Delivery

1. Set the goal as value for patients, not access, equity, volume, convenience, or cost containment

\[
\text{Value} = \frac{\text{Health outcomes}}{\text{Costs of delivering the outcomes}}
\]

- Outcomes are the full set of patient health outcomes over the care cycle
- Costs are the total costs of the care for the patient’s condition, not just the cost of a single provider or a single service
Principles of Value-Based Health Care Delivery

1. Set the goal as **value for patients**, not containing costs

2. **Quality improvement** is the key driver of cost containment and value improvement, where quality is **health outcomes**

   - Prevention
   - Early detection
   - Right diagnosis
   - Early and timely treatment
   - Treatment earlier in the causal chain of disease
   - Right treatment to the right patient
   - Rapid cycle time of diagnosis and care
   - Less invasive treatment methods
   - Fewer complications
   - Fewer mistakes and repeats in treatment
   - Faster recovery
   - More complete recovery
   - Less disability
   - Fewer relapses or acute episodes
   - Slower disease progression
   - Less need for long term care
   - Less care induced illness

**Better health** is the goal, not more treatment

**Better health** is inherently less expensive than poor health
Cost versus Quality Sweden
Health Care Spending by County, 2008

Health care cost/capita (SEK)

County council health care index

Note: Cost including: primary care, specialized somatic care, specialized psychiatry care, other medical care, political health- and medical care activities, other subsidies (e.g. drugs)
Source: Öpnna jämförelser, Socialstyrelsen 2008; Sjukvårdsdata i fokus 2008; BCG analysis
Principles of Value-Based Health Care Delivery

1. Set the goal as **value for patients**, not containing costs

2. **Quality improvement** is the key driver of cost containment and value improvement, where quality is **health outcomes**

3. Care delivery should be organized around the patient’s **medical condition** over the **full cycle of care**

- A medical condition is an **interrelated set of patient medical circumstances** best addressed in an integrated way
  - Defined from the **patient’s** perspective
  - Including the most common co-occurring conditions and complications
  - Involving **multiple** specialties and services

- The patient’s medical condition is the **unit of value creation** in health care delivery
Restructuring Care Delivery
Migraine Care in Germany

Existing Model:
Organize by Specialty and Discrete Services

New Model:
Organize into Integrated Practice Units (IPUs)

## Integrating Across the Cycle of Care
### Breast Cancer

### Informing and Engaging
- **Advice on self screening**
  - Consultations on risk factors
- **Counseling patient and family on the diagnostic process and the diagnosis**
- **Explaining patient treatment options/shared decision making**
- **Patient and family psychological counseling**
- **Counseling on the treatment process**
- **Education on managing side effects and avoiding complications of treatment**
- **Achieving compliance**
- **Psychological counseling**
- **Counseling on long term risk management**
- **Achieving Compliance**

### Measuring
- **Self exams**
  - Mammograms
  - Ultrasound
  - MRI
  - Labs (CBC, Blood chems, etc.)
  - Biopsy
  - BRACA 1, 2...
  - CT
  - Bone Scans
- **Labs**
- **Procedure-specific measurements**
- **Range of movement**
- **Side effects measurement**
- **MRI, CT**
- **Recurring mammograms (every six months for the first 3 years)**

### Accessing
- **Office visits**
- **Mammography lab visits**
- **Office visits**
- **Hospital stays**
- **Office visits**
- **Office visits**
- **Visits to outpatient radiation or chemotherapy units**
- **Pharmacy**
- **Rehabilitation facility visits**
- **Pharmacy**
- **Lab visits**
- **Mammographic labs and imaging center visits**

### Monitoring/Preventing
- **Medical history**
  - Control of risk factors (obesity, high fat diet)
  - Genetic screening
  - Clinical exams
  - Monitoring for lumps
- **Medical history**
  - Determining the specific nature of the disease (mammograms, pathology, biopsy results)
  - Genetic evaluation
  - Labs
- **Choosing a treatment plan**
- **Surgery prep (anesthetic risk assessment, EKG)**
- **Plastic or onco-plastic surgery evaluation**
- **Neo-adjuvant chemotherapy**
- **Surgery (breast preservation or mastectomy, oncoplastic alternative)**
- **In-hospital and outpatient wound healing**
  - Treatment of side effects (e.g. skin damage, cardiac complications, nausea, lymphedema and chronic fatigue)
- **Periodic mammography**
- **Other imaging**

### Diagnosing
- **Diagnosing**
- **Preparing**
- **Intervening**
- **Recovering/Rehabing**
- **Monitoring/Managing**

### Preparing
- **Preparation**

### Intervening
- **Intervening**
  - **Surgery**
  - **Chemotherapy**
  - **Radiation**

### Monitoring/Managing
- **Physical therapy**

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[Diagram and table content regarding breast cancer care processes and interventions.]

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*Breast Cancer Specialist*  
*Other Provider Entities*
Integrated Care Delivery Includes the Patient

• Value in health care is co-produced by clinicians and the patient

• Unless patients comply with care and take steps to improve their health, even the best delivery team will fail

• For chronic care, patients are often the best experts on their own health and personal barriers to compliance

• Today’s fragmented system creates obstacles to patient education, involvement, and adherence to care

• IPUs dramatically improve patient engagement
  – Focus, resources, sustained patient contact and accountability
  – Education and support services

• Simply forcing consumers to pay more is a false solution
Integrated Models of Primary Care

- Today’s primary care is **fragmented** and attempts to address **overly broad** needs with limited resources

- Redefine primary care as prevention, screening, diagnosis, wellness and health maintenance **service bundles**

- Design primary care services around **specific patient populations** (e.g. healthy adults, frail elderly, type II diabetics) rather than attempt to be all things to all patients

- Provide primary care service bundles using **multidisciplinary teams, support staff, and dedicated facilities**

- Deliver primary care at the **workplace, community organizations, and other settings** that offer regular patient contact and the ability to develop a group culture of wellness

- Create **formal partnerships** between primary care organizations and specialty IPUs
Principles of Value-Based Health Care Delivery

4. Provider **experience, scale, and learning** at the medical condition level drive value improvement

- Volume and experience will have an **even greater impact** on value in an IPU structure
- The virtuous circle **extends across geography in integrated care organizations**
## Fragmentation of Hospital Services
### Sweden

<table>
<thead>
<tr>
<th>DRG</th>
<th>Number of admitting providers</th>
<th>Average percent of total national admissions</th>
<th>Average admissions/provider/year</th>
<th>Average admissions/provider/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knee Procedure</td>
<td>68</td>
<td>1.5%</td>
<td>55</td>
<td>1</td>
</tr>
<tr>
<td>Diabetes age &gt; 35</td>
<td>80</td>
<td>1.3%</td>
<td>96</td>
<td>2</td>
</tr>
<tr>
<td>Kidney failure</td>
<td>80</td>
<td>1.3%</td>
<td>97</td>
<td>1</td>
</tr>
<tr>
<td>Multiple sclerosis and cerebellar ataxia</td>
<td>78</td>
<td>1.3%</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>Inflammatory bowel disease</td>
<td>73</td>
<td>1.4%</td>
<td>66</td>
<td>1</td>
</tr>
<tr>
<td>Implantation of cardiac pacemaker</td>
<td>51</td>
<td>2.0%</td>
<td>124</td>
<td>2</td>
</tr>
<tr>
<td>Splenectomy age &gt; 17</td>
<td>37</td>
<td>2.6%</td>
<td>3</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Cleft lip &amp; palate repair</td>
<td>7</td>
<td>14.2%</td>
<td>83</td>
<td>2</td>
</tr>
<tr>
<td>Heart transplant</td>
<td>6</td>
<td>16.6%</td>
<td>12</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

Principles of Value-Based Health Care Delivery

5. **Integrate care across facilities and geography**, rather than duplicating services in stand-alone units.

**Children’s Hospital of Philadelphia (CHOP) Affiliations**

- Deliver services in the **appropriate** facility, not every facility.
- Excellent providers can manage care delivery across **multiple geographic areas**.

- Grand View Hospital, PA
  - Pediatric Inpatient Care

- Abington Memorial Hospital, PA
  - Pediatric Inpatient Care

- Chester County Hospital, PA
  - Pediatric Inpatient Care

- CHILDREN’S HOSPITAL OF PHILADELPHIA

- Shore Memorial Hospital, NJ
  - Pediatric Inpatient Care
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3. Care delivery should be organized around the patient’s **medical condition** over the **full cycle of care**
4. Provider **experience, scale**, and **learning** at the medical condition level drive value improvement
5. **Integrate care across facilities** and **geography**, rather than duplicating services in stand-alone units

6. Measure and report **outcomes** and **costs**, by medical condition, for every provider and every patient
   - **Not** for interventions or short episodes
   - **Not** separately for types of service (e.g. inpatient, outpatient, tests, rehabilitation)
   - **Not** for practices, departments, clinics, or entire hospitals
Measuring Value in Health Care

Patient Initial Conditions → Processes → Indicators → (Health) Outcomes

Patient Compliance

Protocols/Guidelines

E.g., Hemoglobin A1c levels for diabetics
The Outcome Measures Hierarchy

**Tier 1**
- Health Status Achieved
  - Degree of health/recovery

**Tier 2**
- Process of Recovery
  - Time to recovery or return to normal activities
  - Disutility of care or treatment process (e.g., discomfort, complications, adverse effects, errors, and their consequences)

**Tier 3**
- Sustainability of Health
  - Sustainability of health or recovery and nature of recurrences
  - Long-term consequences of therapy (e.g., care-induced illnesses)
The Outcome Measures Hierarchy

Breast Cancer

Survival
- Survival rate (One year, three year, five year, longer)

Degree of recovery / health
- Degree of remission
- Functional status
- Depression
- Breast conservation

Time to recovery or return to normal activities
- Time to remission
- Time to achieve functional status

Disutility of care or treatment process (e.g., treatment-related discomfort, complications, adverse effects, diagnostic errors, treatment errors)
- Nosocomial infection
- Nausea/Vomiting
- Febrile neutropenia
- Limitation of motion
- Suspension of therapy
- Failed therapies
- Depression

Sustainability of recovery or health over time
- Cancer recurrence
- Sustainability of functional status

Long-term consequences of therapy (e.g., care-induced illnesses)
- Incidence of secondary cancers
- Brachial plexopathy
- Fertility/pregnancy complications
- Premature osteoporosis

Initial Conditions/Risk Factors
- Stage of disease
- Type of cancer (infiltrating ductal carcinoma, tubular, medullary, lobular, etc.)
- Estrogen and progesterone receptor status (positive or negative)
- Sites of metastases
- Previous treatments
- Age
- Menopausal status
- General health, including co-morbidities
- Psychological and social factors
MD Anderson Oral Cavity Cancer Survival by Registration Year

Stage: Local

Survival Rate

2000-2006
1990-1999
1980-1989
1970-1979
1960-1969
1944-1959

Months after Diagnosis

Source: MD Anderson Cancer Center

Stage: Regional

Survival Rate

2000-2006
1990-1999
1980-1989
1970-1979
1960-1969
1944-1959

Months after Diagnosis

stager = REGIONAL
Swedish National Quality Registers, 2007*

Respiratory Diseases
- Respiratory Failure Register (Swedevox)
- Swedish Quality Register of Otorhinolaryngology

Childhood and Adolescence
- The Swedish Childhood Diabetes Registry (SWEDIABKIDS)
- Childhood Obesity Registry in Sweden (BORIS)
- Perinatal Quality Registry/Neonatology (PNQn)
- National Registry of Suspected/Confirmed Sexual Abuse in Children and Adolescents (SÖK)

Circulatory Diseases
- Swedish Coronary Angiography and Angioplasty Registry (SCAAR)
- Registry on Cardiac Intensive Care (RIKS-HIA)
- Registry on Secondary Prevention in Cardiac Intensive Care (SEPHIA)
- Swedish Heart Surgery Registry
- Grown-Up Congenital Heart Disease Registry (GUCH)
- National Registry on Out-of-Hospital Cardiac Arrest
- Heart Failure Registry (RiksSvikt)
- National Catheter Ablation Registry
- Vascular Registry in Sweden (Swedvasc)

Endocrine Diseases
- National Quality Registry for Stroke (Riks-Stroke)
- National Registry of Atrial Fibrillation and Anticoagulation (AuriculA)
- National Diabetes Registry (NDR)
- Swedish Obesity Surgery Registry (SOReg)
- Scandinavian Quality Register for Thyroid and Parathyroid Surgery

Gastrointestinal Disorders
- Swedish Hernia Registry
- Swedish Quality Registry on Gallstone Surgery (GallRiks)
- Swedish Quality Registry for Vertical Hernia

Musculoskeletal Diseases
- Swedish Shoulder Arthroplasty Registry
- National Hip Fracture Registry (RIKSHÖFT)
- Scandinavian Quality Register for Shoulder Arthroplasty (SAAR)
- Swedish Knee Arthroplasty Register
- Swedish Rheumatoid Arthritis Registry
- National Pain Rehabilitation Registry
- Follow-Up in Back Surgery
- Swedish Cruciate Ligament Registry – X-Base
- Swedish National Elbow Arthroplasty Register (SAAR)

* Registers Receiving Funding from the Executive Committee for National Quality Registries in 2007
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5. **Integrate care across facilities** and **geography**, rather than duplicating services in stand-alone units
6. Measure and report **outcomes** and **costs**, by medical condition, for every provider and every patient
7. **Align reimbursement** with value and reward innovation
   - **Bundled reimbursement** for **cycles of care** for medical conditions
     - Not payment for discrete services or short episodes
   - Time-base bundled reimbursement for **managing chronic conditions**
   - Reimbursement for defined **prevention, screening, wellness/health maintenance** service bundles

   - **Providers** and **health plans** should be proactive in driving new reimbursement models, not wait for government
Value-Based Reimbursement

- Bundled reimbursement for care cycles motivates value improvement, care cycle optimization, and spending to save
- Outcome measurement and reporting at the medical condition level is needed for any reimbursement system to ultimately succeed
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6. Measure and report **outcomes** and **costs**, by medical condition, for every provider and every patient
7. **Align reimbursement** with value and reward innovation
8. Utilize information technology to enable **restructuring of care delivery** and **measuring results**, rather than treating it as a solution itself

- Common data definitions
- “Structured” data vs. free text
- Data encompasses the full care cycle, including referring entities
- Structure for combining all types of data (e.g. notes, images) for each patient over time
- Templates for medical conditions to enhance the user interface
- Accessible by, and allowing communication among, all involved parties, including patients
- Architecture that allows easy extraction of outcome measures
- Interoperability standards enabling communication among different provider systems
Value-Based Health Care Delivery
The Strategic Agenda for Providers

1. Organize into Integrated Practice Units (IPUs)
   • Including primary care

2. Measure Outcomes and Cost for Every Patient

3. Lead the Development of New Reimbursement Models
   • Engage health plans but also seek direct relationships with employers/employer groups

4. Provider System Integration
   • **Rationalize service lines/IPUs** across facilities to improve volume, avoid duplication, and enable excellence
   • Offer specific services at the **appropriate facility**
     - e.g. acuity level, cost level, benefits of convenience
   • Clinically integrate care across facilities within an IPU structure
     - The care delivery organization should span facilities
   • Formally link **primary care** units to specialty IPUs

5. Grow Excellent IPUs Across Geography

6. Create an Enabling Information Technology Platform
Value-Based Healthcare Delivery: Implications for Health Plans

“Payor”

Value-Added Health Organization
A Strategy for U.S. Health Care Reform

Shift Insurance Market:

- Build upon the current employer based system
- Shift insurance market competition by ending discrimination based on pre-existing conditions and re-pricing upon illness
- Aggregate volume and buying power to create a viable insurance option for individuals and small groups through large statewide and multistate insurance pools, coupled with a reinsurance system for high cost individuals
- Establish income-based subsidies on a sliding scale for lower income individuals
- Once viable insurance options are established, mandate the purchase of health insurance for all Americans
- Give employers a choice of providing insurance or a payroll tax based on the proportion of employees requiring public assistance
A Strategy for U.S. Health Care Reform, continued

Restructure Delivery:

- Establish universal and mandatory measurement and reporting of provider health outcomes
  - Experience reporting as an interim step
- Shift reimbursement systems to bundled payment for cycles of care instead of payments for discrete services
  - Including primary/preventive care for patient segments
- Encourage restructuring of health care delivery around the integrated care for medical conditions
  - Eliminate obstacles such as Stark Laws, Corporate Practice of Medicine, Anti-kickback
  - Minimum volume standards as an interim step
- Create new integrated primary and preventive care models for defined patient groups
- Open up value-based competition for patients within and across state boundaries
- Mandate EMR adoption that enables integrated care and supports outcome measurement
  - National standards for data, communication, and aggregation
  - Software as a service model for smaller providers
- Encourage responsibility of individuals for their health and health care through incentives for healthy behavior
Back-up
Value-Based Health Care Delivery: Implications for Suppliers

• Compete on delivering unique value measured over the full care cycle

• Demonstrate value based on careful study of long term outcomes and costs versus alternative approaches

• Ensure that the products are used by the right patients

• Work to embed drugs/devices in the right care delivery processes

• Market products based on value, information, provider support and patient support

• Offer services that contribute to value rather than reinforce cost shifting

• Move to value-based pricing approaches
  – e.g. price for success, guarantees
Coordinating Care Across IPUs
Patients with Multiple Medical Conditions

- The primary organizational structure for care delivery should be around the forms of integration required for every patient
  - The current system is organized around the exception, not the rule
- Overlay mechanisms are then utilized to manage coordination across IPUS
- The IPU model will greatly simplify coordination of care for patients with multiple medical conditions
Transforming the Roles of Employers

<table>
<thead>
<tr>
<th>Old Role</th>
<th>New Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Set the goal of <strong>reducing health premium costs</strong></td>
<td>• Set the goal of <strong>employee health</strong></td>
</tr>
<tr>
<td>• Focus on <strong>direct cost</strong> of health benefits</td>
<td>• Focus on the <strong>overall cost of poor health</strong> (e.g., productivity, lost days)</td>
</tr>
<tr>
<td>• Use bargaining power to negotiate <strong>discounts</strong> from health plans and providers</td>
<td>• Work with health plans and providers to improve overall <strong>value</strong> delivered</td>
</tr>
<tr>
<td>• <strong>Shift costs to employees</strong> via premium payments, co-payments</td>
<td>• Improve access to <strong>high-value care</strong> (e.g., wellness, prevention, screening, and disease management)</td>
</tr>
<tr>
<td>• Evaluate plans and providers based on <strong>process compliance</strong> (P4P)</td>
<td>• Evaluate plans and providers based on <strong>health outcomes</strong></td>
</tr>
<tr>
<td>• <strong>Limit or eliminate the employer role</strong> in health insurance</td>
<td>• Take a leadership role in <strong>expanding the insurance system</strong> to encompass individually purchased plans on favorable terms</td>
</tr>
</tbody>
</table>