MIEC’s Added Benefits of “Ownership”

For MIEC Policyholder Practice Managers
December 6, 2011

Presented by:
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Medical Insurance Exchange of California

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Advanced Practice Strategies

Rick Rubright, Vice President of Client Services
SecuReach

Rick Ellis, Executive Vice President
Visible Productions

Purpose of Webinar

• To introduce/reintroduce practice managers to Added Benefits:
  – APS and CME
  – SecuReach
  – Visible Productions
APS Role in the Medical Risk Management Continuum

**Proactive**

**Education**
- Risk Management
- Patient Safety
- Obstetrics
- Surgery
- Diagnostic
- Medication Errors

**Case-Specific Litigation Support**
- Visual Strategy Consulting
- Medical Illustrations
- Enhancements (X-Ray/MRI/CT Scans)
- Animations
- Supporting Document Enlargement
- Virtual “War Room”

**Acute**

What Is Demonstrative Evidence?
The APS Mission Is to Build Transformative Education

Saving lives and money at the same time requires system evolution and change. For an educational program to meet this challenge, it must:

- Transform and improve practice
- Apply state-of-the-art instructional design to engage and to teach
- Engage with a patient safety curriculum that is clinically relevant

How we Learn from Closed Claims

- Litigation stories from surgical claims
  - Severe clinical consequences typically are the target of lawsuits
  - Claims stem from an adverse outcome usually related to a medical error
  - The administrative costs for malpractice litigation are exorbitant and represent a significant opportunity to return resources back into system

- Case examples → Proactive education
  - Bariatric Surgery
  - Laparoscopic Cholecystectomy
Claims Case: Bariatric Case Study

- Severely obese patient with post operative bleeding and complications prompted a medical malpractice lawsuit
- Laparoscopic roux-en-Y gastric bypass performed by an experienced surgeon
- Two surgical complications, intra-abdominal bleeding and leakage occurred in the postoperative period
- Patient was in a coma for two weeks and nearly died

eLearning: Patient Safety
The Majority of Technical Errors do not occur Where Expected

FIGURE 2. Surgeon experience level in 140 technical errors among index operations (advanced procedures requiring special training) versus routine operations. Index operations are high-complexity, sub-specialty procedures for which additional training and specialization beyond a standard residency and/or fellowship is usually required. All other operations are considered routine. Surgeons’ experience level was ascertained from their number of years in practice, specialty training, and volume of experience with the specific procedure.

Technical errors usually involve experienced surgeons doing common procedures in complex and/or unfamiliar circumstances

Claims Case: Laparoscopic Cholecystectomy Case Study

- Patient underwent a laparoscopic cholecystectomy
- The surgeon injured the common duct during the operation
- The patient had anatomic variations that contributed to the complications

eLearning: Laparoscopic Cholecystectomy
Rigorous Study of Online Education

• In 2007, CRICO/RMF supported a study by Dr. Kerfoot on the effectiveness of the APS online curriculum

• 9-week randomized, controlled, crossover educational trial involving 640 medical students and residents

• Used APS Patient Safety series and narrated slide presentations on US Healthcare system

Proven Effectiveness of the APS Online Curriculum

Study results:
– 28% learning increase from pre- to post-test
– No decay in retention for the APS web-based education vs. 4% decline for narrated slide presentation
– The APS curriculum was well received by participants

“...Web-based programs can be effectively used across a wide range of medical specialties, institutions, and levels of training to generate substantial learning and retention in the competency of systems-based practice.”

B. Price Kerfoot, MD, et al. Web Based Education in Systems-Based Practice: A Randomized Trial. Archives of Internal Medicine, February 26, 2007
Hospital Corporation of America

• Evidence shows that these courses can help reduce potential medical liability by increasing patient safety and reducing adverse events
• Hospital Corporation of America realized a 48% reduction in claims and adverse outcomes (Lenckus, 2005)
  – This translates into a savings of nearly $80 million annually

RMF of Harvard Medical Institutions

• The Risk Management Foundation of the Harvard Medical Institutions has achieved similar results by implementing APS’s patient safety education throughout their hospitals.
• 62% decrease in high severity OB cases (Pratt et al., 2008).
Improvement in Documentation with New NICHD Terminology

• Compliance rates for documentation of all components of a FHR tracing and a Category in SOAP notes increased from less than 1% to 90%.

• Following the educational intervention, only 1% of SOAP notes lacked a category and at least one component of FHR tracing compared to 39% prior to the program.

• Incorporating evidence-based strategies for systemic change is an important step in program development in obstetrics.

• A multifaceted, multidisciplinary program with frequent audits and feedback can yield high compliance in adoption of guidelines and result in practice change.

Vadnais MA, Golen TH. J Matern Fetal Neonatal Med 2010

| Table 1. Documentation of electronic fetal heart rate tracings by physicians and nurses before and after program implementation |
|---------------------------------|-------------|-------------|-------------|
|                                | Before program, No. (%) | After program, No. (%) | p value     |
| Charts                         | 41           | 41          |             |
| SOAP Notes                     | 188          | 171         |             |
| Physician compliance           |              |             |             |
| All elements and category      | 1 (0.5)      | 154 (90)    | <0.001      |
| All elements but missing category | 113 (60)  | 12 (7)      | <0.001      |
| Category but missing elements  | 0 (0)        | 3 (2)       | 0.107       |
| Missing elements and missing category | 74 (39) | 2 (1)       | <0.001      |
| Nursing compliance             | 0 (0)        | 140 (87)    | <0.001      |

Key Relationships

Major Clients Include:

Development Partners Include:

~1125 hospitals
70,000 licensed seats
Tales from the labor room:
Shoulder Dystocia Case Study

• Baby presents with a shoulder dystocia

• The OB attending is called in to assist after all maneuvers have been performed and she repeats all maneuvers unsuccessfully

• Attending remembers Abdominal rescue from the perinatal safety courses

• Mom and Baby are doing fine

Thank you

Advanced Practice Strategies
192 South Street, Suite 500, Boston MA 02111
Phone: 617.367.0553

John Harrington, Founder (jharrington@aps-web.com)
Improving Medical Communications

SecuReach Solutions

Multimedia Technology

Software as a Service in the Cloud
The Missing Piece
To Your
Electronic Medical Record

Technology
Ease of Use

At work vs. While Driving

SecuReach Systems

Patient Utilization

Thomson Reuters 2010 PULSE Healthcare Survey

SecuReach

EMR

94%

68%

6%
Improving Office Efficiency

Testimonial

SecuReach has cut down our follow-up time from approximately 15% of our practitioner’s time to closer to 5%.... this has been an almost $40,000 savings in the first year, not to mention freeing up NP time to provide revenue producing services. In addition, our customer satisfaction has greatly increased!

Setup was simple. The system is easy to use and can be easily modified to fit your affiliate’s specific needs such as using multiple languages so you can reach all of your customers.

The Daily Alerts are very helpful and the fact that designated SuperUsers can view all of your site’s activities, from the convenience of the main office, or even their home.... is fantastic.

As a direct result of SecuReach, we won the Award of Innovative Medical Services at this year’s National Conference!”

- Triste Brooks, COO
PPHD of South Florida

Improving Office Efficiency

ROI: What Could You Do with 2 More Hours?

<table>
<thead>
<tr>
<th>Time</th>
<th>Physician</th>
<th>Nurse Practitioner</th>
<th>Administrative Assistant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compensation</strong></td>
<td>$150,000 per year</td>
<td>$30.00 per hour</td>
<td>$17.00 per hour</td>
</tr>
<tr>
<td><strong>The Cost of 2 Hours</strong></td>
<td>$150.00</td>
<td>$60.00</td>
<td>$34.00</td>
</tr>
<tr>
<td><strong>Annual Savings</strong></td>
<td>$39,000.00</td>
<td>$15,600.00</td>
<td>$8,840.00</td>
</tr>
<tr>
<td><strong>SecuReach</strong></td>
<td>- 1,800.00</td>
<td>- 1,800.00</td>
<td>1,800.00</td>
</tr>
<tr>
<td><strong>Net Savings</strong></td>
<td>$37,200.00</td>
<td>$13,800.00</td>
<td>$7,040.00</td>
</tr>
</tbody>
</table>
SecuReach Solutions

1. Managing Patient Communications

2. Improving Office Efficiency

Managing Patient Communications

Result of Privacy Laws

Test Results

- Studies now show it takes an average of 4 phone calls per test result to contact the patient

Typical Physician

- 2500 results/per physician/per year times 4 calls per result equals 10,000 calls a year
Managing Patient Communications

Messages

SecuReach notifies patient by phone, email or text as needed

- Calls every 2 hours from 9 AM - 8 PM until it reaches a Person or Voicemail
- Repeats days 2, 3 and 8 if not retrieved

Message retrievable 24 hours a day, 7 days a week

Managing Patient Communications
SecuReach Solutions

1. Managing Patient Communications

2. Improving Office Efficiency

Improving Office Efficiency

Automated Test Reminders

Physician Office Enters Patient Test into SecuReach.

Test Reminder - 7 days prior to test date

Test Reminder - 28 days later if test not completed

Test Completed
Improving Office Efficiency

Audio Message

Improving Office Efficiency

Administrative Dashboard

Daily Alerts
- 0 Urgent Messages Not Received Within 1 Day:
- 0 Urgent Tests Not Completed Within 1 Day:
- 0 Non-working Phone Numbers:
- 0 Abnormal Messages Not Received Within 7 Days:
- 0 Normal Messages Not Received Within 14 Days:
- 3 Tests Not Completed (28 Days Old Or More):

7/12/2011 - Jane Doe - Bone Density
7/5/2011 - John Smith - Colonoscopy
7/12/2011 - John Doe - Brain Scan
Improving Office Efficiency

Automated Time Savers

Test Reminders
Pre-recorded Messages
Group Messaging
Appointment Reminders

Saves 2 hrs/Physician/Day*
*Based on client surveys

We are constantly introducing new technology into the office that is supposed to make us more efficient. More often than not, there is very little time saved or additional work associated with the new technology. SecuReach is the first technology that actually DOES save us time. In Internal Medicine, it is very important to communicate test results to patients whether the labs are normal or not. Phone tag is virtually eliminated with SecuReach and most patients LOVE that their results are getting communicated to them much faster.

Helen L. Rizi, MD
UHMP Center for Internal Medicine

Testimonial
Thank You for learning about

SecuReach Systems, LLC

Call: 1.800.760.9585
Email: info@secureachsystems.com
www.secureachsystems.com

MIEC Presentation
December 6, 2011

Rick Ellis
Executive Vice President
Who is Visible Productions?

• Medical Communications Company
• Based in Fort Collins, Colorado
• Founded in 1998
• Staff:
  – Medically-trained animators
  – Graphic Artists
  – Motion Graphics Designers
  – Video Producers
  – Account Managers
  – Science Officer
  – Medical Director

What do we do?

We take complex medical and healthcare-related topics and distill them into an easy to understand format through the use of animation, motion graphics and a variety of multi-media technologies.
The Visible Human Project

National Library of Medicine’s
Visible Human Project

The frozen body was sliced into 1 mm thick cross sections in a process called Cryosectioning.

Medical Demonstratives and Consultation

Visible Productions bring 30 years of combined medical visual expertise to the lifetime process.

COMPANY CREDITS: Visible Productions is a medical communications company that focuses on visual sector using 3D medical animations, medical illustrations, videos, and medical graphics.

MEDICAL SCALES/ERRORS Visible Productions offers a library of medical anatomical models, joint of movement, embossed skin, etc. Our medical image library includes 3D medical illustrations, 3D medical simulations, and medical consultation models. The library has proven to be an effective tool, creating compelling testimony by using images, true to scale, to understand.

MEDICAL CONSULTATIONS Visible Productions has been praised by medical professionals for their work in developing medical visual content. They have received numerous awards and recognition for their work in developing educational and training materials in the field of medicine.

CENTURION CASE STUDY: When you can’t find exactly what you need in your own, discover, create and develop compelling animations and visualizations that highlights complex medical cases, with specific tips to your case. Visible Productions uses a variety of animation techniques, illustrations, and graphic designs that bring the experience and expertise to help build your visual story.

*Visible Productions is a division of Centurion Studio. 710 3rd Avenue, Suite 1000 New York, NY 10017. 212-753-8000 212-753-8080 www.centurionstudio.com*
Visible Productions’ Library - Programs

Thank you!

Thank you
And a few Added Benefits from MIEC

- The eXchange
- PIAA’s Aortic Disease Claims Study CME offering
- PDR.net and FDA-approved drug alerts

The eXchange (www.health-exchange.net)

- What is The eXchange?
  - Based in Minnesota, the Multilingual Health Resource Exchange ("the eXchange") is a partnership of health plans, health care delivery entities, and corporate affiliates formed to exchange information and resources about health communication and to share multilingual health materials on the internet
Facts about the organization

• The eXchange website is open to everyone, but its online library of translated health materials is available to partners or corporate affiliates only.

• In return for an annual membership fee, MIEC staff and policyholders receive unlimited access to the eXchange’s online pdf archive of nearly 4,000 translations of health education materials.

Facts about the organization

• The primary languages featured are: Spanish, Hmong, Somali, Russian, and Vietnamese, and to a lesser extent, Lao, Amharic, Khmer, Bosnian, Karen, Nuer, Oromo, Arabic and Tibetan. Additional languages may be available.

• Materials in the eXchange index can be searched by topic, by language, by topic and language, by format and by keyword.
PIAA Aortic Disease Claims Study

Earn up to 2.5 AMA PRA Category 1 credits with the 2010 PIAA Aortic Disease Claims Study. This study, based on PIAA Data Sharing Project claims information, offers insight into aortic aneurysm as a potential risk for medical professional liability claims while also providing evidence-based treatment information from the 2010 Guidelines for the Diagnosis and Management of Patients with Thoracic Aortic Disease, an illustrative case study, and risk management recommendations.

MIEC will reimburse policyholders the $25.00 fee required by PIAA to process CME credits.

PDR.net and FDA Drug Alerts

Physician Desktop Referencing has been the leader in drug information

Now via www.PDR.net, physicians can register to receive FDA-approved Drug Alerts electronically.
More about PDR.net…

This valuable PDR Network service provides:

- Free FDA-approved Drug Alerts and recalls sent electronically to the physician;
- CME opportunities for reviewing Drug Alerts and full FDA labels on www.PDR.net;
- Endorsement by MIEC and 40 other professional liability carriers, and medical specialty as well as state societies;
- Improved patient safety which may help reduce physician liability;
- Elimination of the delays and inefficiencies of traditional paper FDA Alerts; and
- Privacy oversight from the governing not-for-profit Board, the iHealth Alliance.

Register today!!!

- To receive electronic PDR® Drug Alerts (HCNN), REGISTER at www.PDR.net.
- www.EHRevent.org (Report an EHR event)
- www.Rxevent.org (Report an adverse drug event)
Q & A