

**Transformation or Disruption:
Changing the Focus and Pace of Change
In Healthcare Delivery
MA-RI HFMA | March 28, 2019**



New Changes in Practice Management and Patient Care

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- ▶ Special interests include women's health, addiction medicine, alternative and complementary medicine, family therapy, hypnosis, and nutritional counseling

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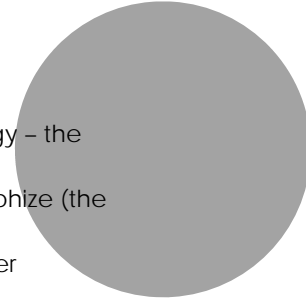
- ▶ Approached by Senscio Systems to help develop a medical practices focused on chronic care management to care for patients in their home.
- ▶ Ibis Health Services is a set of private medical practices that have been established in Maine, New Hampshire, and Massachusetts.
- ▶ Moving the front door of patient access to the home.
- ▶ Target population is the "dual eligible" elderly patient with complex needs.
- ▶ Practice is directly support by Senscio's AI driven self-management platform
- ▶ Goal of the Ibis Program is to support primary care clinicians by using technology to advance the coordination of clinical and non-clinical care

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▶ **The Ibis Program:**

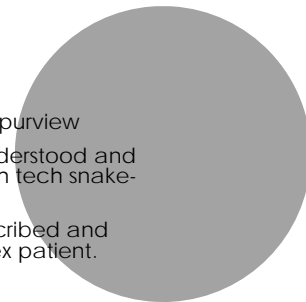
- ▶ High patient engagement through touch screen technology – the IbisHub
- ▶ Technology is non-judgmental; patient often anthropomorphize (the screen, not a robot)
- ▶ Care Plans designed and approved by physicians and other designated clinicians
- ▶ Meets the requirements CMS chronic care management
- ▶ AI combined with human “coaches” prompt patients to follow prescribed care plans with adherence over 90% once patient habituated to the system
- ▶ Creates a virtual practice to coordinate care and address SDoH



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- ▶ **Practice and Ibis Program Challenges:**
 - ▶ Getting the attention of providers to look beyond their immediate purview
 - ▶ Overcoming skepticism about new technology; AI needs to be understood and recognized that it enhances human involvement; this is neither high tech snake-oil nor a panacea
 - ▶ Reconciling conflicting medication lists; what is appropriately prescribed and what is the patient actually taking; it's rarely obvious in the complex patient.
- ▶ **Practice and Ibis Program Goals:**
 - ▶ Directly address the Social Determinants of Health
 - ▶ Increase patient independence
 - ▶ Support a population with large scale unmet needs
 - ▶ Enable and encourage members of a complex population to age in place



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Ultimate Goals and Outcomes

- ▶ Reduce physician burnout (to be proven)
- ▶ Increase overall patient satisfaction and adherence (proven)
- ▶ Reduce readmissions (proven)
- ▶ Reduce transfers to nursing homes (proven)
- ▶ Increase independence at home (proven)
- ▶ Merge clinical and non-clinical services (in process)
- ▶ Address workforce shortage (in process)

