ON24 Production Shooting Script:
Utilizing Analytics to Deliver Coordinated, Patient-Centered Care

Visual	Script
Utilizing analytics to deliver coordinated, patient-centered care Managing chronic care in a changing healthcare world	Hello and welcome to *Utilizing analytics to deliver coordinated, patient-centered care.* Currently, healthcare focuses on treating the sick. Keeping people well by proactively addressing chronic conditions, however, could improve outcomes and satisfaction – while cutting costs.
The Sickcare Model A costly, ineffective and painful approach	Under the prevailing sickcare model, however, preventive services are few and far between and the healthcare machine typically kicks into high gear when people with chronic diseases require hospitalization. Consider the following: The five leading chronic conditions account for a significant portion of healthcare spending. Much of this cost occurs when these patients are hospitalized. What's frustrating, however, is the fact that many of these hospitalizations could be prevented through better primary care and proactive interventions with patients.
The Push for Improved Chronic Care Management Key elements of a new, more effective care delivery paradigm	The big question: How can the industry move from its current "sick care" modus operandi to a new way of thinking? The healthcare system could more effectively manage patients with chronic conditions and ultimately avert high-cost hospitalizations by taking steps such as: • Identifying risk factors and predicting disease onset and progression to ensure personalized elements of preventative medicine are employed, keeping patients healthier longer. • Utilizing new intervention methods that improve patient activation, self-management and health. • Changing benefit plans to increase coverage

	for care management services that prevent disease and improve health over the long term.
	• Intervening earlier to coordinate disease management initiatives that reduce redundancy, toxic care, and hospital admissions and readmissions.
	• Bringing together providers across the care continuum to deliver more coordinated and effective interventions to manage chronically ill patients.
The Emergence of New Care Delivery Models Accountable care organizations: Emphasizing care coordination and care management	As the industry moves away from sickcare, new care delivery models also are coming into play. Most prominently, accountable care organizations or ACOs are emerging. Providers organized in an ACO focus keenly on the quality and cost of care delivered (and share risks as well) and are incentivized to manage patients across the full continuum of care, in contrast to episodic care delivery.
Leveraging Technology to Manage Chronic Diseases Investments in data capture and storage technologies provide a foundation Analytics set to play a bigger role	As ACOs and other new models of care delivery emerge, they will need to keenly focus on leveraging technology to keep populations well. Information sharing will become a huge part of the equation, as providers look to share patient specific information as well as best practices across the continuum of care through technologies such as Electronic Medical Records (EMR) and Picture Archiving and Communications System (PACS). In addition, analytics will play an increasingly important role as healthcare organizations move toward population management.

The Growing Importance of Data: All Kinds	The ability to extract and analyze both structured data (data that is identifiable because it is organized in a structure) and unstructured data (data that has no pre-defined identifiable structure, such as data stored in images, videos, e-mail, documents and hand written notes) in patient records is crucial for healthcare organizations at all levels.
Unstructured data – a huge element in healthcare	Indeed, as much as 80 percent of the information in an EMR is unstructured, in the form of physician notes, discharge summaries, registration forms, and assessments, as well as text stored in e-mails, text messages, social network websites, published research and the huge volume of images stored by healthcare organizations. Therefore, to determine the best care protocols and make care decisions, we need to make both structured and unstructured information available to analytics engines.
Utilizing Care Management Systems	After analyzing patients, care management systems can then track patient and provider interactions along a preferred care path, and prompt adherence to defined evidence-based protocols.
Clinicians, patients realize numerous benefits	With these systems in place, a bevy of benefits are realized. Clinicians gain efficiency and productivity with automation that supports tracking, alerting and tasking, and are able to focus their scarce time on patient interactions, coordinating interventions, and preventing expensive acute episodic care. Patient and clinician satisfaction increases, the quality of care is improved and costs are significantly reduced.

Technology Supports Optimal Care Coordination	With advanced analytics-enabled care management solutions in place, care coordination and care management is enhanced, productivity across the care continuum can be measured and maximized, and cost controls can be maintained.
Leveraging the right tools to move from sickcare to healthcare	The good news is that all the tools already exist to move toward this new model of care delivery. Healthcare organizations now must determine their technology gaps and implement these tools in an effort to support care coordination. Leveraging such technology is not only smart, but is a necessity to improve and achieve successful care coordination and care management, and to accelerate the shift from sickcare to healthcare. And, to finally breathe easy, knowing that people are staying well – and the industry is spending less. To obtain a copy of the Frost & Sullivan whitepaper, click on the "download whitepaper" button below. You can also find additional information about IBM solutions via the "Learn More" and "Blog" buttons.