



# Understanding performance optimization to create better efficiency in care delivery

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# Background

Organizations turn to performance optimization to provide better access, improve clinical effectiveness, and achieve operational efficiencies. Organizations are seeking ways to better support their people and cultivate high performing teams. Current research suggests that the healthcare industry has a productivity level of approximately 43%. The demand for care is increasing, budgets are being strained, and system optimization can help address this modern-day challenge by improving care, accountability, and resource management at both an individual and institutional level.

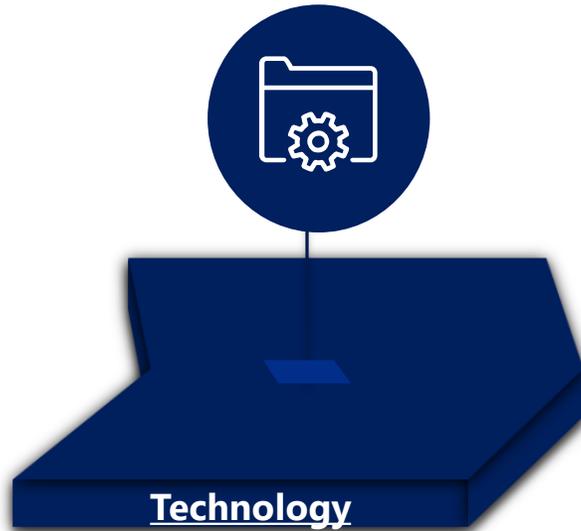
## Our Approach

We engage with Reach KOL faculty (n=10) who can provide clarity around the challenges and outcomes of performance optimization on an organization. Reach Faculty were also able to give their insight on creating performance optimization and how this will affect patient care



# The main performance challenges of an organization are technology adoption, accessibility, education and optimizing the patient experience

## Challenges in performance optimization for an organization



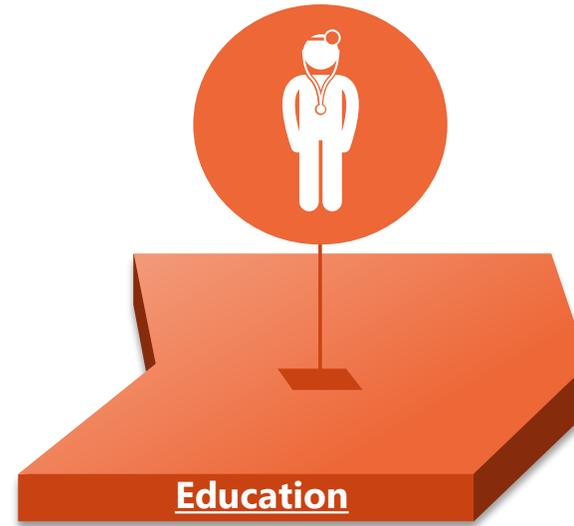
**Adoption** of digital technology and digital transformation is slow for organizations/care delivery sites and therefore decreases performance

“Integration of APIs from other devices such as wearables is a challenge in my organization”  
*Physician, Internal Medicine*



There is a **lack of access to social services** that enable people to use appropriate healthcare to maintain or improve their health

“We need to integrate social care into healthcare to provide more access for patients to control their health”  
*Chief Medical Officer*



**Training and education** will need to be provided by organizations to reduce administrative incompetency's

“Education can reduce duplication and waste of resources”  
*General Practitioner*



There are challenges around **billing processes, communication and coordination** of care which affects the patient experience in receiving care

“Challenge of complex and often unclear billing processes for patients and physicians”  
*Cardiologist*

# Challenges in performance optimization are centered around cost pressures and in turn this impacts quality of care

Most important challenges in performance optimization (n=10)



4 KOLs thought **cost pressures and working to improve margins at an institutional level** was the most important challenge

RESPONSE

- Smart investment in digital technology
- Streamline care, there is an overreliance on costly technology with minimal proven benefits
- Automate process wherever possible
- Introduce New Revenue Models



3 KOLs thought **The ability to maintain quality care due personalized care, communication, digital health proficiency and lack of training** was the most important challenge

RESPONSE

- Provide education on communication and empathy
- Share data feely with patients, use tech to maximise productivity
- Physicians need more support (more training, more staff)



2 KOLs thought **providing access for patients in an environment of increasing demand** was the most important challenge

RESPONSE

- Use of technology (tele-health)
- Maximise utilization of staff/facility by creating a flexible schedule



1 KOL thought **demonstrating value in terms of patient outcomes** was the most was the most important challenge

RESPONSE

- Improve competence and evidence based practice

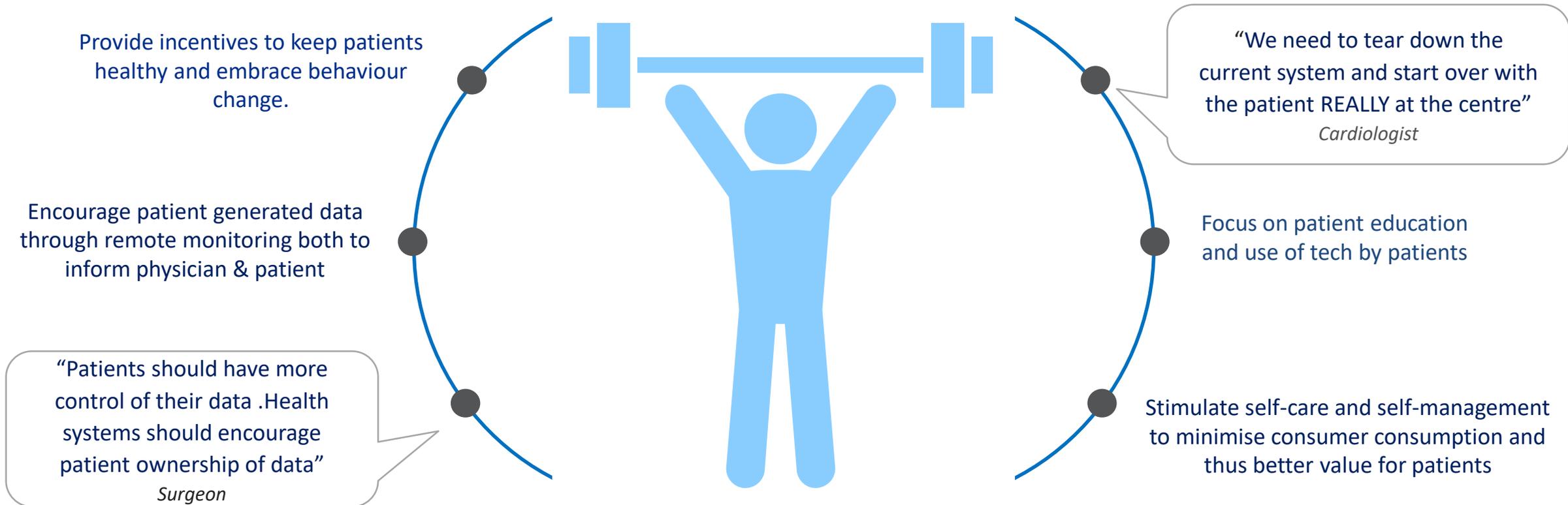
Q4. Please rank the level of importance of these specific challenges below within performance optimization. Base: (n=10)

Q5. How would you respond to this challenge? Base: (n=10)

# Optimizing healthcare systems to empower patients is paramount to meeting the needs at an individual patient level

## Empowering the patient...

## ..to meet their needs



Q2. In what ways should **healthcare systems be optimized** to meet the needs at an individual patient level? Base (n=10)

# KOLs believe patients are seeking empathy, respect and education from care co-ordination teams



What patients need from care teams



“Above all, integrated data is needed from care teams to enable integrate care for patients”

*General Practitioner*



“Support patients through technology and be encouraging. Connect with patients and walk in their shoes”

*Pharmacist*



“Care teams should have fluid communications and shared decision making.”

*Cardiologist*



Q2b. What do you think patients need from care teams? Base (n=10)

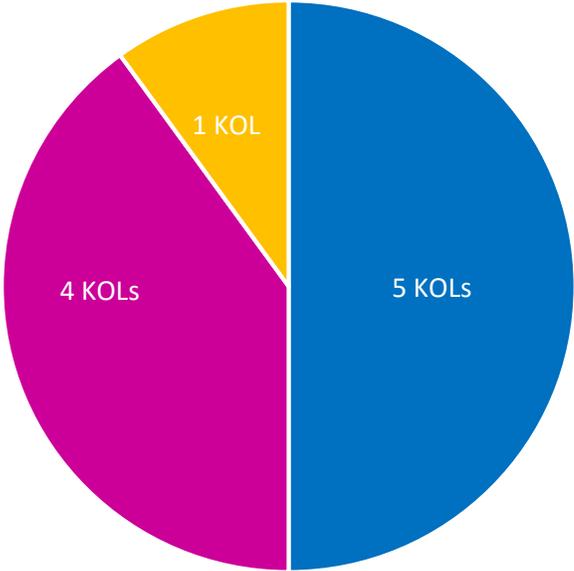


# Half of Reach KOLs are using digital decision making support tools, and they think the use of these tools will help with performance optimization



Use of digital decision making support tools (n=10)

- Yes; my organization/hospital does use digital decision making support tools
- No; my organization/hospital does not use digital decision making support tools
- I don't know



Will digital decision making support tools help?

“It enables patients and providers clarity on screening metrics that are important and effortless communication between systems and parties”  
*Physician, Internal Medicine*

Depends on how that tool was trained, what that tool is used for and how it is operationalized. Need to test each measure proactively  
*Cardiologist*

Evidence based decision support reduces unwarranted variations, reduces unwarranted tests and other activities, and saves physician time, so improving outcomes while reducing costs e.g. treatment protocols.  
*General Practitioner*



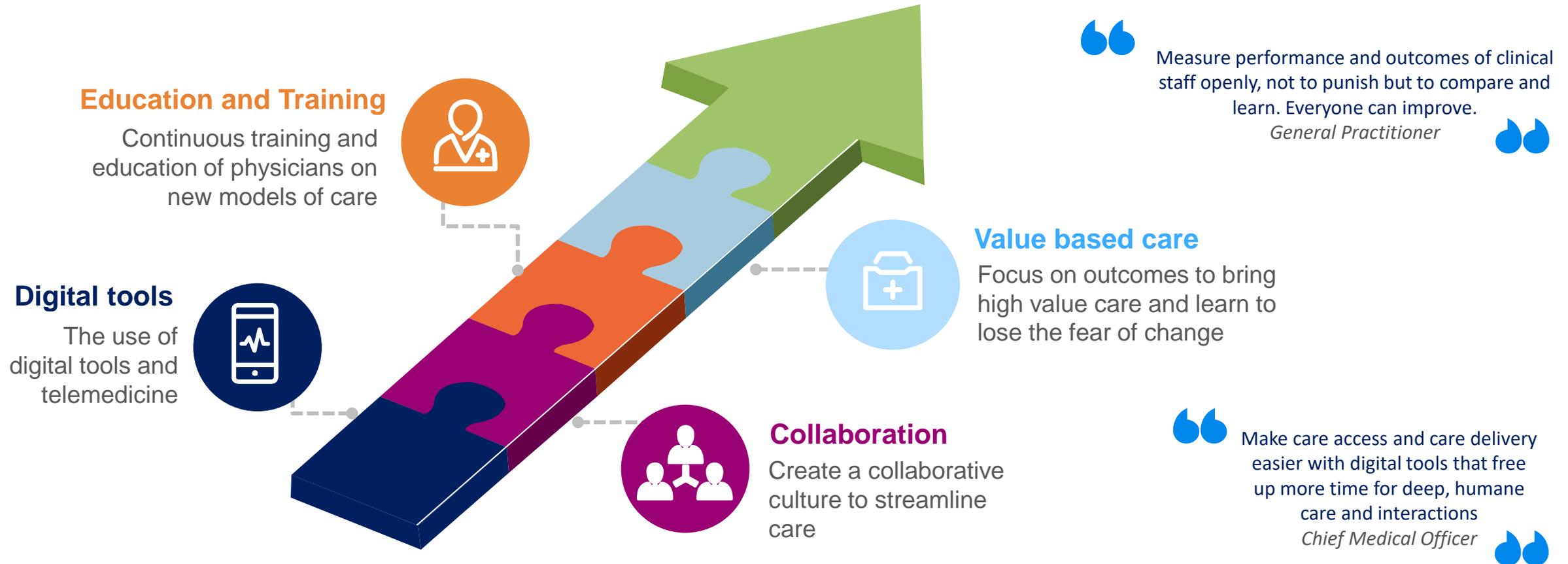
Q6. Does your organization/institution use digital decision making support tools? Base: (n=10)

Q6b. In your personal view, do you feel digital decision making support tools will help optimize and help strengthen an organization/hospital significantly? Base: (n=10)



# KOLs believe organizations must utilize digital tools, improve education and collaboration, and provide value based care to create performance optimization

## Creating performance optimization in an organization



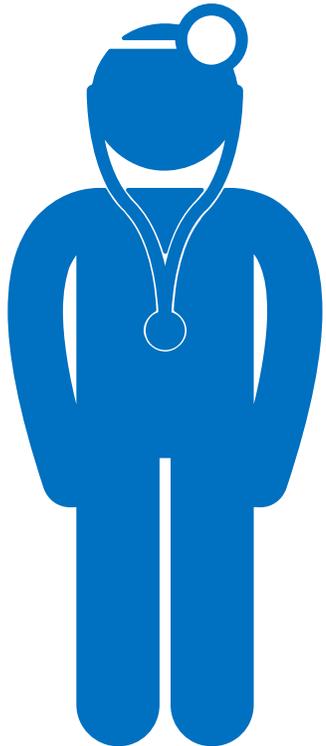
Q7. How else do you think you can create performance optimization at an organization/care delivery site (e.g. hospital) level? Base: (n=10)



# The majority of KOLs believe there is a lack of training when attempting performance optimization, and felt there needs to be more transparency



## Attitudes towards training (n=10)



**90%** of KOLs thought there is a **lack of training** when attempting performance optimization

**60%** of KOLs believe that **the role of technology is under emphasized** in assisting with achieving performance optimization

Why?

“There is lack of training about the societal changes that are causing massive shifts in current business fundamentals and the NEW tools that can improve processes in this environment.”

Physician

“Ultimately, the users i.e.) providers/patients are the last to understand why this is being pushed out and how it can help them help their patients.”

Physician

“The training has to be explained to all the members of the team and follow the Lead Method to have more impact”

Gastroenterologist

“I do not see any training”

Cardiologist

Q8a. Do you feel there is a lack of training at the organization/care delivery site (e.g. hospital) level when attempting performance optimization? Base: (n=10)

Q8b. Why do you feel that when attempting performance optimization? Base: (n=10)

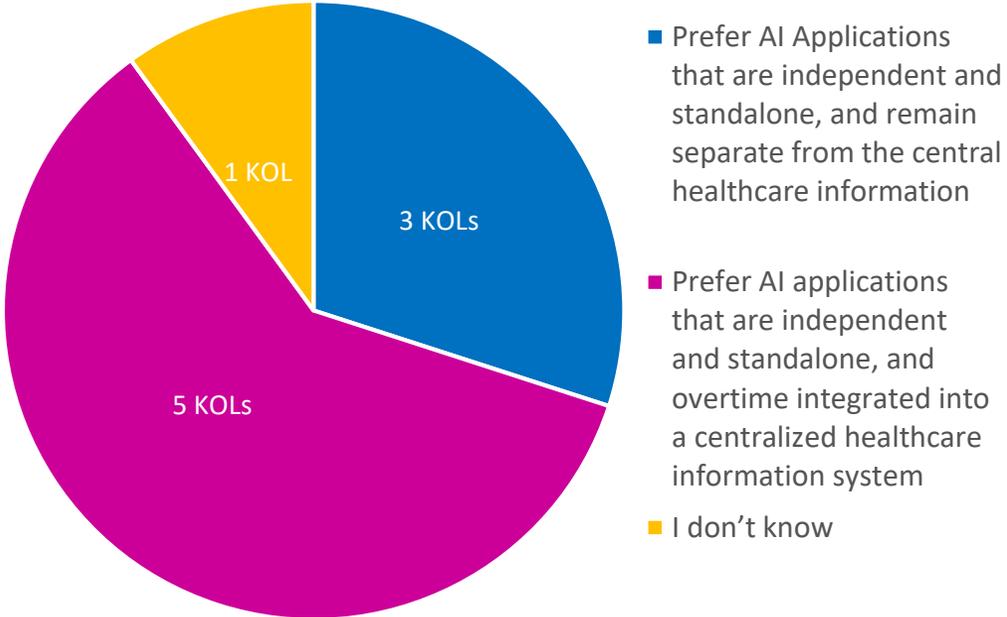
Q10. How much emphasis does your organization place on the role of technology in achieving optimum performance optimization? Base: (n=10)



# 1 in 2 KOLs prefer AI applications that are integrated into a centralized healthcare system, with interoperability being key to achieve performance optimization



Deployment of AI to achieve performance optimization (n=10)



“With new tools and technologies having a common aggregator to support applications is more useful than constantly having to reconfigure how existing HIS platforms needs to adjust to a new product.”  
Physician

“We have much to learn about AI too, including its strengths and weaknesses. We need to encourage its adoption while staying alert to its pitfalls”  
General Practitioner

“AI embedded in all levels of care delivery can reduce redundancy and waste”  
Surgeon

“We have to move to global interoperability, it is key to bring an efficient outcome”  
Gastroenterologist

Q9a. What is your preferred approach to the **initial deployment** of digital health solutions in healthcare systems which are attempting to achieve performance optimization at both institutional and individual contributor levels? Base: (n=10)

Q9b. Why do you [INSERT ANSWER AT Q9a] when attempting performance optimization?



# Improved quality of care and patient safety were the most important outcomes for both physicians and organizations



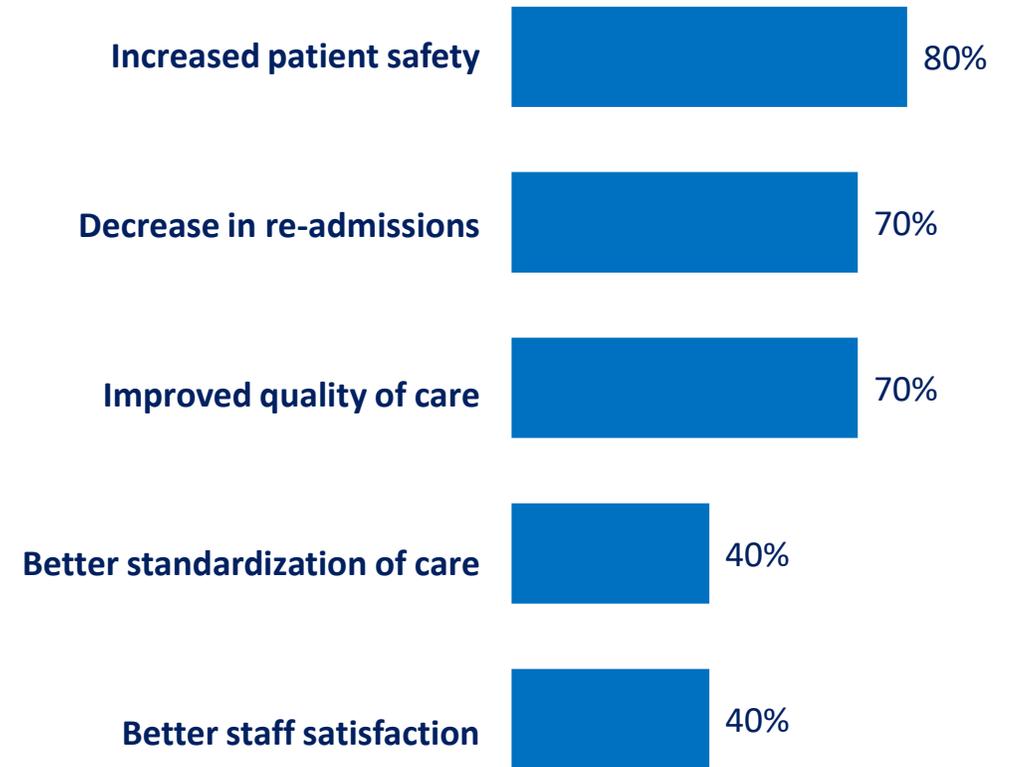
## Most important outcomes for a physician

% Physicians rating outcomes in Top 5



## Most important outcomes for your organization/care delivery site

% Physicians rating outcomes in Top 5



Q11. Please rank 1-5 the most important outcomes for **you** from the implementation of performance optimization

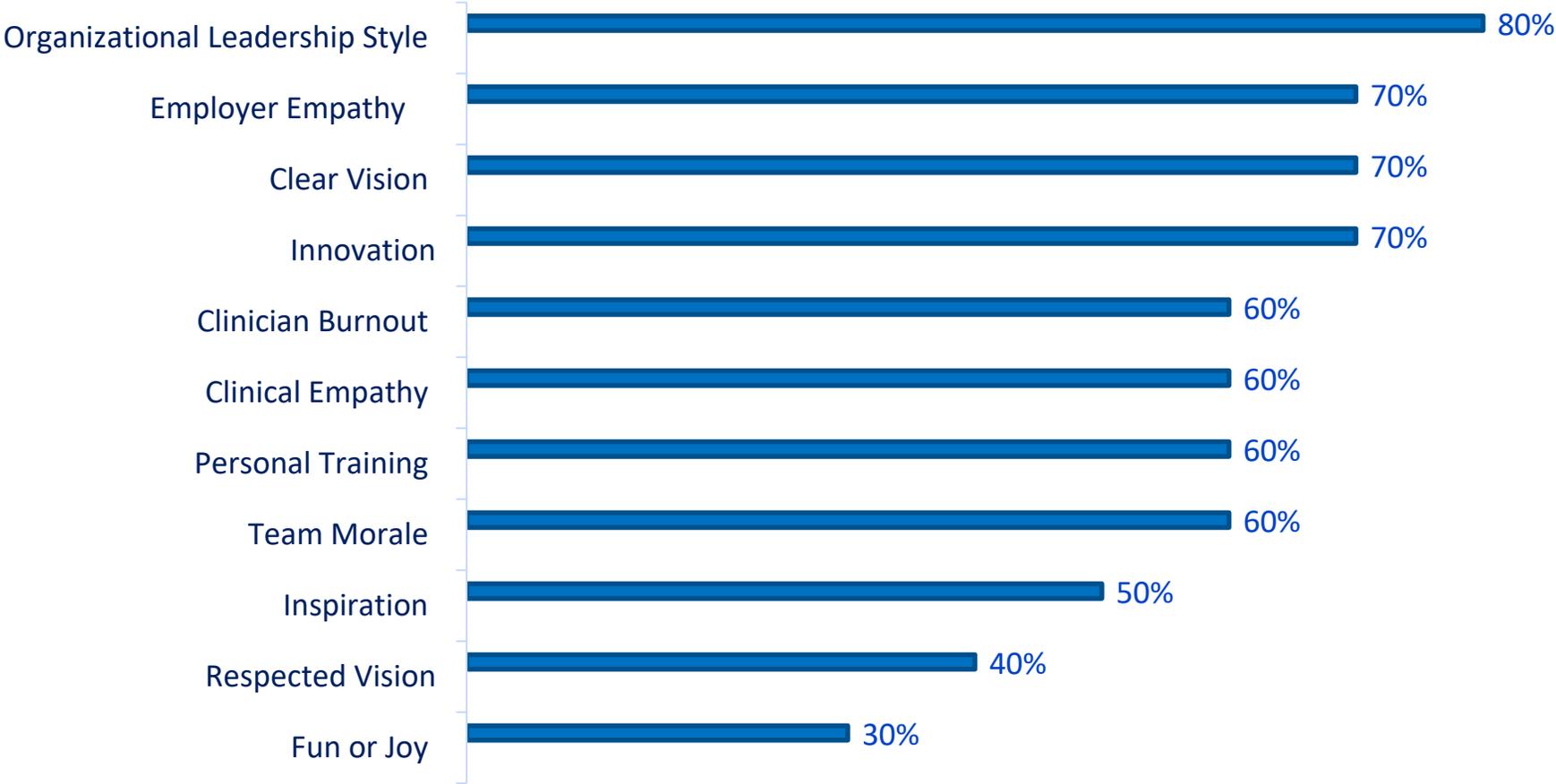
Q12. Please rank 1-5 the most important outcomes for **your organization/ care delivery site (e.g. hospital)** from the implementation of performance optimization



# KOLs believe leadership style, empathy, clear vision and innovation have an impact on performance optimization



## Impact on system optimization



Q13. Do you believe that any of the following have an impact on system optimization? Base (n=10)



# Key Takeaways

## Challenges surrounding Performance Optimization

- Challenges in performance optimization are centered around **cost pressures** which in turn this impacts **quality of care**.

**Lack of training** is also a challenge amongst KOLs with the majority in agreement that there is a severe lack of training when implementing performance optimization

- KOLs believed that **education and training** was key in performance optimization as organizations can learn from others to improve and optimize care for the patient
- Half of KOLs use **digital decision making support tools** and believe that optimizing healthcare systems by using digital tools will **empower patients**

## Outcomes performance optimization

- KOLs believed the most important outcomes for physicians are improved **quality of care**, **increased patient safety** and **reduced medical errors**
- The most important outcomes for organizations/care delivery site are **patient safety**, **decrease in re-admissions** and **improved quality of care**
- KOLs think '**Leadership style**' and '**Employer empathy**' have the biggest impact on performance optimization
- KOLs prefer when AI applications are independent and standalone, and overtime are integrated into a centralized healthcare information system as **interoperability** is a key outcome of performance optimization



Reach



# Thank you.

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