



# German Association of Hospital Managers,

## Session

### „Transforming Healthcare, American Perspective“

9<sup>th</sup> of May 2017, annual year Summit, Würzburg, Bavaria



# Why Transforming Healthcare ?



**To survey, we look across the edge of the plate!**

**We visit our US friends, how they are dealing with these challenges and learning from them.**

**I am very honoured that they are here !**

**If we a**

**We will  
→ a d**

**We ha  
otherw**

**→ a disruption of our business models !**

**In th  
have**

**competition – hospital to hospital !**



# The Challenges – where are you ? What Do you think, how many time do you have ?





# Strategic Health Information Management Who is pushing us – „WE“ !



**In 2016 we had  
49 Mio.  
Smart Phones in  
Germany**



**The only age group  
which is growing  
double-digit is  
> 65 !**



## What kind of Challenges are behind Strategic Health Information Management?



**In general, the deconstruction of business processes and the disruption of business models !**

**... in the area of Hotel Services**

**... in the area of Medical Services**

**... in the area of Data Services**



**... in the area of Hotel Services**



# Information and ratings of (only) Hotels ?

**Aparthotel**

## OceanDriveVR Suites

★★★★

1052 Ocean Drive, South Beach, Miami Beach, FL 33139, USA

1 schlafz. max. gäste x4 gratis wlan mehr

Dieses nur 3 Gehminuten vom Strand am Ocean Drive entfernte Aparthotel erwartet Sie mit einem Pool auf dem Dach und einer 360-Grad-Aussicht auf...  
[Weitere Informationen](#)

**Sehr gefragt! Heute 6-mal gebucht**

**Auswählen**

**Aparthotel**

**Sehr gefragt! Heute 6-mal gebucht**

Das beste Angebot **254,81 €** heute!

Preis für 1 Nach (26. Juli – 27. Juli)

**Schnäppchen von heute**

Keine Reservierungs- und Kreditkartengebühren

**Bewertet mit 6,6** Alle 224 Gästebewertunge

**Auswählen**

**Aparthotel**

**Bewertet mit 6,6** Alle 224 Gästebewertunge

Buchen Sie noch vier Mal und Sie erhalten exklusive Rabatte und Extras für zukünftige Reisen.

Anreisedatum	Abreisedatum
DI. Jul 25	MI. Jul 26

[Unterkunftsausstattung](#)

[Unterkunftsrichtlinien](#)

[Besten Preis. Garantiert.](#)

**Auswählen**



# The result: My Ticket for the Check In!

**Booking.com** CHECK-IN  
25.07.2017

## OceanDriveVR Suites

**ADRESSE**  
1052 Ocean Drive, Miami Beach (Florida)

**NAME DES GASTES** **GESAMTPREIS**  
Pierre-Michael Meier 189,00 \$



Booking





## Who will run the first service platform for Hospital beds – [www.clinic-one.com](http://www.clinic-one.com) ?

**Clinic-One.com** CHECK-IN  
**25.07.2017**

**AUF DER BULT, Zentrum für Kinder  
und Jugendliche**

**ADRESSE**  
Janusz-Korczak-Allee 12, Hannover, Lower Saxonia

**NAME DES GASTES** **GESAMTPREIS**  
Pierre-Michael Meier 189,00 \$



Booking 

- **What do you think ?**
- **Is this an evolution, a revolution or a disruption**
- **As a Hospital,**
  - **are you a first mover or a follower ?**
  - **Do you like to register for Clinic-One.com?**
  - **Are you ready to register?**
  - **Please register here!**
- **As a Patient,**
  - **is this a "net new" or a "common" service that you expect for a long time?**
  - **Is this a unique selling proposition to you?**
  - **Are you ready to register?**
  - **Please register here!?**



**... in the area of Medical Services**

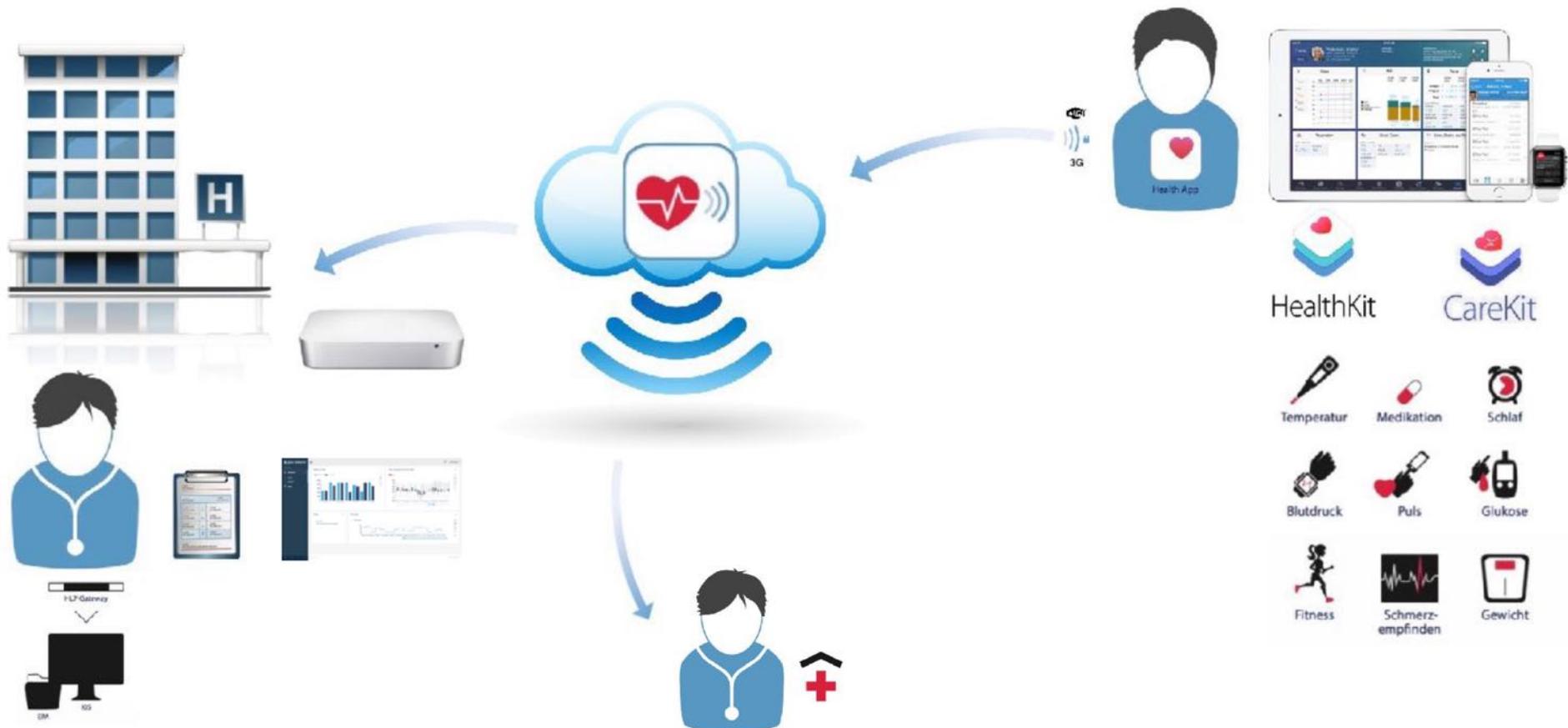
# Discharge Use Case



- Medizinisch validierte Vorgabe von Vitaldatentypen und Übungen für die Erfassung durch den Patienten
- Dokumentation von Medikation, Schmerzempfinden, Therapiefortschritt, Fragebögen

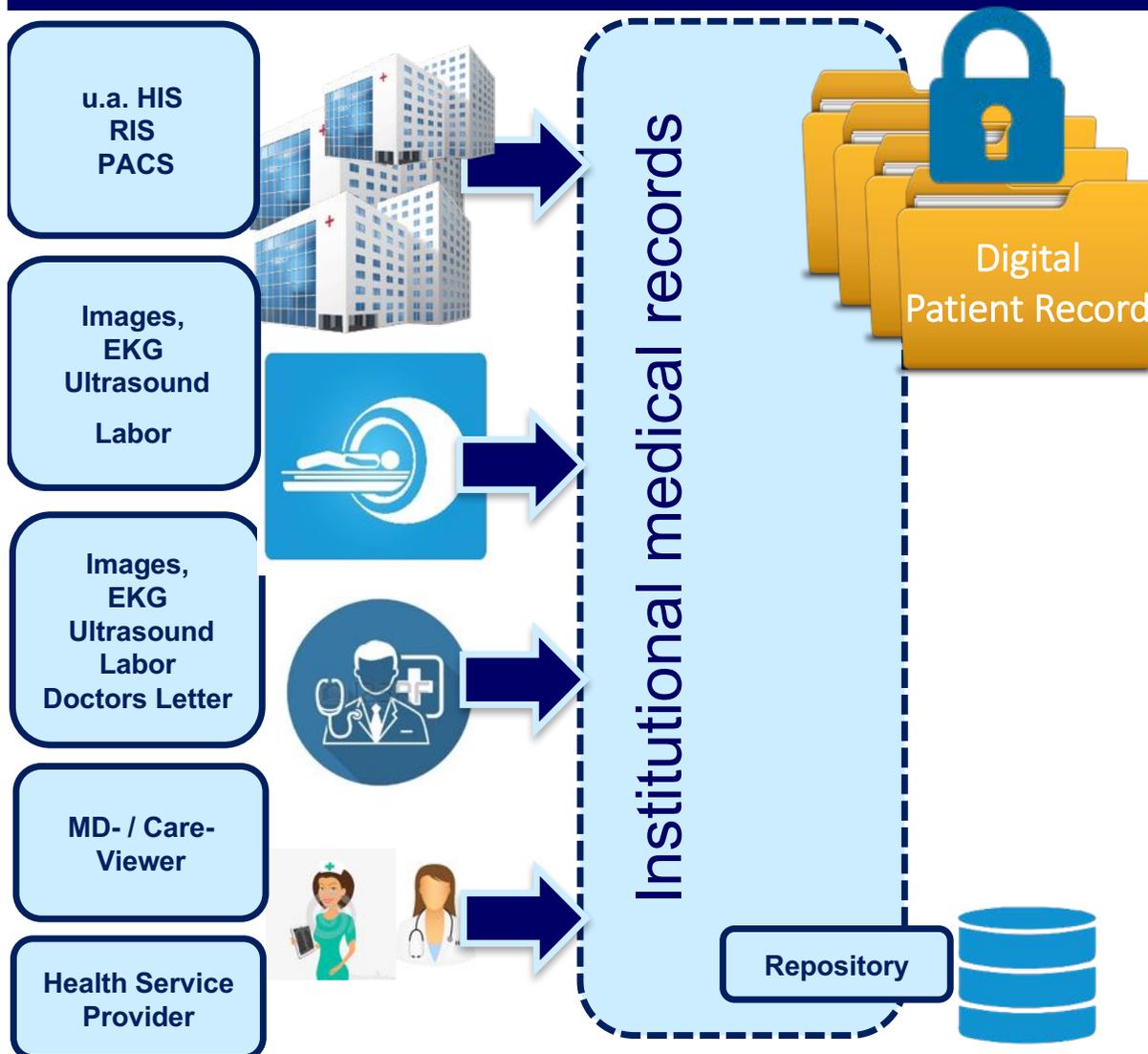


# The „Mobile - external Care“ of the Individual!





## Medical Data – any time at any place ...



**For sure, for interacting  
with the individual, this  
is the goal !**

**Overall Questions:  
How do we get to this ?**

**How will this work ?**

**What do we, as  
hospitals, have to do ?**



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**... in the area of Data Services**



# Who will be a successful record provider? The Patient-Insurers will be the first mover ! AOK North East: Individual Health Records !



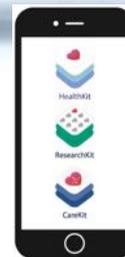
The screenshot shows the AOK North East patient portal. At the top left is the AOK logo with the tagline 'Die Gesundheitskasse.'. The main navigation bar includes 'Leistungen', 'Mitgliedschaft', and 'Gesundes Leben'. A search icon and a personalized greeting 'Hallo Tom!' are on the right. Below this is a secondary navigation bar with 'Mein Postfach', 'Meine Anträge', 'Gesundheitsakte' (highlighted in green), and 'Mein Konto'. On the far right of this bar is a user profile icon labeled 'Nicht Tom?'. The main content area features the question 'Was möchtest du tun?' followed by a grid of six action buttons: 'Fitnessdaten synchronisieren', 'Patientenquittung abrufen', 'Medikationsplan einsehen', 'Befunde einsehen', 'Arztbriefe einsehen', and 'Eigene Unterlagen hochladen'. The buttons 'Medikationsplan einsehen', 'Befunde einsehen', 'Arztbriefe einsehen', and 'Eigene Unterlagen hochladen' are highlighted with red rounded rectangular borders. To the right of the grid are two circular icons: a green one with a video camera and a blue one with an envelope.



# Who will be a successful provider of Records ? Which provider will you trust ?

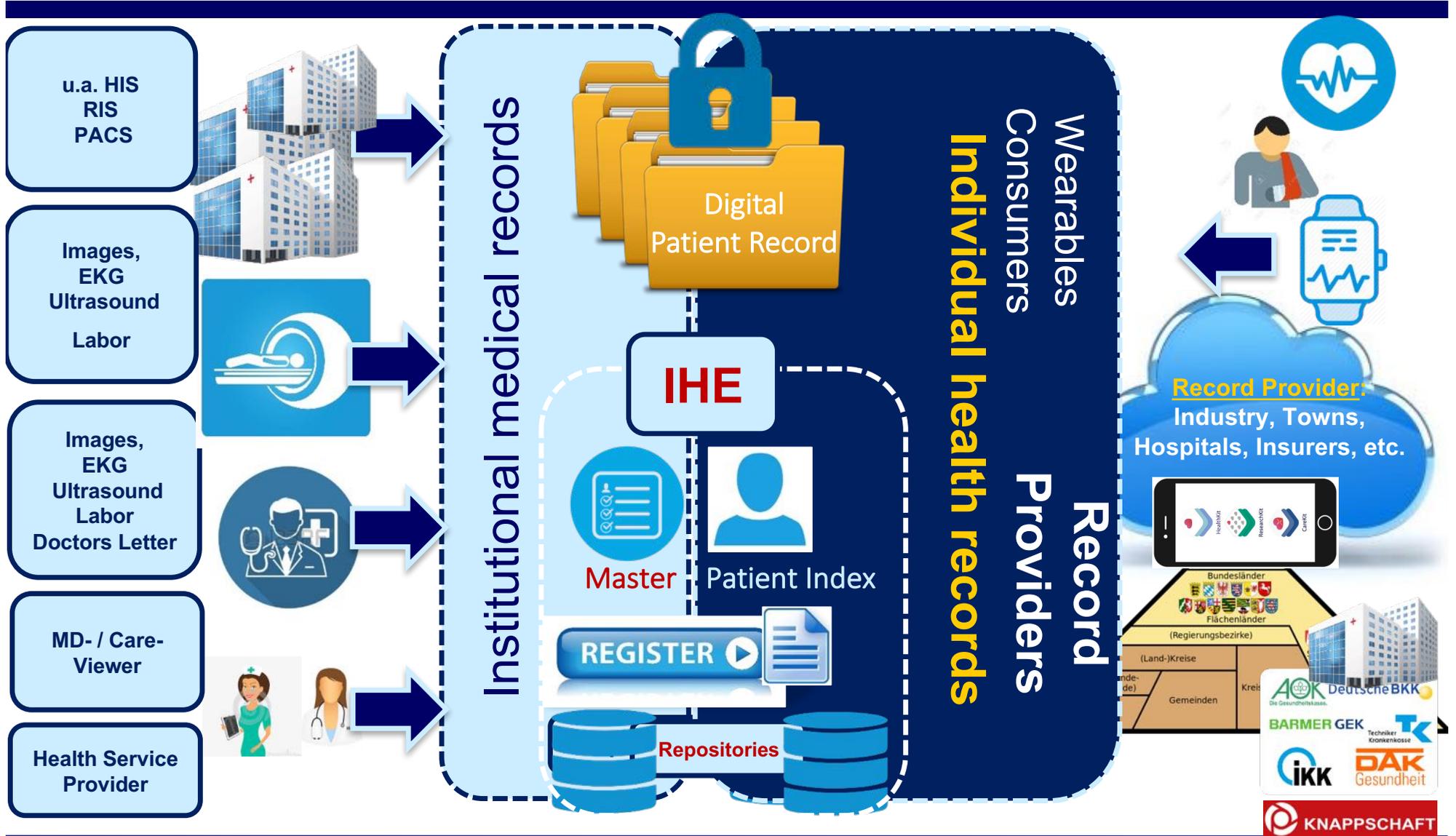


**Record Provider:**  
Industry, Towns,  
Hospitals, Insurers, etc.





# Medical Data – any time at any place ... The Patient as Information Broker: Mobil HIE





**... recommendations**



## To Dos for change – otherwise you have to say „Disruption“ !



### Build Up a Health Information Management (HIM) Strategy

**Ken Lawonn,**  
**Senior Vice President & CIO, SHARP Healthcare**



### Institutionalization of Health Information Exchange (HIE) in the Strategy

**Albert Oriol,**  
**Vice President and CIO, Rady Children´s Hospital and Health Center**



### Prepare your self, install a Change and a Lean management.

**Kevin Mattson,**  
**President and CEO, San Ysidro Health Center**



**Thank you for your attention !**

## **Dr. Pierre-Michael Meier**

**ENTSCHIEDERFABRIK**  
**Supervisory Board**  
**Vice Chairman**

**EAHM**  
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**Chairman**

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**Back Up Slides for the panel discussion,  
if someone wants to step into the details.  
I don't expect that.**

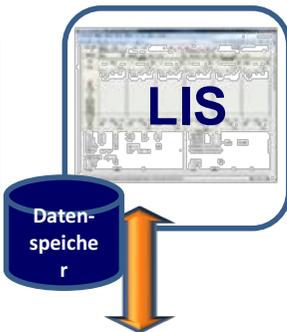


# The „Job“ of all Health Care providers ...

## Monolytic Strategy

## Best of Breed Strategy

... how much do I want from which strategy ..  
... no future without a Platform ...



?

?

## Platform strategy or institutional medical record

Standardized elektronik and **revisionsssicheres** Archive for Patient Data



## Zentral koordinierte IT-Infrastruktur und -Betrieb



... Big Data is too short!  
Answer: CDDS



Management:  
Quality, Public Health & Research

Clinical Data  
Decision Support

Clinical Pathways

**Workflow**

IHE-Profiles: XDW, PCC WD profiles

Clinical Data Sharing

**Semantic**

IHE-Profiles: XDS-lab, PCC profiles

Data Sharing

**Software Infrastructure**

IHE-Profile: XDS, XUA, BPPC

**Hardware Infrastructure (On-Prem or Cloud)**

Central IT-Infrastructure for Network, Server Storage, Devices, Mobile Devices in the classical Hospital-IT and Telecommunication and medical Technology, Patient Internet and Patient Infotainment, Facility technology and Automation