Personalized Healthcare: The Value of an Enhanced Doctor-Patient Relationship

Primary Care Realities

More Patients
More Elderly Patients
More Complex Patients
More Changes in Healthcare
More Dependence on Extenders

Less Reimbursement
Less Time
Primary Care Realities

- Mayo Clinic National Study – released August 20, 2012, in the *Archives of Internal Medicine*
  - About 1 in 2 physicians are burned out based on measures of emotional exhaustion, depersonalization of patients and low sense of personal accomplishment
  - Emergency, family and internal medicine physicians suffering highest rates of burnout
  - Negative consequences for both physicians and patients

Physician Independence is Shrinking

By 2013, only one-third of docs will be “truly” independent
Patient Perspective

2/3 of patients are dissatisfied
- Poor Communication
- Limited Doctor Time
- Long Waits

Driving force for
- Retail providers
- Urgent Care
- Emergency Rooms
- Pharmacy Clinics
- Medical Tourism

Based on studies from SSI and The Research Intelligence Group, 2011.

Health Outcomes: Wrong Direction

- 65 percent of Americans are overweight or obese
- Half the country is expected to be pre-diabetic or diabetic by 2020.

- $218 billion annually
- 1 in 5 healthcare dollars
- 57 million pre-diabetics
- 120 million overweight or obese
- 110 million with family history of diabetes
Emphasis on Prevention

<table>
<thead>
<tr>
<th>Prevention</th>
<th>Early Detection</th>
<th>Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to Intervene With Risk Factor Modification</td>
<td>Earliest Opportunity to Intervene With Screening</td>
<td>Symptoms</td>
</tr>
</tbody>
</table>

Optimal Health
Genetic Risk Factors
Detectable Pathophysiologic Abnormality

Sources: Health Care Institute Medical Practices and Office Staff Publication, MDVIP joiner and non-joiner qualitative research

Healthcare if built by a patient

- Doctor makes medical decisions in MY best interest (vs. insurance)
- Takes time to listen to what I have to say/my questions
- Knows my medical history / makes connections between my symptoms

- Recommends appropriate screening at the right time
- Good at diagnosing problems / knowledgeable
- Provides valuable info. related to my condition
- Assists me when managing a condition

- Asks questions to understand my situation
- A doctor who I can trust
- Staff is courteous and professional

- I am seen by doctor in a reasonable time after my arrival
- Exam room is pleasant
- My calls are returned in a timely manner
- I can get appointments that fit my schedule

Sources: Health Care Institute Medical Practices and Office Staff Publication, MDVIP joiner and non-joiner qualitative research
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Dr. Kim Scott, Internist, Park City, UT

75% of U.S. healthcare dollars go to the treatment of chronic diseases.

>50% of those costs could be prevented!
Methodology

- Intellimed reports utilization by state and payer (i.e., for Medicare and non-Medicare).
  - The Intellimed database has data from the five mandatory reporting states: VA, FL, AZ, NV & NY.
- Hospital discharge rates per 1,000 persons were analyzed.
- Average readmission rates from 2008-2010 for acute MI, pneumonia and CHF were compared to 2009 Medicare readmission rates available from the Dartmouth Atlas Project.

**Readmission Rates**

MDVIP Medicare Average Readmission Rates vs. 2009 Medicare Rates

- **Acute MI**:
  - State Average (5 Reporting States): 21.7%
  - MDVIP: 0.5%

- **CHF**:
  - State Average (5 Reporting States): 18.5%
  - MDVIP: 0.8%

- **Pneumonia**:
  - State Average (5 Reporting States): 15.5%
  - MDVIP: 1.4%

**Greater Than 90% Reduction!**


**SAVING$**

For 2010, in Just 5 States, MDVIP Saved:

- $109.2 Million for Medicare
- $10.2 Million for Commercial

\[
\begin{align*}
\text{MDVIP Savings} & = $119.4 \text{ Million Total} \\
& = $2,551 \text{ per patient} \\
& = $300 \text{ Million/Year for Medicare Nationally} \\
& > $34 \text{ Million/Year for Commercial Nationally}
\end{align*}
\]

Some Benefits of Personalized Medicine:

- Decreased Hospital utilization
- Decreased readmissions
- Savings to the system
- Better Outcomes
- More preventive service being done
- Identifying more patients at risk

Characteristics of a Personalized Practice:

- Patient pays an annual membership to join a physician’s practice
- Guaranteed to be cared for by your personal doctor
- Receive a higher level of services beyond those covered by insurance
  - Services vary across different models
- Typically smaller practice sizes to provide a better experience for both doctor and patient
## Who is MDVIP?

- National leader in Personalized Primary Care Medicine
  - Early pioneer and visionary
  - New approach to primary care focused on helping people stay healthy

- National network of more than 700 carefully selected primary care physicians in 42 states & DC

- More than 250,000 members and growing rapidly