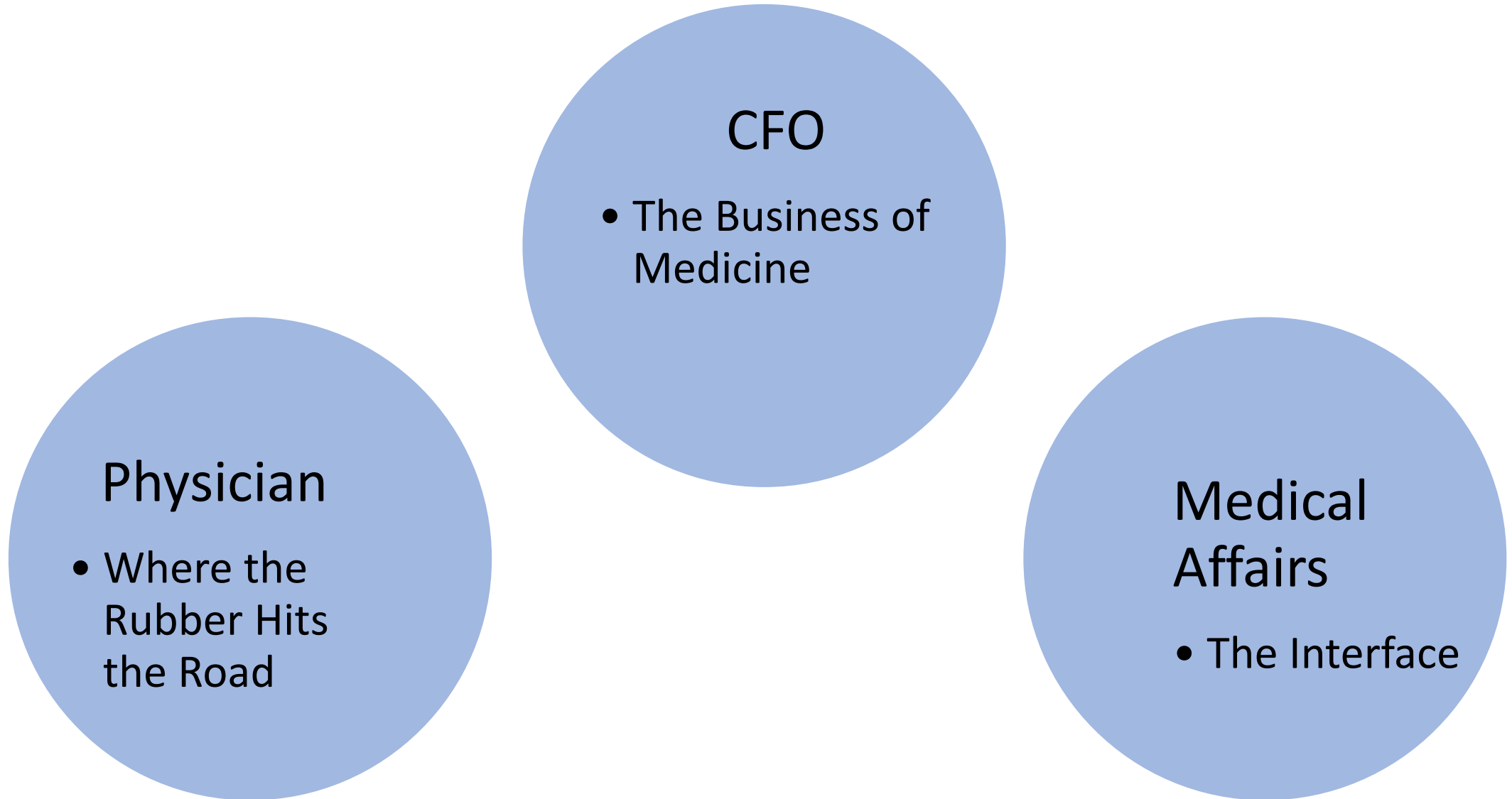


The Business Side of Quality: Return on Investment

Disclosure

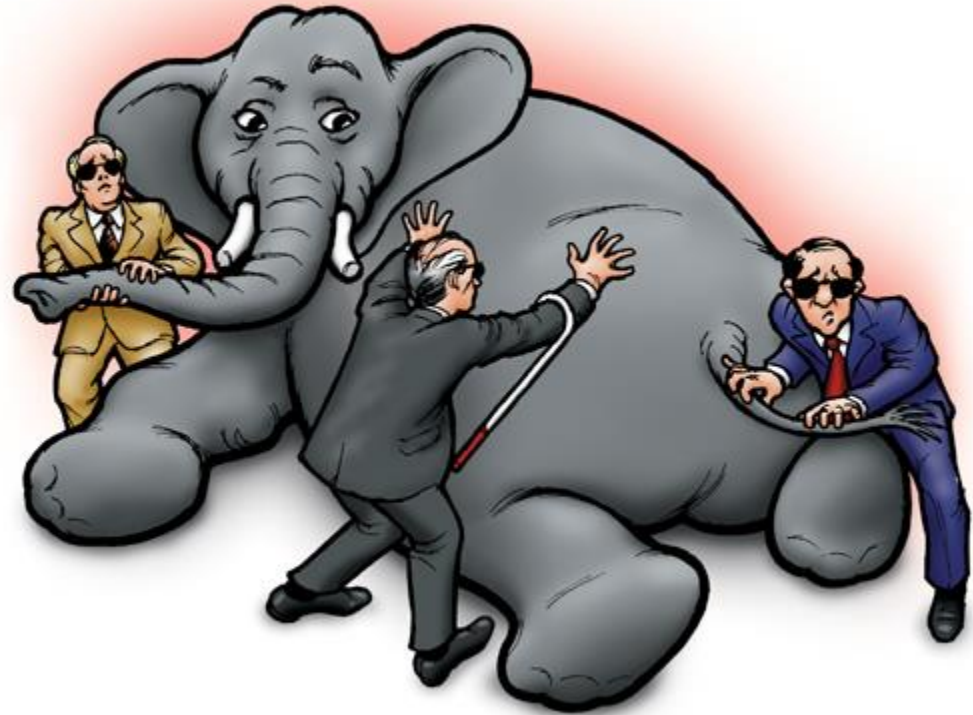
Presenters	Mr Kelly Murphy, Mr Mark De Croos, Dr Curt Smecher
Relationships with commercial interests:	
Grants / Research Support	None
Speakers Bureau/ Honoraria	None
Consulting Fees	None
Other	None

Three Worlds



At the Intersections

- A need of a sound approach that supported by all parties
- A need for a common language which is understood by all
- A need to ensure that everyone's views are heard and imbedded in the quality solution



What Brings us Together?

Quadruple Aim

1. Improving the patient experience of care (including quality and satisfaction);

Physician

Med
Affairs

CFO

2. Improving the health of populations;

Physician

Med
Affairs

CFO

3. Confirming health care funds are effectively utilized to achieve the desired goals;

Physician

Med
Affairs

CFO

4. Worker Satisfaction

Physician

Med
Affairs

CFO

CFO – What I need

- It is a myth that all Quality initiatives must save money
- Quality Initiative's financial information must come from common and agreed to source for all initiatives in order to fairly compare in the decision process to fund or not
- Clearly described outcomes and measurements

Medical Affairs – World

- Island Health Medical Affairs Mission Statement;
 - We will serve the medical staff by inspiring them to achieve their place as key partners, collaborators and leaders in shaping the health care system and delivering best possible care.
 - We will serve the organisation by promoting understanding of medical staff culture and cultivating the relationship between medical staff and the health authority.
 - We will serve the broader health care community through partnerships in provincial healthcare, quality, governance, education and research.
 - We will serve our team by providing effective communication, recognition, growth and development opportunities within a supportive and respectful work environment.

Medical Affairs – World

- To support all physician's quality initiatives with common approach that is logical, measureable and includes monetary and non-monetary components that funding decision-makers have confidence in to make funding allocation decisions

Many good ideas never get off the ground because of a lack of a common language

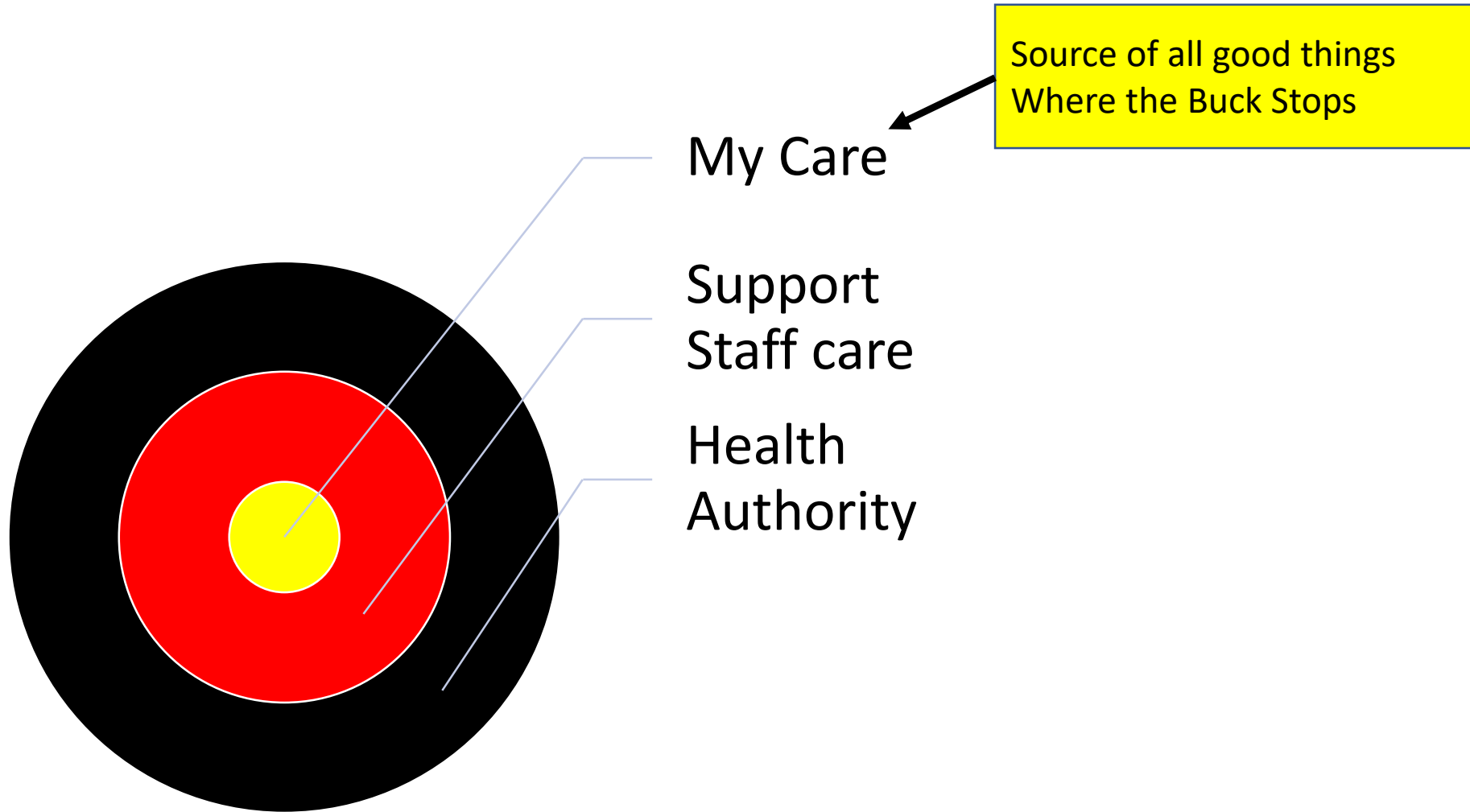
- To navigate initiatives through the organizational system in order to ensure alignment with Corporate goals, objectives and approval processes

Physician frustration can be avoided if the Corporate world was understood better

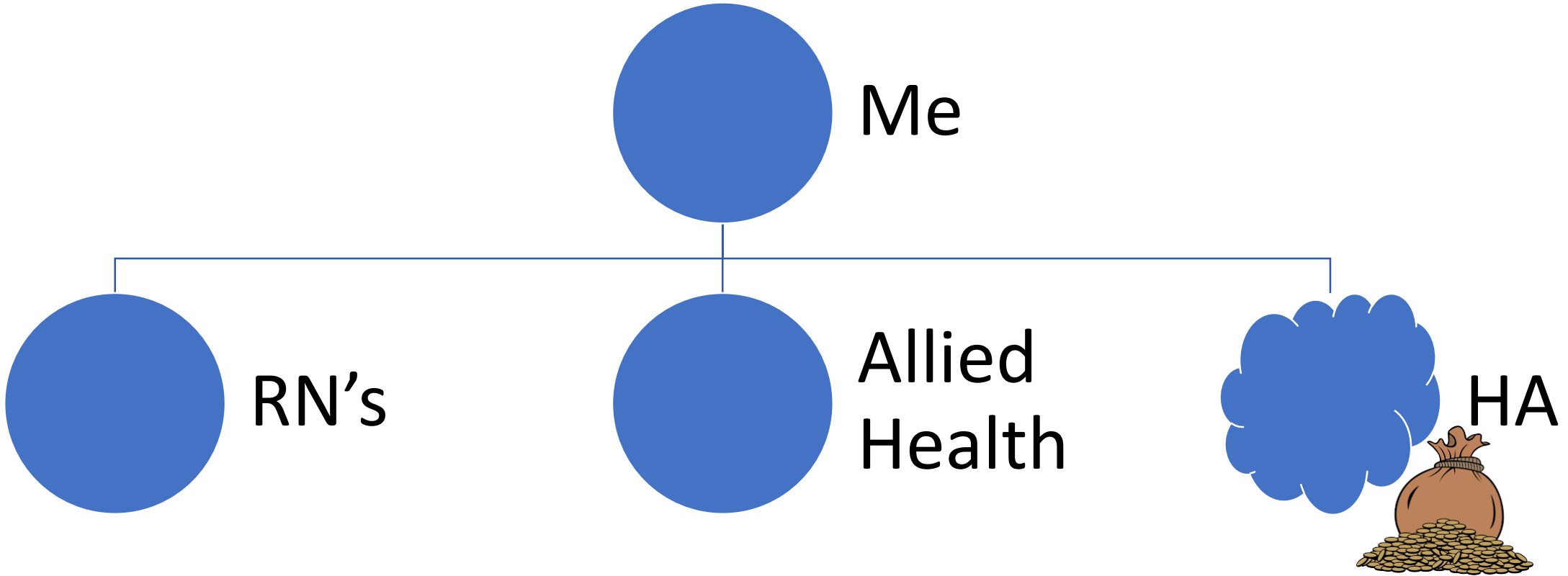
Physician – Our PQI Journey

Before PQI

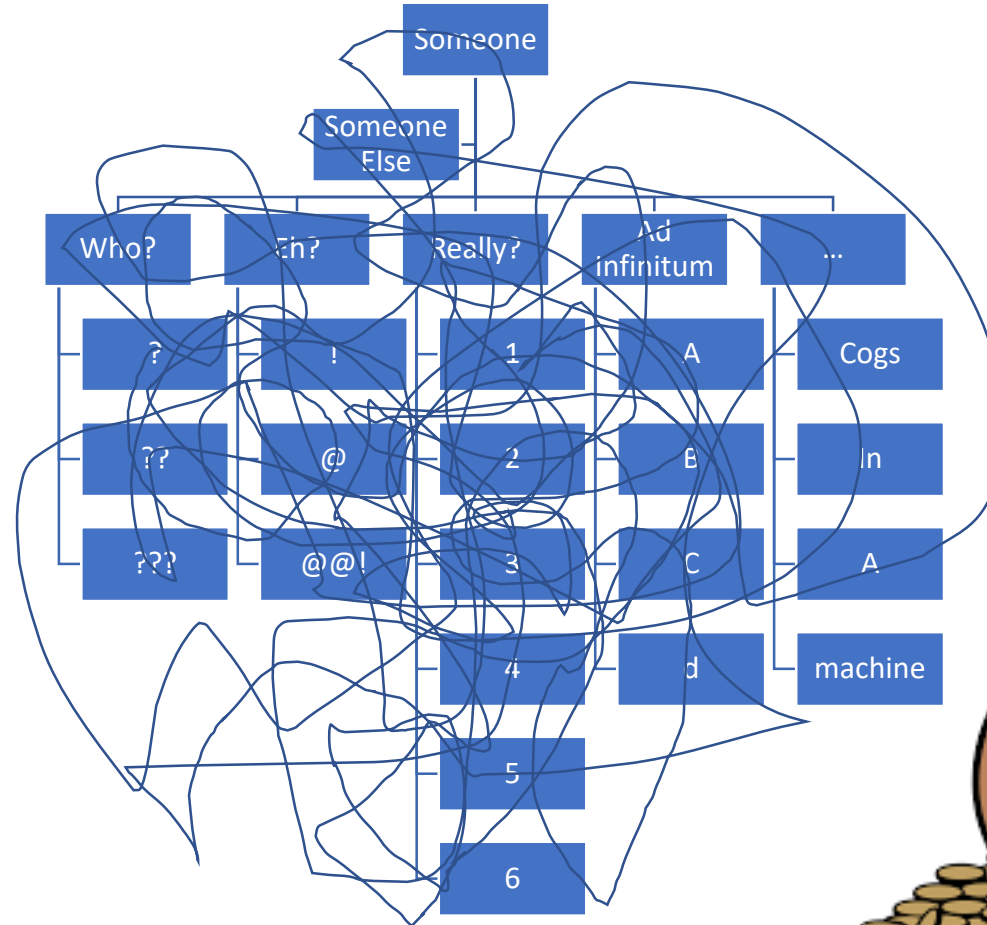
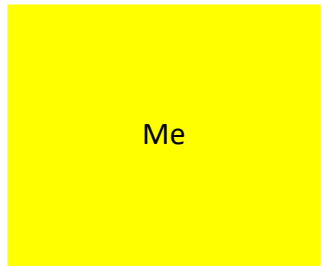
My World



My World – a different view



My World and... The Health Authority



The Journey

How does PQI Change this?

1. I start to work with, and see, **individuals** as well as roles
2. I start to interact and work within this structure
3. I start to see **common goals**
4. I recognize that everyone is actually **doing the best they know how**
5. I have this complex structure **explained** to me
6. I am **guided** through this by PQI Staff and Alumni

My view of the Business of Medicine

- Finance is different, not better or worse, but different from clinical medicine
- It is very conservative, and with \$Billions at stake, it needs to be
- I will be more successful if:
 - I can speak the language
 - I understand the goals and issues
 - I align with the goals
 - I understand, and work with the structure
 - I know who to speak to, and what their function and concerns are
 - I know how to make it easy for the HA to say YES

Science of Medicine

The Business Case

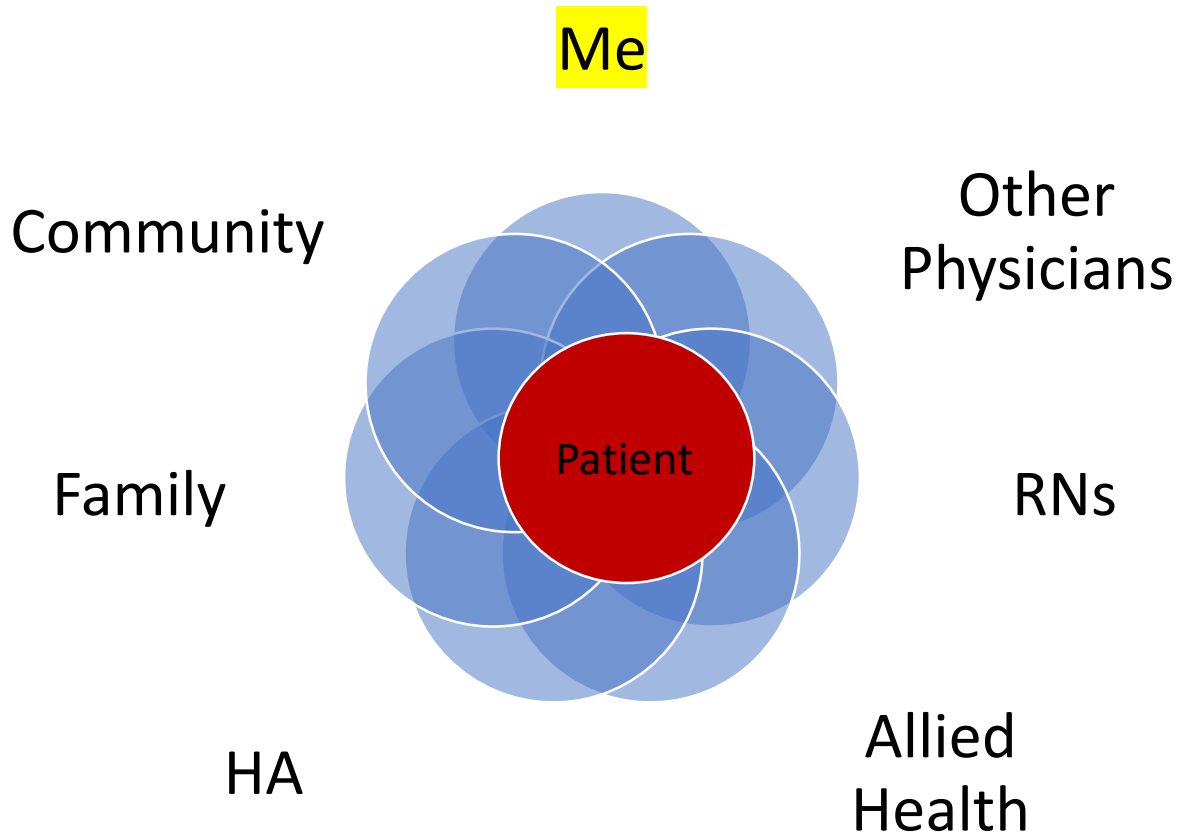
- What is the evidence? ✓
- How Credible is the evidence? ✓
- Are the measures relevant to my practice? ✓
- Was the Methodology Sound? ✓
- Does it apply to my Situation (patients)? ✓
- Does it make sense? ✓
- What are the implications? (Side Effects, Adverse reactions, etc.) ✓
- Can I reasonably justify the decision if called upon? ✓
- Do I have appropriate Consent (Patient, Ethics, etc.)? ✓

ROI Methodology

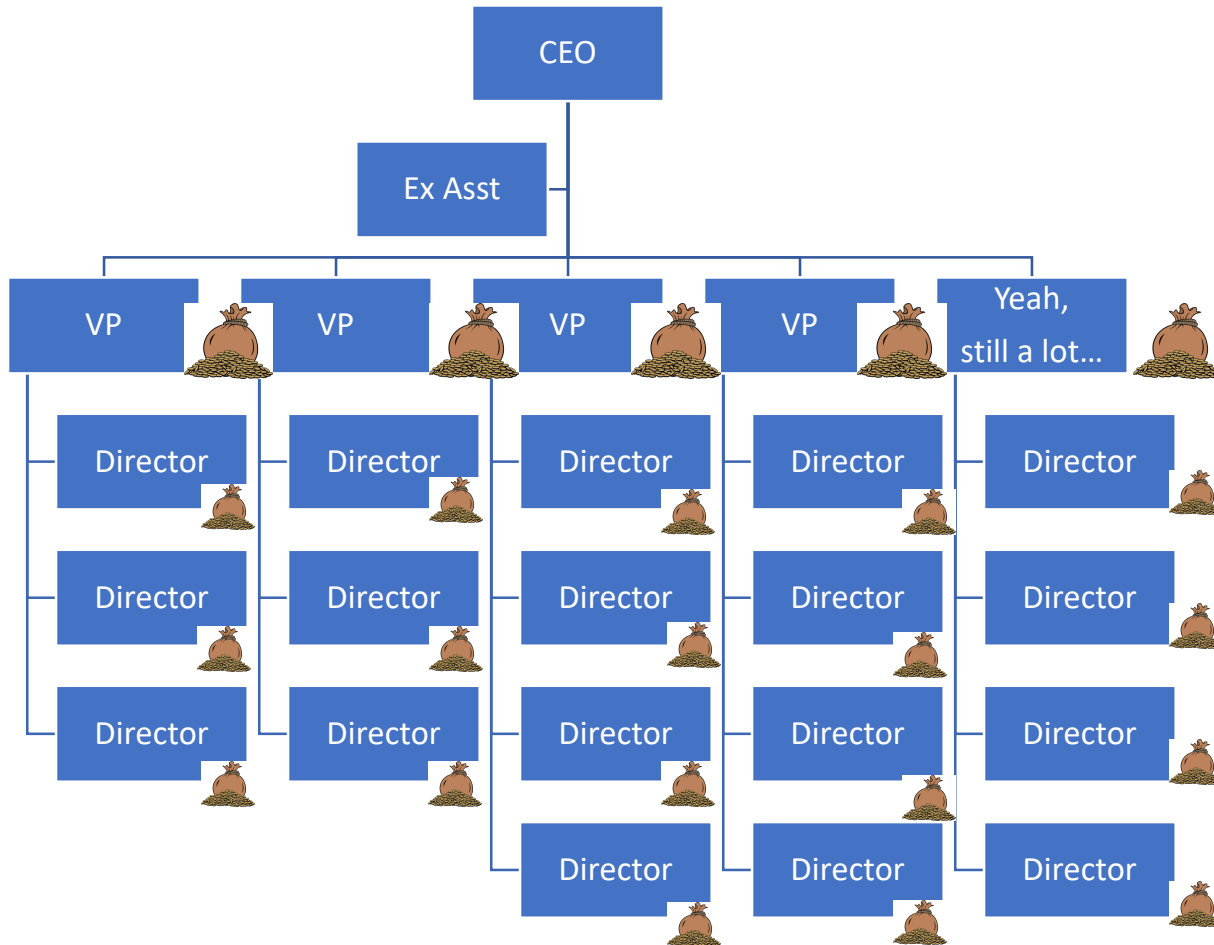
- We are starting to teach this Methodology
- Sound, established methodology
- Accessible and available in multiple locations
- Teachable at multiple levels of detail
- Provides Common Methodology for Decision making that is:
 - Easy,
 - Consistent,
 - Can make Straightforward Comparisons between Proposals possible

After PQI

Team of interlocking parts



My World and... The Health Authority



Individuals working to a common goal

- A set of Moving, interlocking parts
- Many individuals, each trying to do their best
- Each person has a different set of skills and responsibilities

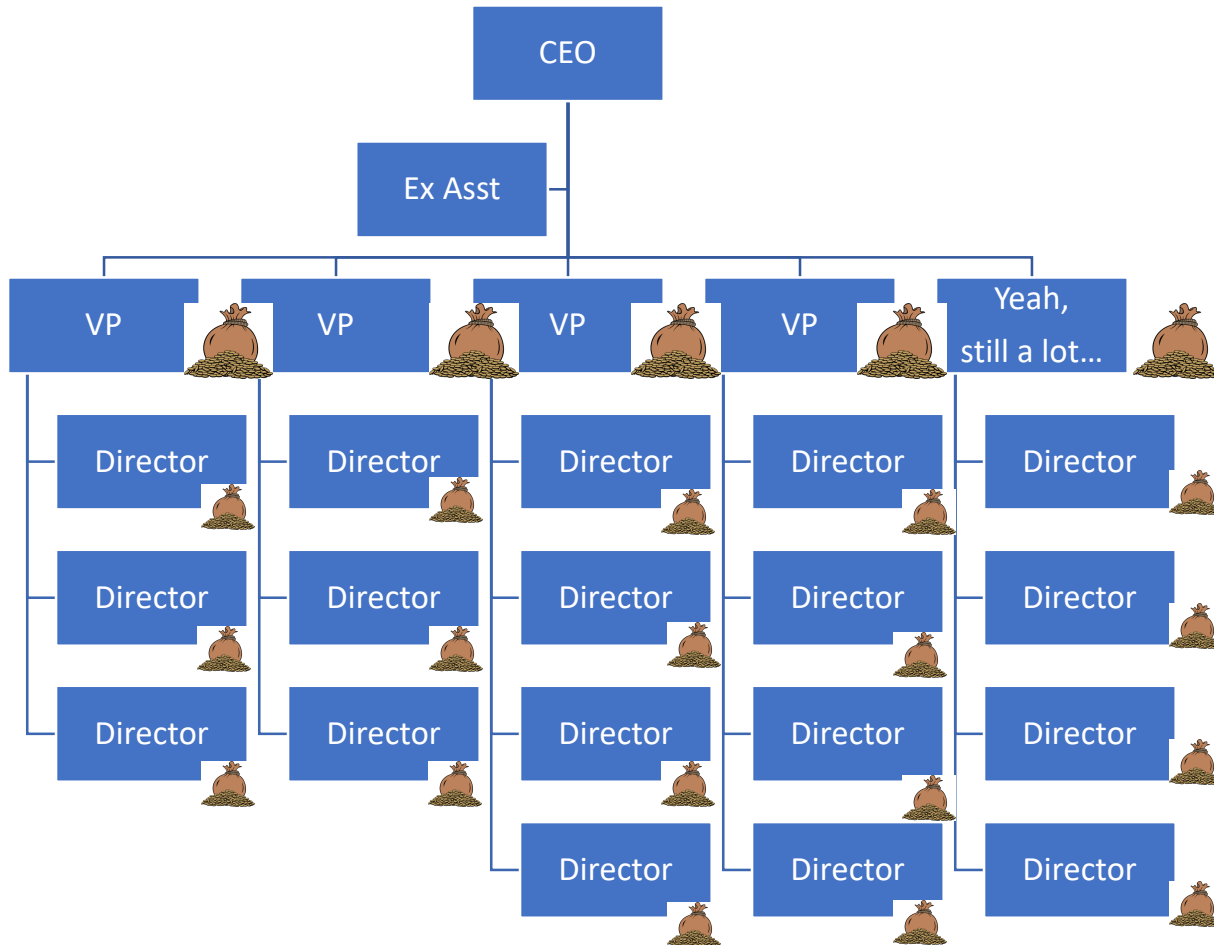
A fixed amount of Resources

- Multiple pots of overcommitted money
- Pulled in many directions at the same time
 - There are lots of “me’s” out there
- There are lots of good ideas out there, and they need to be prioritized
 - This is easier if I work within the structure

A Decision Making Structure

- I contribute, I don’t control or direct
- The better I understand and interact, the more likely the organization will understand my point of view and act accordingly
- “Not yet”, isn’t the same as “NO” and budgeting may take some time and effort

My World and... The Health Authority



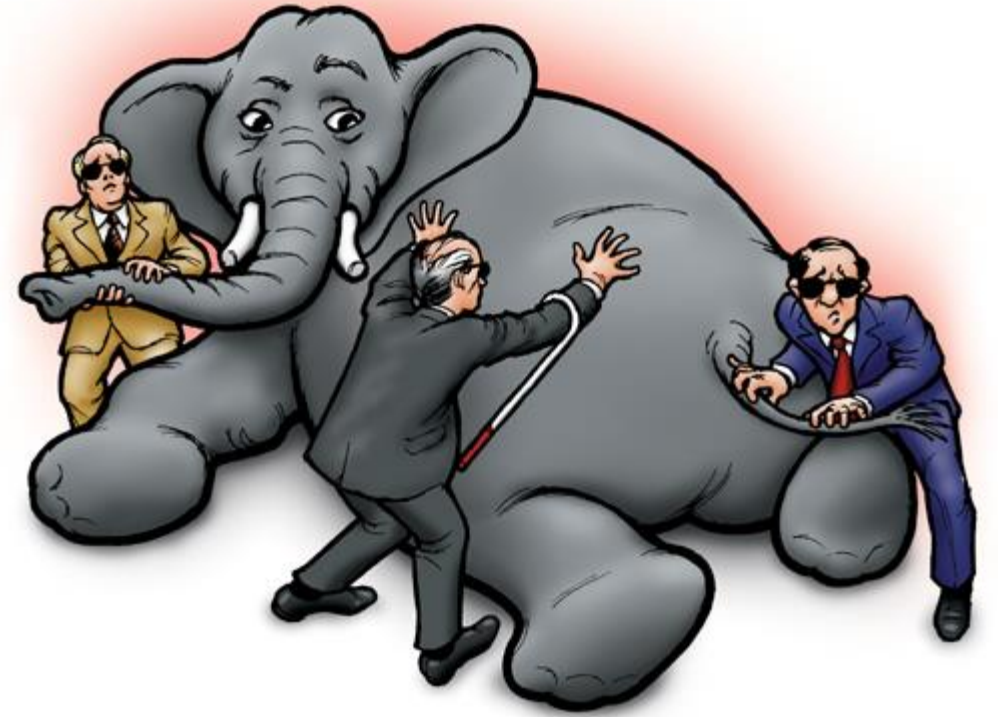
The more I can

- work within the structure and
- talk the common language,

the more likely I'll be successful in selling my ideas

At the Intersections

- Better Understanding of
 - Needs
 - How to work together
- Better Working Relationship
- Improvement in:
 1. Improving the patient experience of care (including quality and satisfaction);
 2. Improving the health of populations;
 3. Confirming health care funds are effectively utilized to achieve the desired goals
 4. Worker Satisfaction
- A Common Vision



Three Intersecting Worlds

