

Enabling the Future for Care Delivery: The Importance of Innovation

HIC08: The Person In the Centre
Melbourne, August 31. 2008

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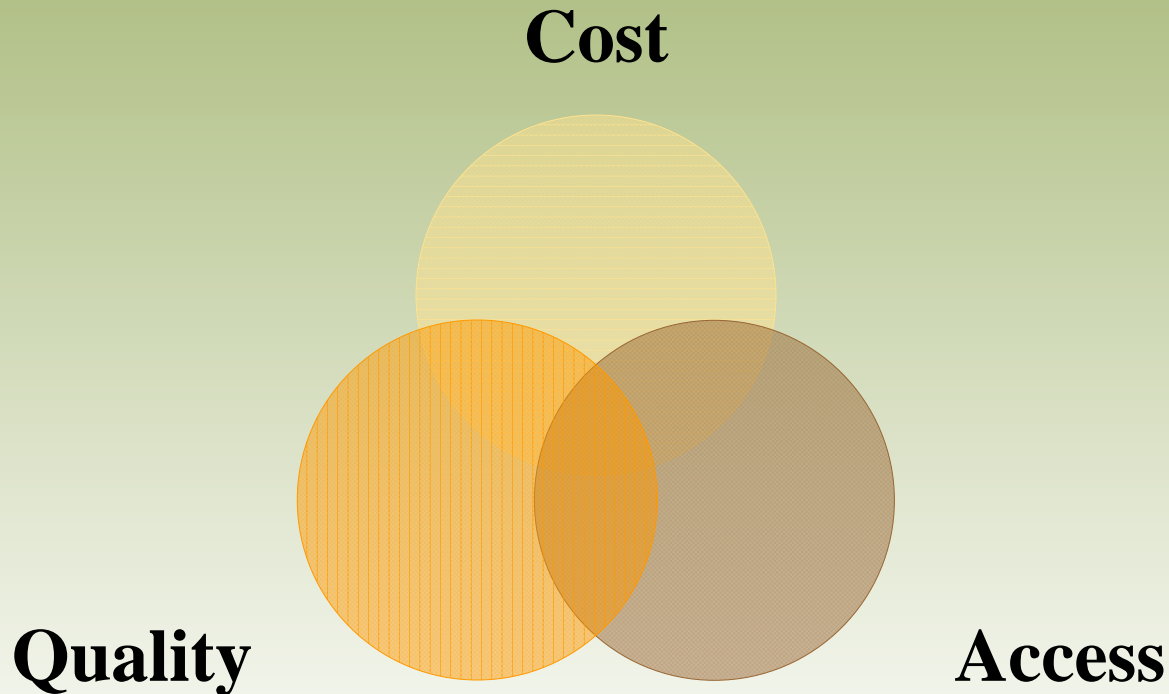
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**“We have reached the limits
of what it is possible to achieve
with computer technology”**

AGENDA

- Innovation in Healthcare
- Innovation + HIT: A Paradigm Shift
- Creation of a Healthcare Innovation Program
- Conclusion

Need for Change in Healthcare



Our present efforts resemble a team of engineers trying to break the sound barrier by tinkering with a Model T Ford.

- IOM Report: Crossing the Chasm (2001)

Why Innovation?

Sometimes, the same old stuff just won't work



"Try pumping the brakes!"

**You cannot solve a problem
using the thinking that got
you there.**

- Albert Einstein

What is Innovation?

- **Definition**

- A significant change in thinking, things, processes or services
- The act of using an invention in a new way

- **Goal**

- To create positive change
- To make someone or something better

**Converting knowledge
into something valuable**

Who should be involved?

Innovation has never come through bureaucracy and hierarchy. It's always come from individuals.

- John Scully (Past Chairman, Apple Computers)

The best innovators aren't lone geniuses.

They're people who can take an idea that's obvious in one context and apply it in not-so-obvious ways to a different context.

- Harvard Business Review

Innovation is a systemic process that draws insights and ideas from inter-disciplinary groups... in a conscious, purposeful search for innovation opportunities.

- Peter Drucker

When to start?

The oldest habit in the world for resisting change is to complain that unless the remedy to the disease should be universally applied, it should not be applied at all.

But you must start somewhere.

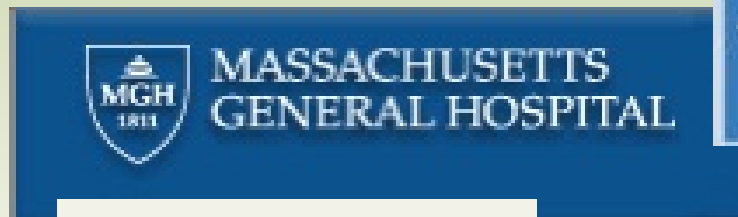
-Winston Churchill

Healthcare Innovation in The United States

Innovation Organizations Across the US



UPMC



Geisinger
VENTURES

Health 2.0

Lessons Learned

- **Similarities**

- Start small
- Methodology: Plan, Do, Study, Act (PDSA)
- Tools: Process > People > Technology
- Model: Create, Validate, Spread
- Adoption and Spread are the hardest part

- **Differences**

- Funding sources
- Research involvement
- Individual vs. Population focus
- Software development ability

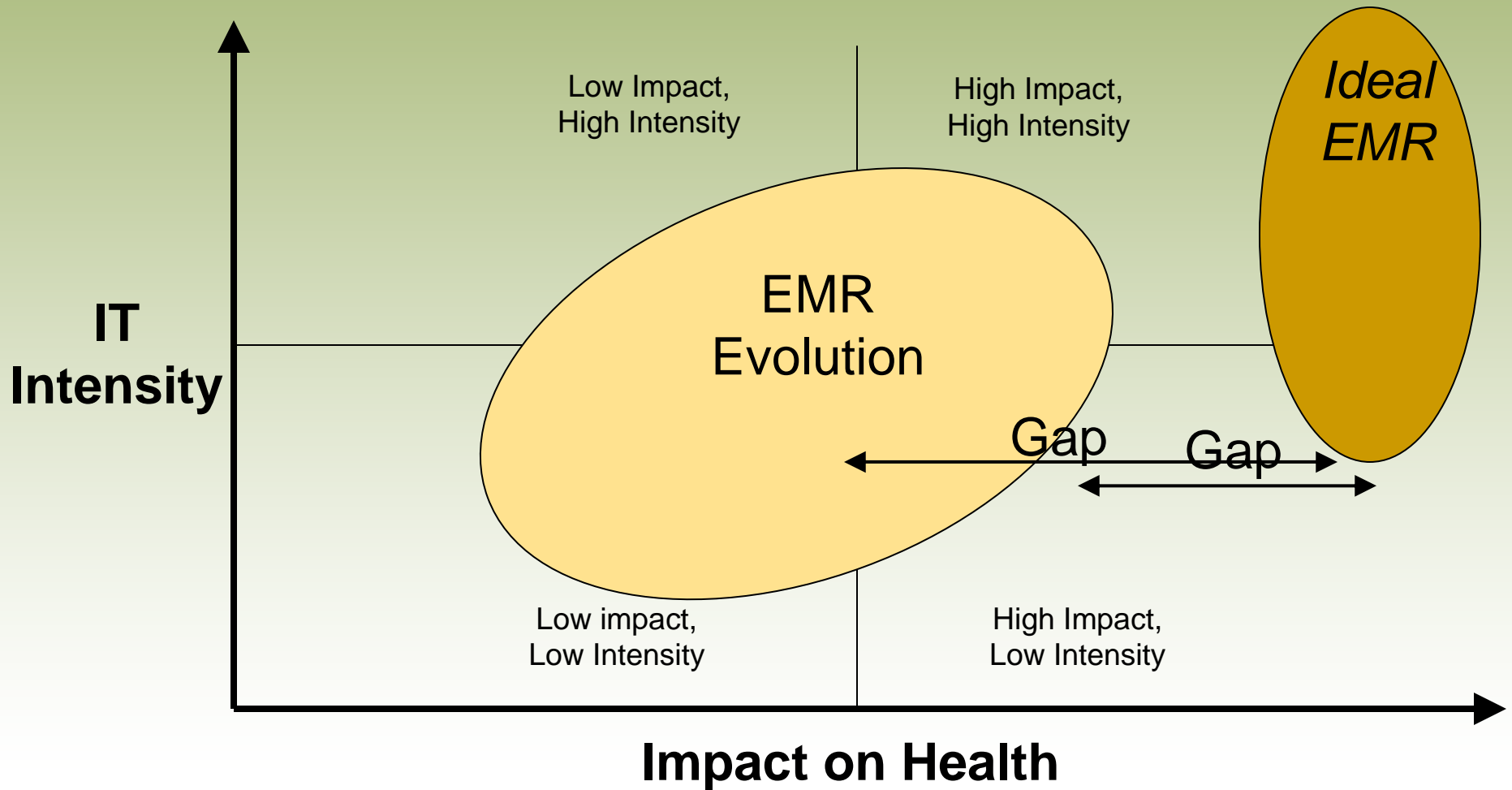
Innovation + HIT



Time for a Paradigm Shift

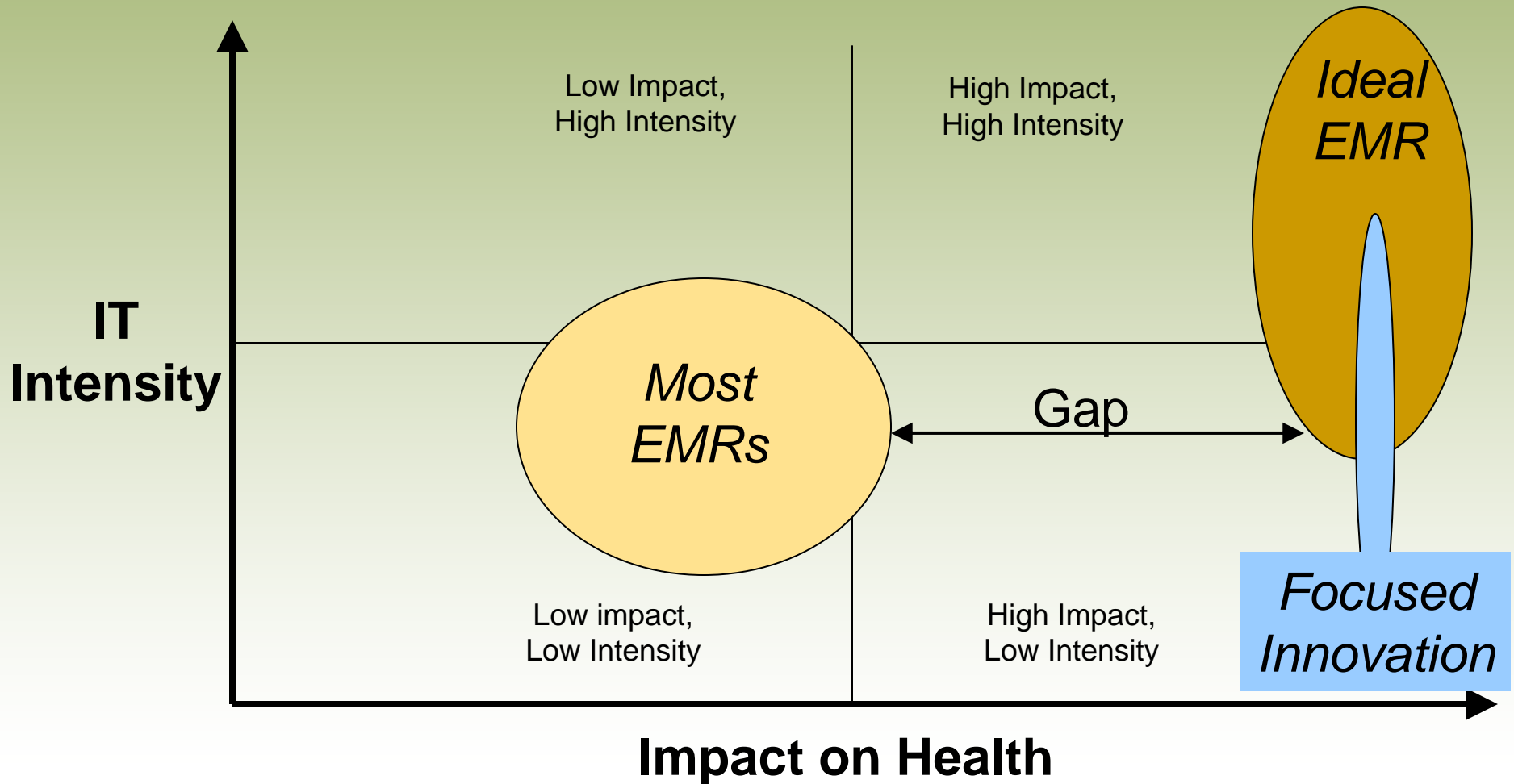
Current Paradigm

Slow evolution of EMR Systems



Paradigm Shift

Focused Innovation: Niche Solutions for High Impact Situations



Creation of a Healthcare Innovation Program



SZOLLOSI
HEALTHCARE
INNOVATION
PROGRAM

www.TheSHIPHome.org

SHIP Description

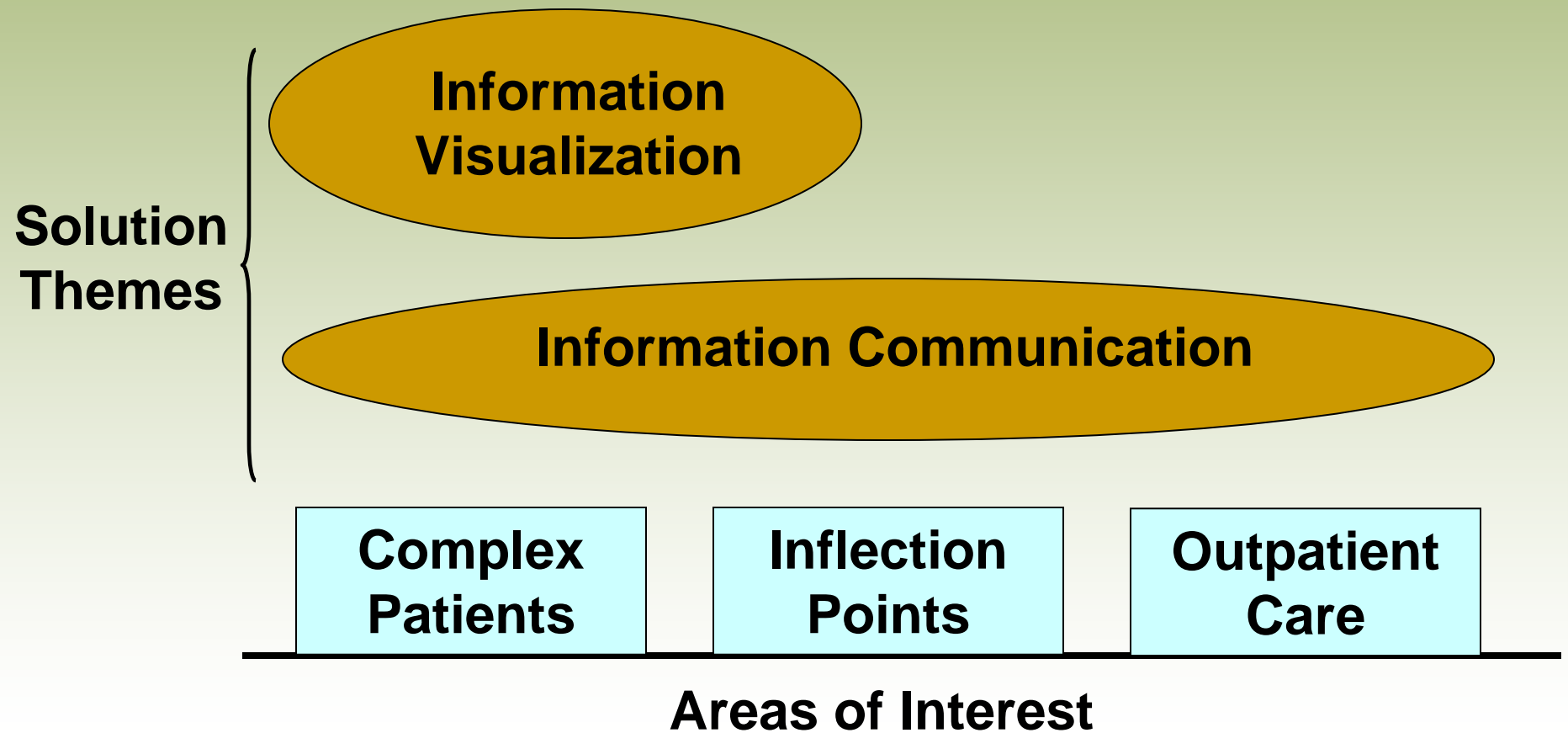
- **Mission**

- Use creative thinking and diverse technologies to produce a better healthcare experience for patients, physicians and others associated with their care.

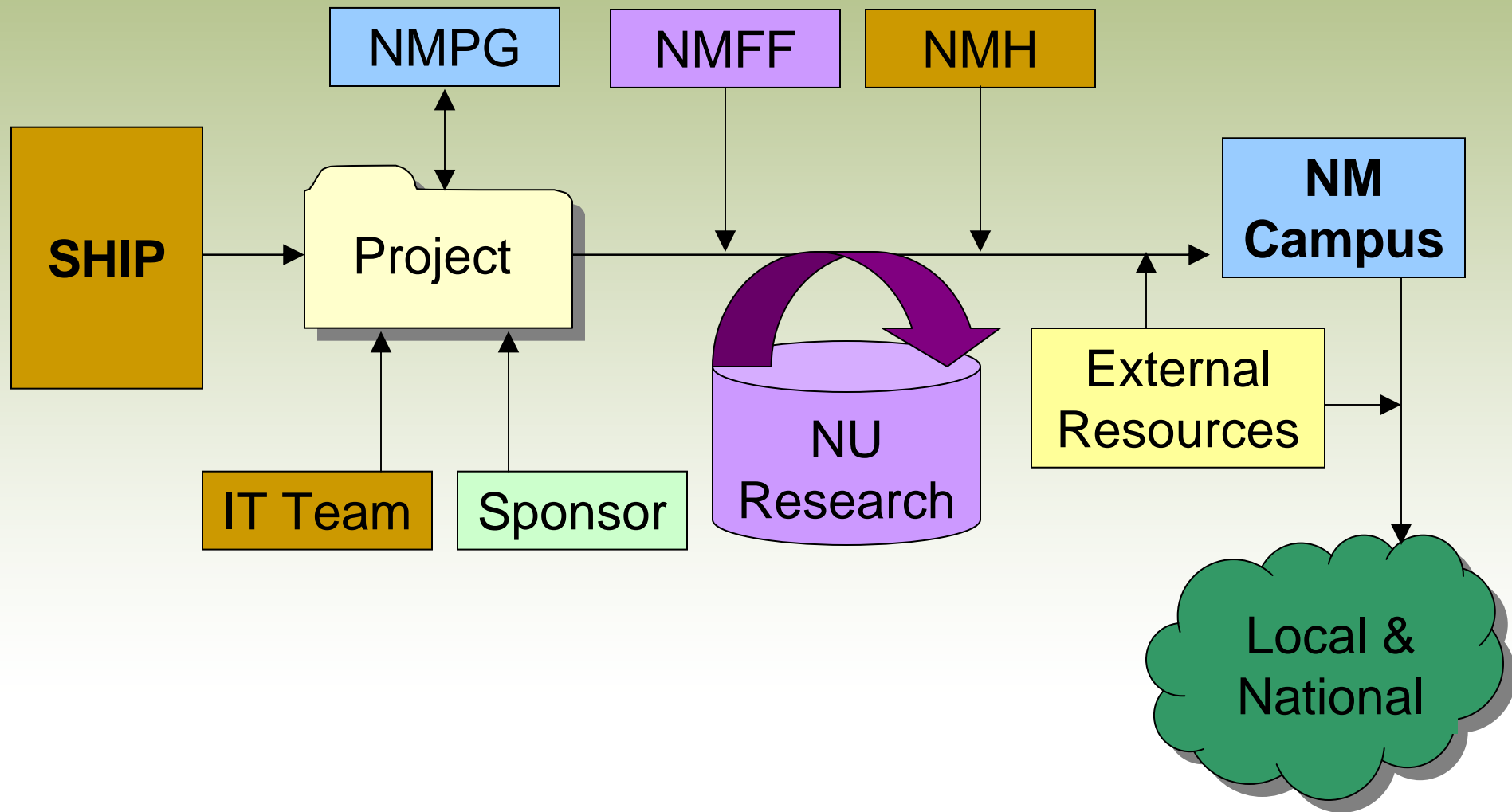
- **Vision**

- Develop, test, and use innovative solutions within the real world of Northwestern Memorial's Healthcare System, and then spread these ideas and solutions outside our organization.

Where is the Opportunity?

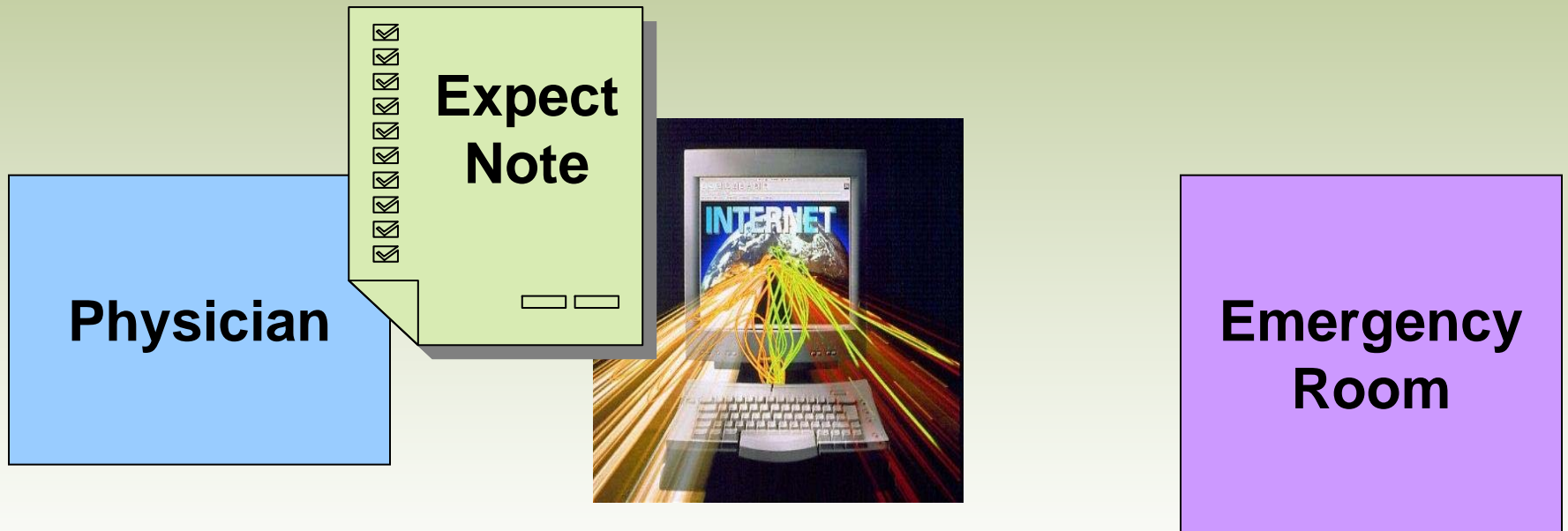


The SHIP Model for Success



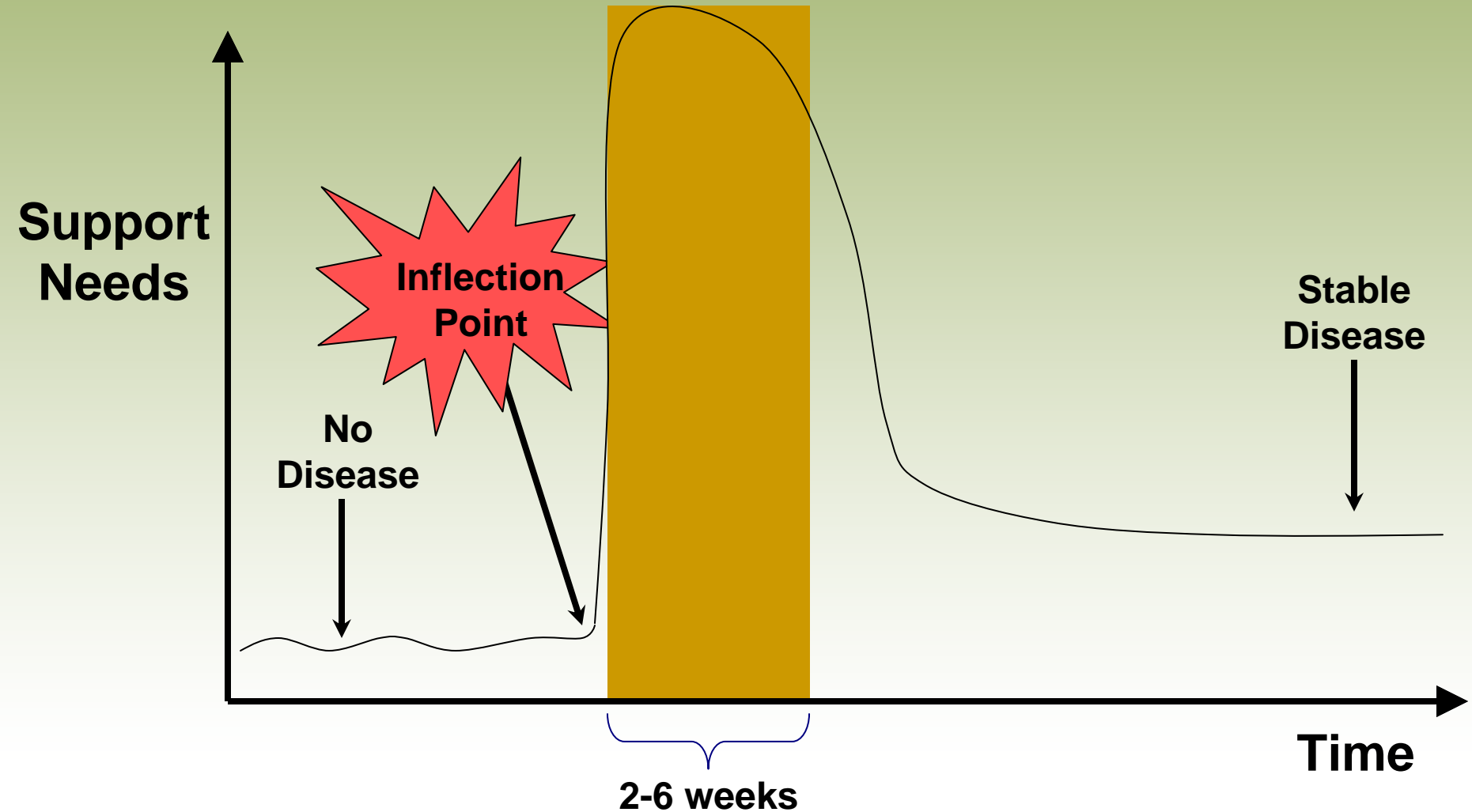
SHIP Project #1

“ExpectED”



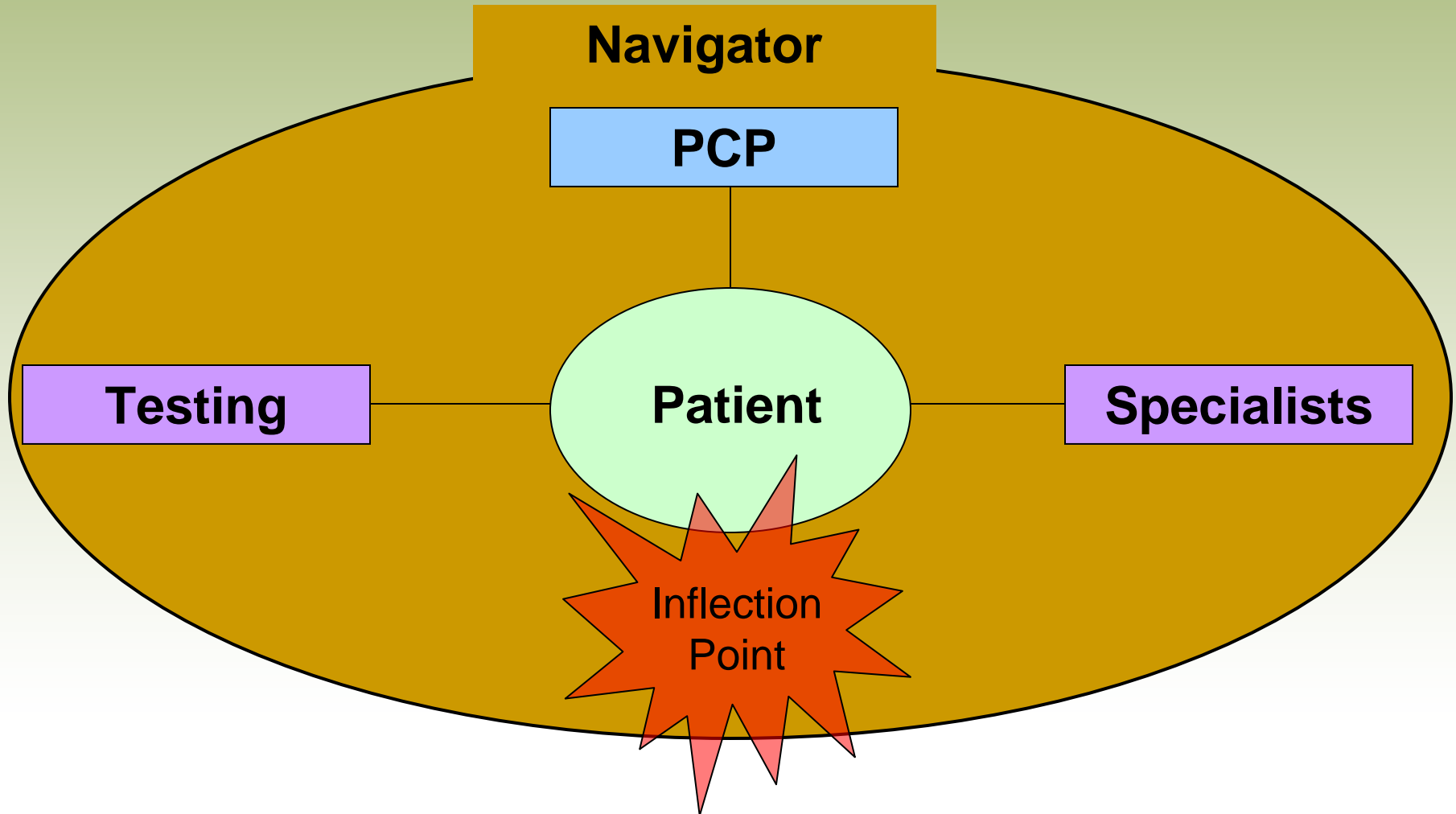
SHIP Project #2

“Inflection Navigator”: The Need



SHIP Project #2

“Inflection Navigator”: The Strategy



SHIP Project #2

“Inflection Navigator”: The Tool

- **Web based Registry**
- **Inflection level protocols**
 - New diagnosis (e.g. Cancer, Afib...)
 - Worsening of Disease (e.g. DM, CHF...)
 - Overall Worsening in a complex patient
- **Local level knowledge**
 - Back lines, Assistant names...

SHIP Project #2

“Inflection Navigator”: The Tool

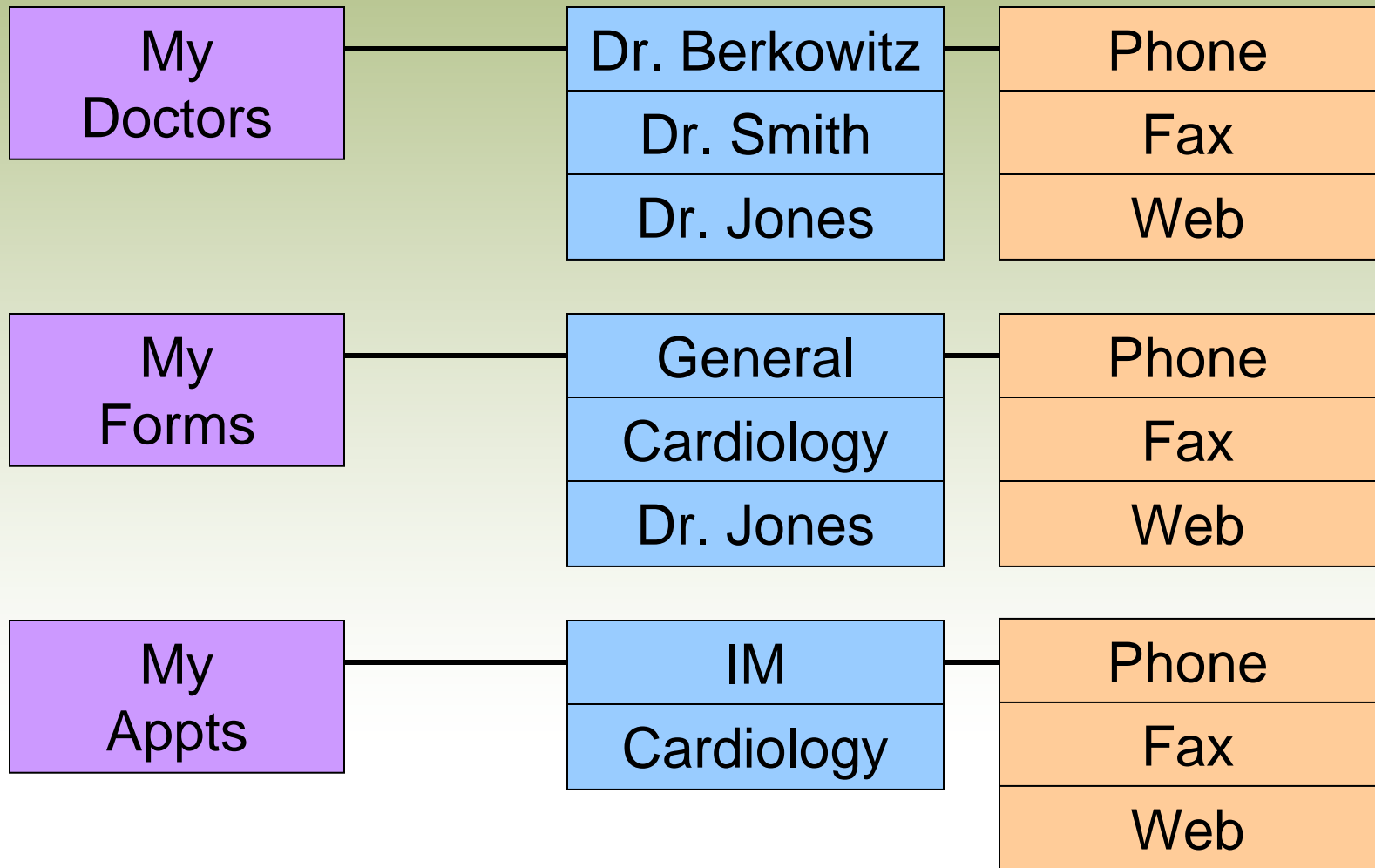
Status	Patient Name	Category	Protocol Due	Overdue	Primary Navigator
(OverDue)	Smith, John (5/3/44)	Cancer	2 (of 5)	2 (of 2)	Betty Price
(OverDue)	Jones, Mary (3/3/44)	DM	2 (of 5)	1 (of 2)	James Sweeney
(OverDue)	Cramer, Bob (2/3/44)	Cancer	2 (of 3)	1 (of 2)	Betty Price
(Due)	Smith, Jane (2/3/54)	<u>Afib</u>	2 (of 4)	0	etc...
(Due)	Cramer, Bill (2/3/24)	DM	1 (of 3)	0	
(Due)	Smith, Judy (2/3/64)	Cancer	1 (of 2)	0	
(Complete)	Smith, William (2/13/47)	Cancer	0 (of 5)	0	
(Complete)	Jones, Tony (12/3/45)	<u>Afib</u>	0 (of 3)	0	
(Complete)	Cramer, Josh (8/3/49)	Cancer	0 (of 3)	0	

Protocols for “Cancer”

Checklist	Start Date	Expected End Date	Completed Date	Action	Notes
Confirm Dx	4/5/08	4/17/08	4/16/08		Pancreatic...
See Oncologist	4/5/08	4/21/08	4/20/08		Dr. Lopez
Get a treatment plan	4/5/08	4/24/08	overdue	[click here]	done
Notify other related doctors	4/5/08	4/21/08	4/22/08		?Sloan
Help with second opinion	4/5/08	4/30/08	due	[click here]	NMW cent...
Educate pt about other resource	4/5/08	4/6/08	4/6/08		

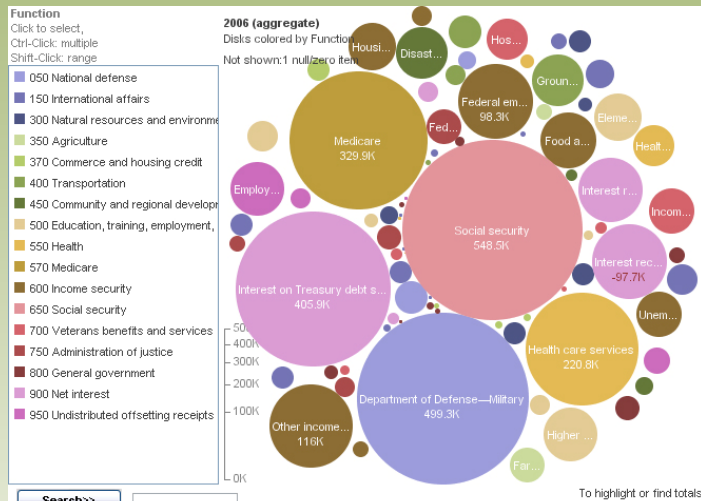
SHIP Project #3

“Patient Dashboard”



SHIP Project #4

“EMR of the Future”



Resources

- **Innovation Learning Network**
 - <http://iln-public.pbwiki.com>
- **AHRQ Health Care Innovations Exchange**
 - <http://www.innovations.ahrq.gov>
- **Innovation-Driven Health Care: 34 Key Concepts for Transformation**
 - By Richard L. Reece, MD
- **Innovation in Action** (Guide for HC Professionals)
 - By Scott Endsley, MD (sendsleymd@aol.com)
- **Centre for Health Innovation** (Alfred Hospital, Melbourne)
 - <http://www.healthinnovation.com.au>

Conclusion

You see things and you say, "Why?" But I dream things that never were and say, "Why not?"

- George Bernard Shaw

**I am always doing things I can't do,
that's how I get to do them.**

- Pablo Picasso

Never believe that a few caring people can't change the world. For, indeed, that's all who ever have.

-Margaret Mead

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