

Competing through Medical Technology on Value & Outcomes



Meaning of Value

- Meaning of Value: Outcomes achieved per Dollar spent.
- *But this definition excludes the interest of the Provider.
You can't Feed from an empty vessel. ROI.*
- *It also excludes some other interests...*
- *Still a rigorous measurement of value (outcome and costs) is perhaps the single most important step in improving health care.*

Where should Value be measured

- Value should first be measured at the patient level.
Quantitatively, Qualitatively, along the flow of the service & at the last touch point.
Weakness remains the main memory...
- The value has an additive nature and comes into play the moment an episode strikes the patient, i.e. from the choices about the doctor/hospital, to the process of transport & admission to the care at the hospital, admission, behaviour of HCPs, actual treatment, discharge and the post discharge follow up.

Value should be measured along which indices



Time

Cost

Diagnosis &
Treatment

Satisfaction

Time

- Value is created when time is saved, especially unproductive time is reduced. Bladder is full, so is the Ultra Sound machine queue – a Logistics issue
CT abdomen, Endoscopy, Anaesthesia / Surgery Team is available but the patient has been mistakenly fed his meal – Protocol & training issue
- Technology can be the game changer here as the Apps like Quickwell etc have resulted in reduction waiting time up to 70% in hospitals; this coupled with the use of biometric devices and apps which track the movement of patient from the triggering episode to the actual admission.
- These technologies plus other time saving medical technologies along with Big Data can immensely reduce the time required to wait at different touch points in the hospital.
- Overall Time spent in the hospital e.g. Infection Control Technology reduces ALOS

Cost

Cost:- Reduction in cost whereby the patient actually ends up paying substantially less for the treatment but with the same quality of care, e.g.

1. Several Technologies directly Save Cost e.g. Qimono, Theradiag, left-right shunts
2. Indigenous manufacture is required. FDI on automatic route
3. IT's role in Purchasing, Inventory Management, Staff & Utility audits
4. Minimally invasive day care surgeries bring productivity gains for the patients

Diagnosis & Treatment

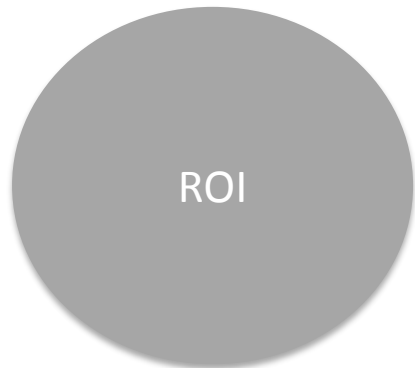
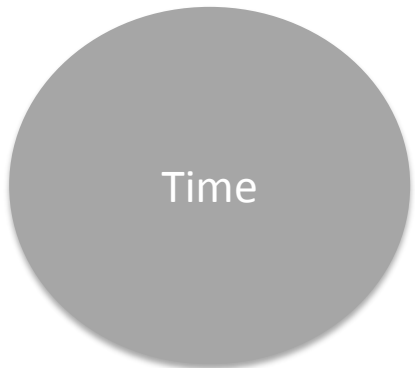
1. Imaging though Expensive, clinches diagnosis. In future Pills will take photographs...
2. Bio Markers have saved many lives which were earlier lost to mysterious diseases...
3. Use of key hole surgeries, robotic arms, laser machines and radiotherapy have changed the way healthcare tackles diseases
4. Physiological Pace Makers which alter heart beat rate, sensing metabolic changes dependent on body activity levels
5. Treatments with Greater Efficacy, Better Compliance & Lesser Side Effects

Utility/Satisfaction

Utility/Satisfaction:- This is the qualitative parameter in value creation, though no numbers can be assigned to it but this is the category which is the sum total of the experience at the hospital & the impact of the intervention on the quality of life. The overall experience. From the triggering episode to post discharge to non recurrence or timely prophylaxis.

Should Value be measured for the Provider

...Two fine doctors on my TV Show...



Thank You

