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ACHE - SouthEastTexasChapter

*An Independent Chapter of the American College of Healthcare Executives*

TWO VITAL INDUSTRY EVENTS CO-LOCATED MAY 18-20, 2016 | GEORGE R. BROWN CONVENTION CENTER | HOUSTON, TEXAS

# How Manufacturing and Health Systems Work as Partners towards Population Health

An ACHE Face-to-Face (Category I) Session – 1.5 Hours CEUs

**Moderator:** Bitu Kash, PhD, MBA, FACHE

**Panelists:** David Currie  
Keith Fernandez, MD  
George Masi, FACHE

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# Learning Objectives

- Current trends working with selected manufacturers to achieve population health targets
- The key role of pharmaceutical and medical device manufacturers in population health efforts
- Manufacturing partners contributions to better clinical and health outcomes and reduced cost of care
- Lessons learned building in collaborative partnerships
- How to pursue and implement effective partnerships that result in improved population health



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# Introduction

The phrase population health is increasingly used by researchers, practitioners, policymakers, and manufacturers in health care, public health, and other fields. Although their understanding of this phrase differs, many see attention to population health as a potent opportunity for health care delivery systems, public health agencies, community-based organizations, and manufacturing entities to work together to improve health outcomes in the communities they serve. Health care system and manufacturers have not always had the same definition of collaboration, nor do they always see the positives that can be achieved by working collaboratively to achieve specific goals in population health. Although manufacturers have not traditionally been a partner in the production of health, they seem to be a great candidate for such partnerships. The work environment within manufacturing, for example, has been identified as a suitable space for the implementation of relevant population health initiatives focused on workplace safety and injury prevention. This panel will focus on new and evolving partnerships between manufacturing and health systems that can have even broader population health impact in the future.



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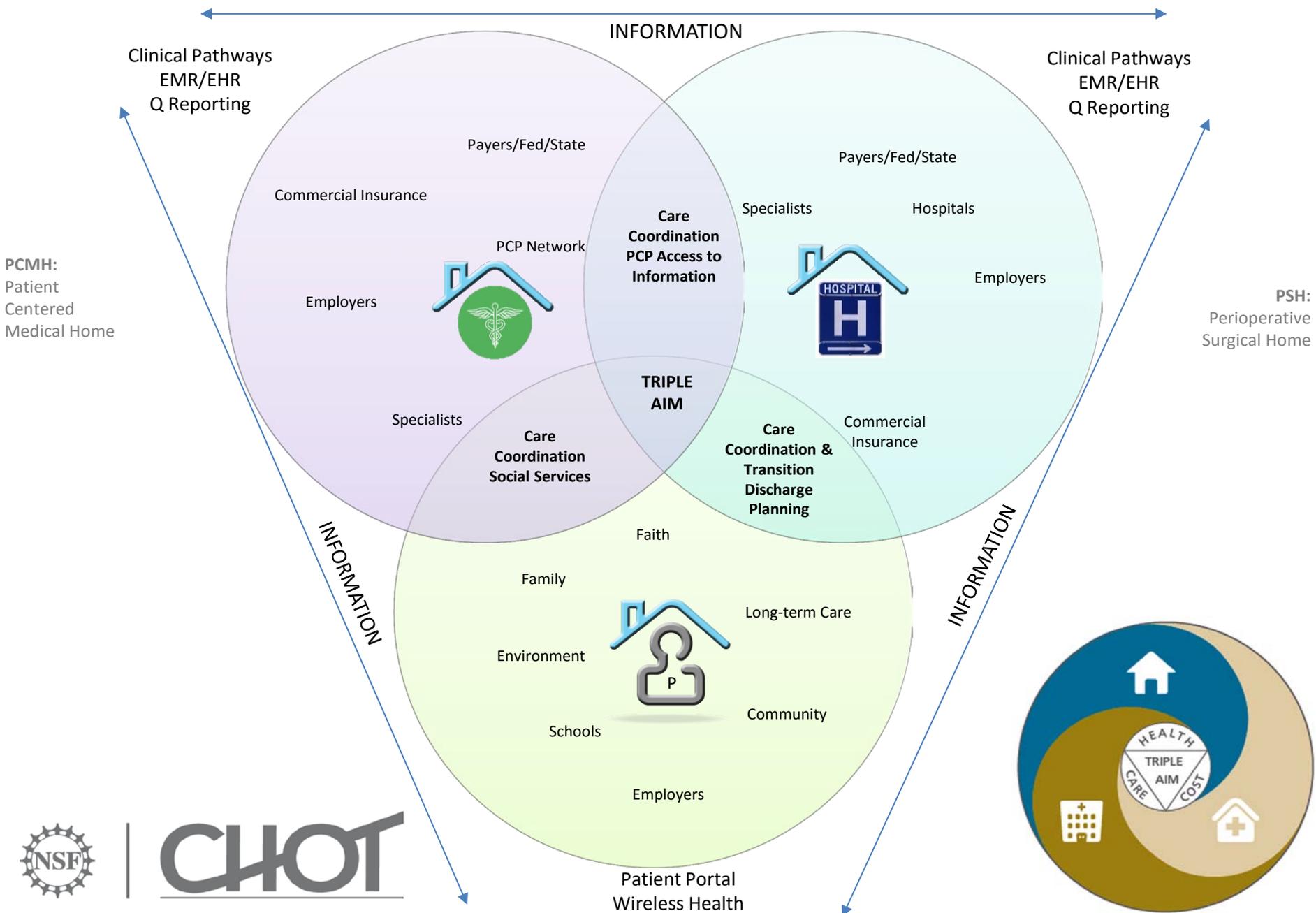
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# VISION: Fully Integrated and Coordinated System of Care



**CHOT**

# Triple Aim Context

Manufacturers and Healthcare Organizations need to align around the goals of the Triple Aim and work together to:

- Minimize Clinical Risk
- Minimize Financial Risk
- Improve Patient Engagement



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# Collaboration Opportunities in the Triple Aim Context

## Minimize Clinical Risk

- Clinical Data
- Improved Outcomes
- Real World Evidence
- Clinical Standardization

## Minimize Financial Risks

- Hospital – VBP, HAC's, HRRP, SCIP, etc.
- Post Acute – APM/BPCI (i.e. CCJR, CPCI)
- Provider - ACOs, VBM, PQRS, MIPS, etc.

## Improve Patient Engagement

- Education
- Activation, Motivation
- Adherence



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# Objectives

- Understand the organizational capabilities and framework where industry and healthcare organizations can effectively partner and collaborate
- Review examples of successful collaborations between industry and healthcare
- Discuss *Lessons Learned* and *Looking Ahead* to facilitate ongoing partnership



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# Industry 101

- **Commercial**
  - Sales and Marketing, Managed Markets, Health Outcomes
- **Medical**
  - Medical, Clinical, Research, Safety
- **Government Affairs, Health Policy, Patient Advocacy, Quality**



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# Lessons Learned

- Untreated COPD Patient Populations (Medical Group)
- Innovative Risk Contracting (IDN / Plan)
- CHF Readmissions Team Approach (Acute Care Hospital)
- COPD Managed Medicaid (Plan)



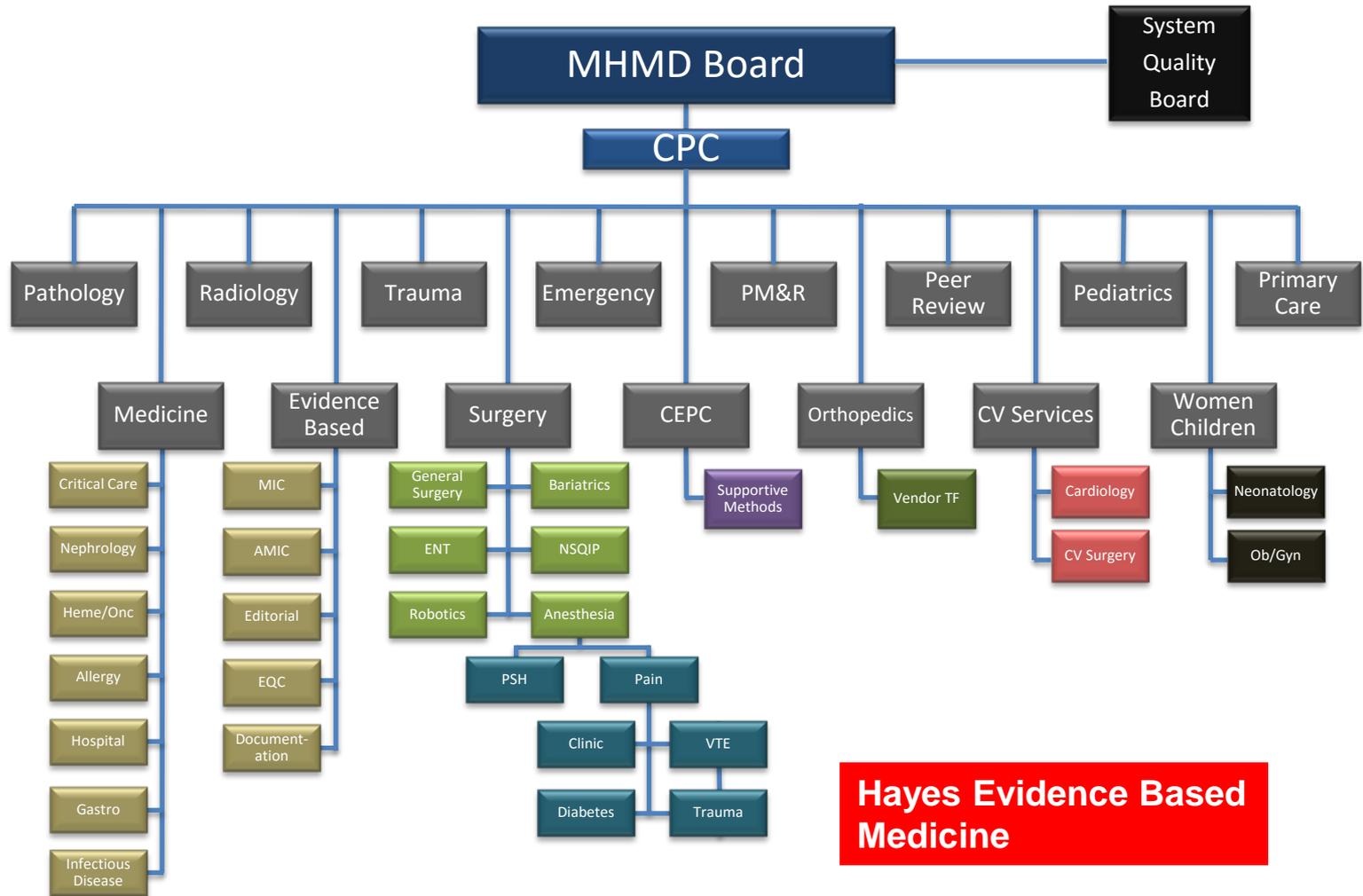
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# Partnerships at the Source



# Looking Ahead

- Align behaviors to benefit the overall health of the population
- Continue the dialogue as we both learn
- It's all about the patients



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# Biography – Moderator



**Bit A. Kash,  
PhD, MBA, FACHE**

Dr. Bit A. Kash has been the Director of the Center for Health Organization Transformation (CHOT) since April 2014. The CHOT is an industry-university cooperative research center (I/UCRC) funded by the National Science Foundation and health organizations to conduct research supporting major management, clinical, and information technology innovations in healthcare. As Director and PI of CHOT, Dr. Kash conducts research to support the implementation of evidence-based transformational strategies within healthcare organizations. Dr. Kash's research model relies on the knowledge and experience of healthcare leaders to guide academic research. This cooperative model ensures that the research is both meaningful and applicable to the healthcare industry and provides immediate decision support for CHOT's Industry Members, such as Texas Children's Hospital, the American Society of Anesthesiologists, and Studer Group. Dr. Kash's areas of research include organizational capacity for change and transformation, implementation of new innovative models of care in primary care and surgical settings, nursing home staffing and cost, and healthcare strategic planning and management. Her most recent research project, funded by the National Science Foundation's Center for Health Organization Transformation (CHOT), focuses on examining elements of integrated primary provider networks as potential sources of competitive advantage using resource based theory (RBT). Dr. Kash's research has been funded primarily by NSF, AHRQ, NIH, industry, and the Texas State Department of Health and Human Services.

Bit A. Kash is an associate professor at Texas A&M University, Department of Health Policy and Management and Joint Associate Professor at the College of Medicine's Department of Internal Medicine. Dr. Kash received a Master's in Business Administration from The Citadel in Charleston, SC. Dr. Kash is also a fellow of the American College of Healthcare Executives (ACHE) and an active member of AcademyHealth, the Gerontological Society of America, and Academy of Management.

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# Biography – Panelist



**David Currie**

**Dave Currie** currently provides direction and oversight for the Health System Manager team at Janssen Pharmaceuticals within the Cardiovascular and Metabolism Business Unit as the Director of Field Operations for the United States. His successful career spans 24 years within the biotechnology / pharmaceutical industry and includes roles of increasing responsibilities in Sales Leadership across various therapeutic areas and diverse organizations.

Prior to joining Janssen, his Account Management responsibilities at other organizations have included therapeutic areas of cardiovascular, respiratory, diabetes and oncology. He has been an integral resource in gaining formulary access for launch brands, contracting with both IDN's and payers successfully for in-line brands and coordinating sales and promotional efforts for product portfolios across multiple sales teams.

In addition to his Account Management experience, he has held related roles and assignments in Primary Care Sales, Sales Training, Business Development, Marketing, Hospital Sales and Sales Leadership that include District Manager, Regional Sales Manager - with a focus on leading specialty / institutional teams in cardiology and anticoagulation.

Dave holds a B.S. degree in Commerce and Engineering from Drexel University.

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# Biography – Panelist



**Douglas Keith Fernandez, M.D.**

Keith is a member of the Joint commission Stakeholder Group on Clinically Integrated Networks, AHA Blue Ribbon Panel on Physician Governance, Texas Medical Association Committee on Accountable Care and a Fellow of the American College of Gastroenterology.

Born in Spokane, Washington, Dr. Fernandez began his education at Florida State University before receiving his medical doctorate from the Uniformed Services University of the Health Sciences at Ebert School of Medicine in Bethesda, Maryland. He completed his fellowship in gastroenterology at Wilford Hall USAF Medical Center in San Antonio, Texas. He is board certified in Internal Medicine, Gastroenterology and Hepatology and has been practicing for over 34 years.

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# Biography – Panelist



**George V. Masi** currently serves as President and Chief Executive Officer of the Harris Health Care System and has been in that position since September 2014. His previous role was as Executive Vice President and Chief Operating Officer of Houston's Harris County Hospital District now known as the Harris Health Care System. He held that position since April, 2005. Prior to being named COO, George served as Administrator for Ben Taub General Hospital, the system's 600 bed flagship teaching hospital.

Before joining the Harris County Hospital District in 2001, George served for 27 years as a career officer with the Army Medical Department, rising to the rank of Colonel. His final military assignment was Commanding Officer for Fort Stewart Georgia's Winn Army Hospital. Earlier assignments include Chief of Staff for the Army's Southeast Regional Medical Command, Fort Gordon, Georgia; Deputy Commander and Chief Operating Officer for Army Hospitals in

## **George V. Masi, FACHE**

Virginia and Massachusetts, as well as Battalion Command of a field medical unit. George also taught health care administration with full-time faculty appointment as Assistant Professor with the U.S. Army-Baylor University Graduate Program in Health Care Administration. From 1998 to 2001, George served as the Army Surgeon General's Consultant for Health Care Administration.

George holds graduate degrees from the University of Buffalo, Long Island University and the National Defense University. He is a Certified Healthcare Executive and a Fellow in the American College of Healthcare Executives. George is a Preceptor for graduate health care administration students and serves as faculty with the American College of Healthcare Executive seminar series, speaking widely on the subject of healthcare leadership. He also served, for several years, as a director for the board of the ACHE – SouthEastTexasChapter and served as President/Chair for 2013.

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# *Questions?*



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***Thank you for attending this session***