

Seeding Innovation With Physicians

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Healthcare Landscape 2018, South Texas Annual Joint Healthcare Conf.

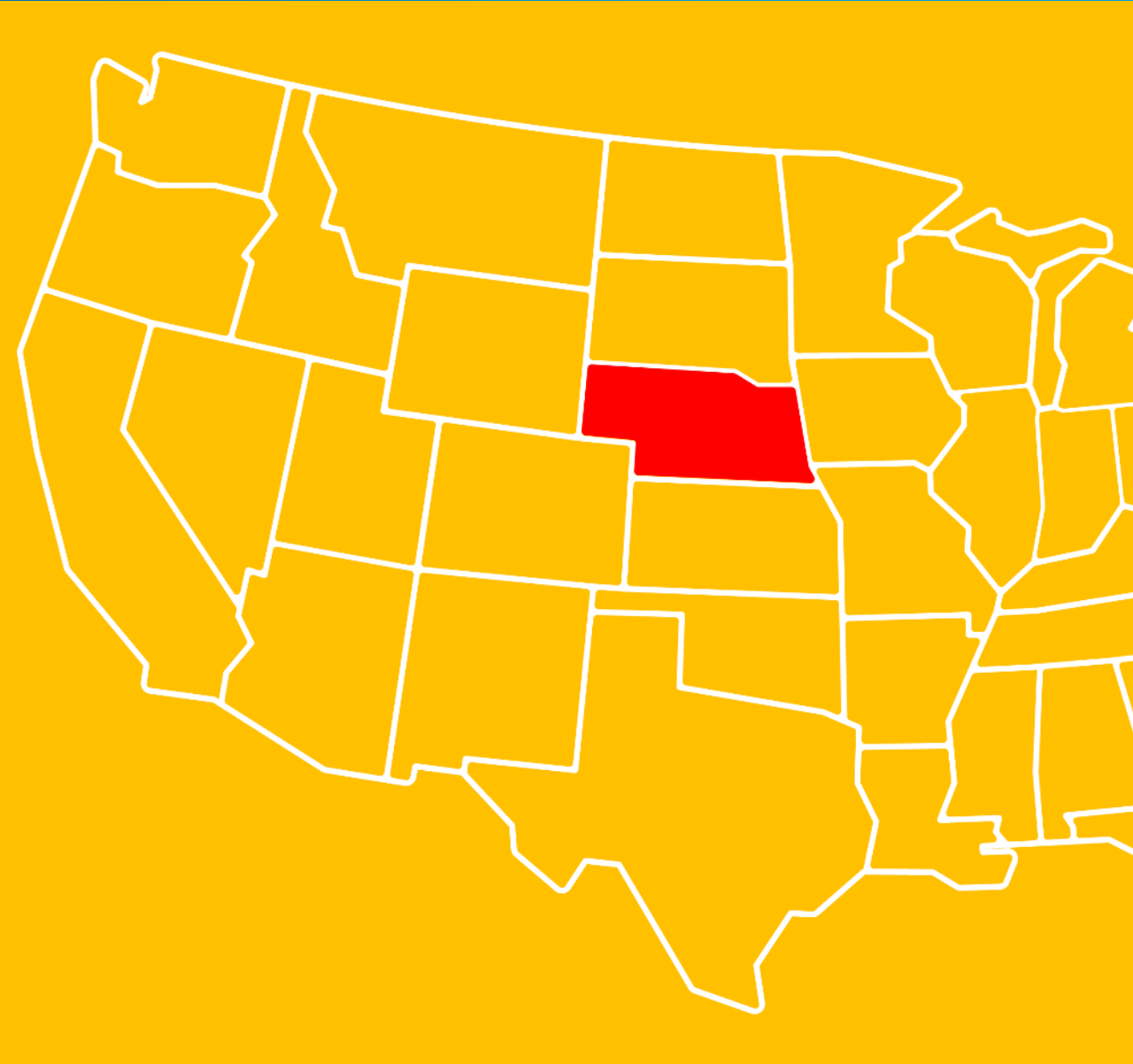
February 23, 2018



Learning Objectives

- Discuss healthcare finance professionals' unique stewardship contribution.
- Explain the different types of innovation including alignment and ROI
- Understand the key success factors to leading with physician colleagues
- Consider opportunities to collaborate.
- Describe why some innovation succeeds and others fail and relate it to their organization.
- Explain how the Power of One can influence and inspire.

Make the Choice



Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved.

— WILLIAM JENNINGS BRYAN

Where Meets
Passion | **Purpose**

WHERE TO PLAY

SERVE EXISTING MARKETS
AND CUSTOMERS

ENTER ADJACENT MARKETS,
SERVE ADJACENT CUSTOMERS

CREATE NEW MARKETS,
TARGET NEW CUSTOMER NEEDS

CORE

Optimizing existing
products for existing
customers

ADJACENT

Expanding from
existing business
into “new to the
company” business

TRANSFORMATIONAL

Developing breakthroughs
and inventing things for
markets that don't yet exist

USE EXISTING PRODUCTS
AND ASSETS

ADD INCREMENTAL
PRODUCTS AND ASSETS

DEVELOP NEW PRODUCTS
AND ASSETS

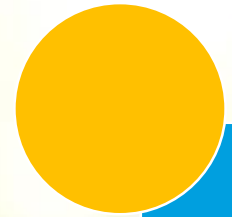
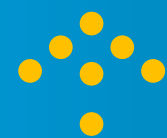
HOW TO WIN

Innovation & Strategy



Partners in Innovation

Engaging Physicians



GREAT
RELATIONSHIPS



Academic
Credentials &
Champions



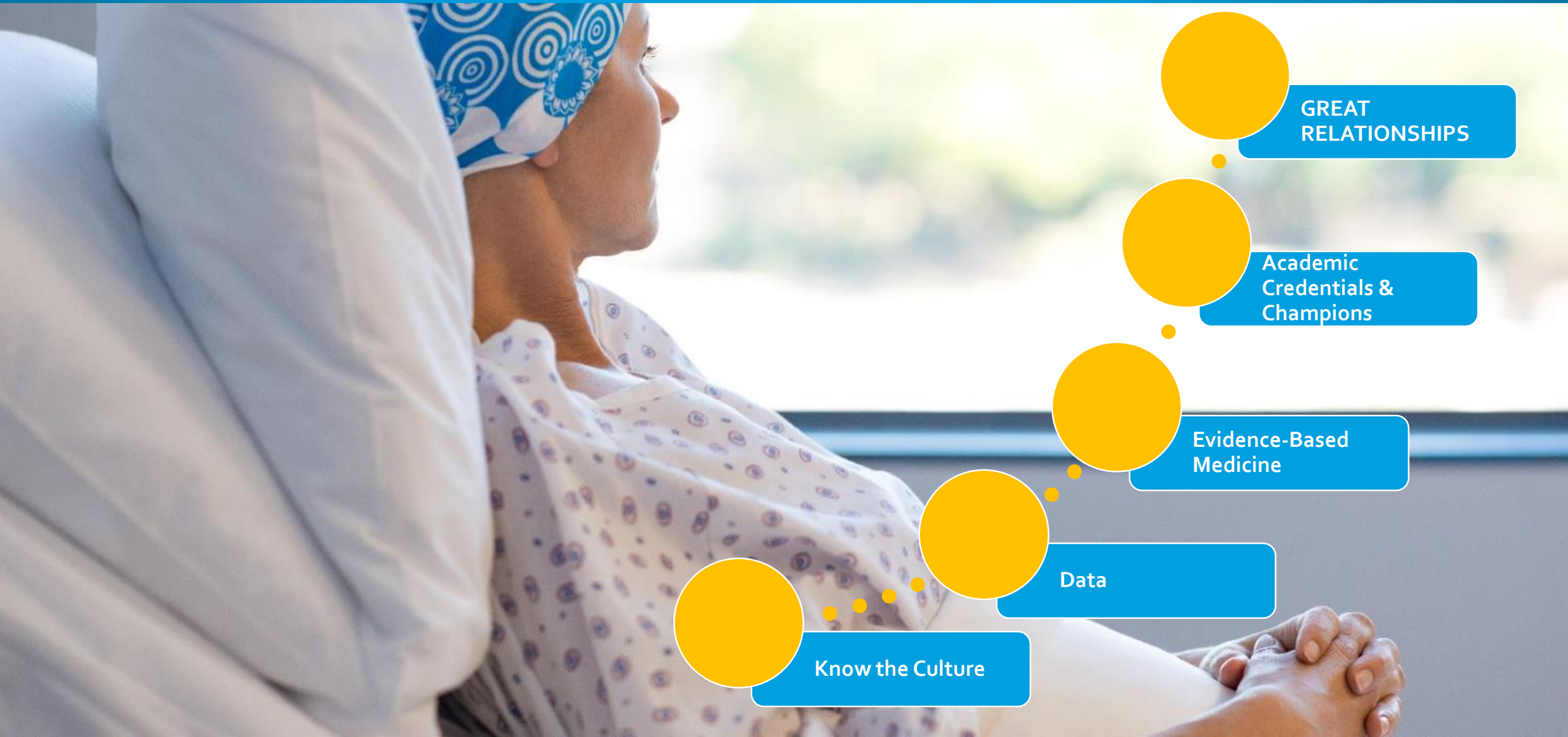
Evidence-Based
Medicine



Data



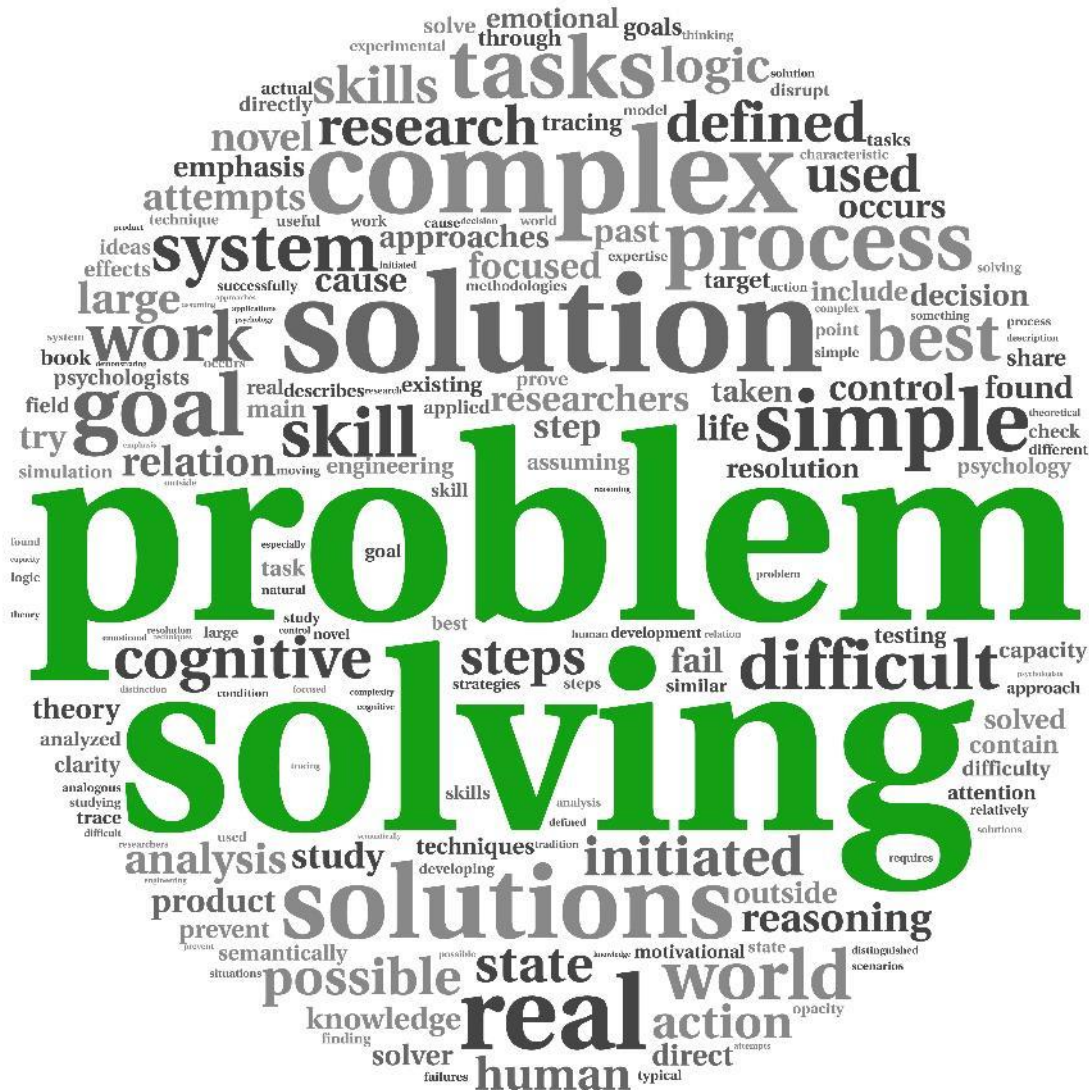
Know the Culture



Physician Culture Can Eat Strategy

- Welfare of patient is number one concern
- **Quality of care is paramount**
- Captain of the ship
- Independent and autonomous
- Teamwork is fine, but they're in charge
- Learned from a master
- Problem solver
- **Incredibly competitive**
- Love involvement and lively debates
- Do not tolerate embarrassment
- Taught to be aggressive
- Strong ego
- **Data driven and evidence based**
- Want a functional, efficient workshop
- **Healthcare has a hierarchy**

Physicians as Innovators



- + Increased Consumer Value
- + Efficiency
- + Productivity Increases
- + Quality & Safety Improvements
- + Differentiation
- + Market Position Improvements

Seed Innovation

All health care is local



Core Innovation: Internal

HF 30 day Observed Mortality Rate
(Qualified Medicare Discharges only)

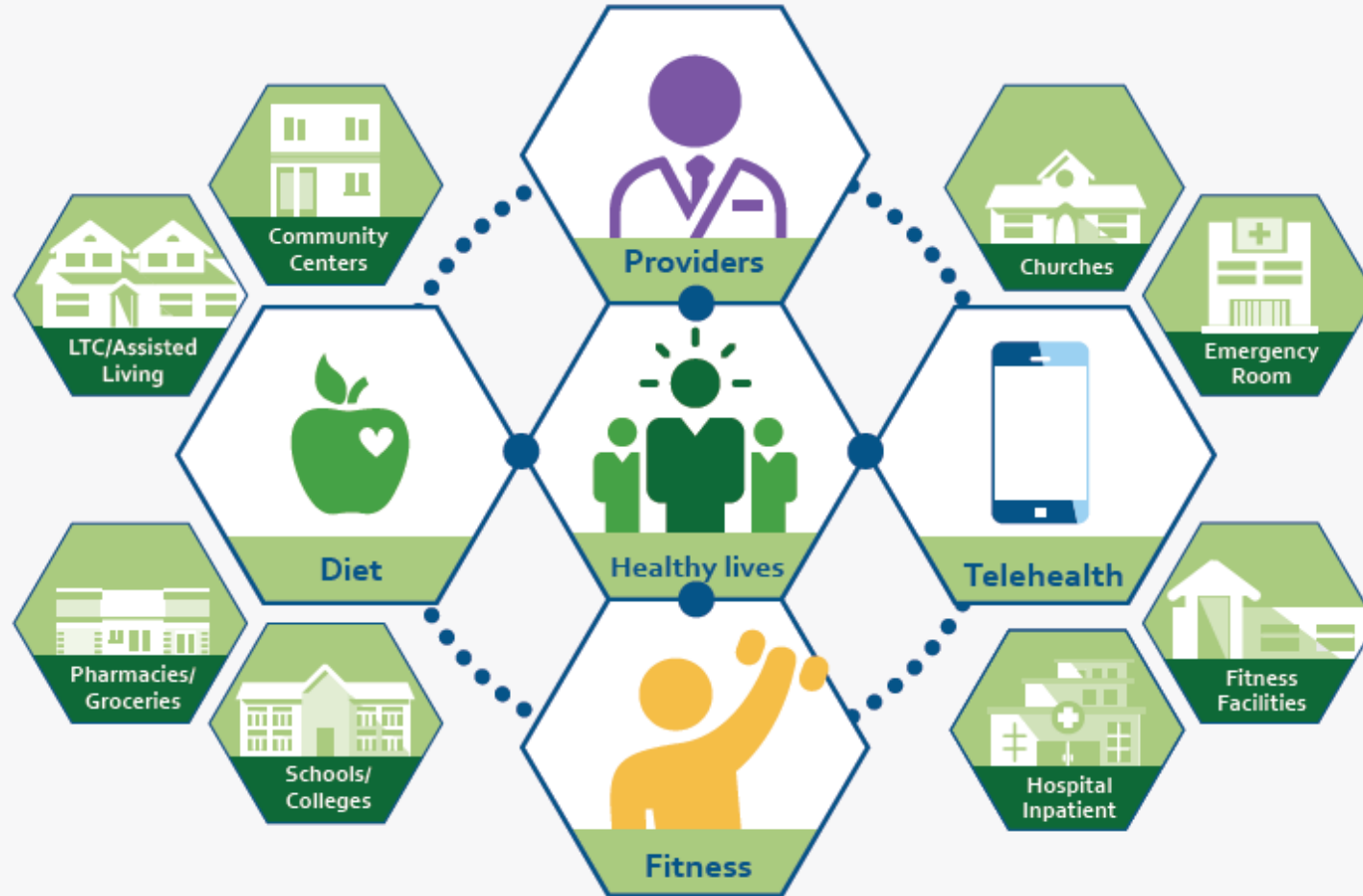
2017 YTD = 5.2%
(4/77)



April and May Data incomplete

- Qualified 30 day Mortality Rate
- Qualified 30 day Mortality Rate FYTD
- National Observed Mortality Rate (11.9%)

Healthy lives take *root* in our local communities



Healthy Lives Collaborative:

Improving patient-centered diabetic care with community partners

Core
Innovation:
External

Adjacent Innovation



Transformational Innovation



Learn From Failure & Celebrate Success



Be a Difference Maker



Collaborate



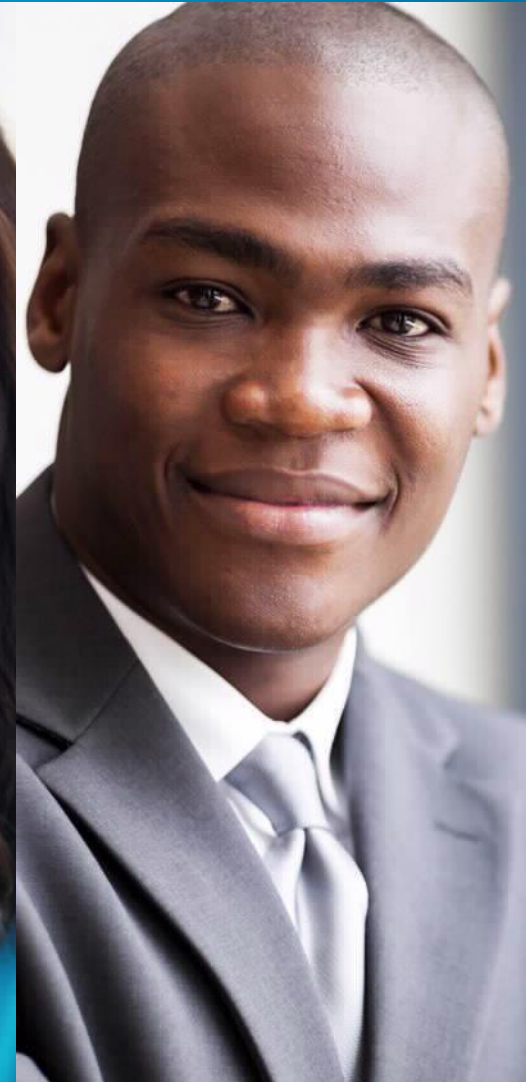
Identify



Accelerate



Predict



Innovate

The Power of One

Stay connected.

Commit to being a difference maker.

Partner with others.

Innovate for the future.

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