

Sustainability Matters

The Case for Population Health

BSR Webinar – October 2015

Michelle Chuk Zamperetti

Community Health Manager
GE Ventures & Healthymagination



imagination at work

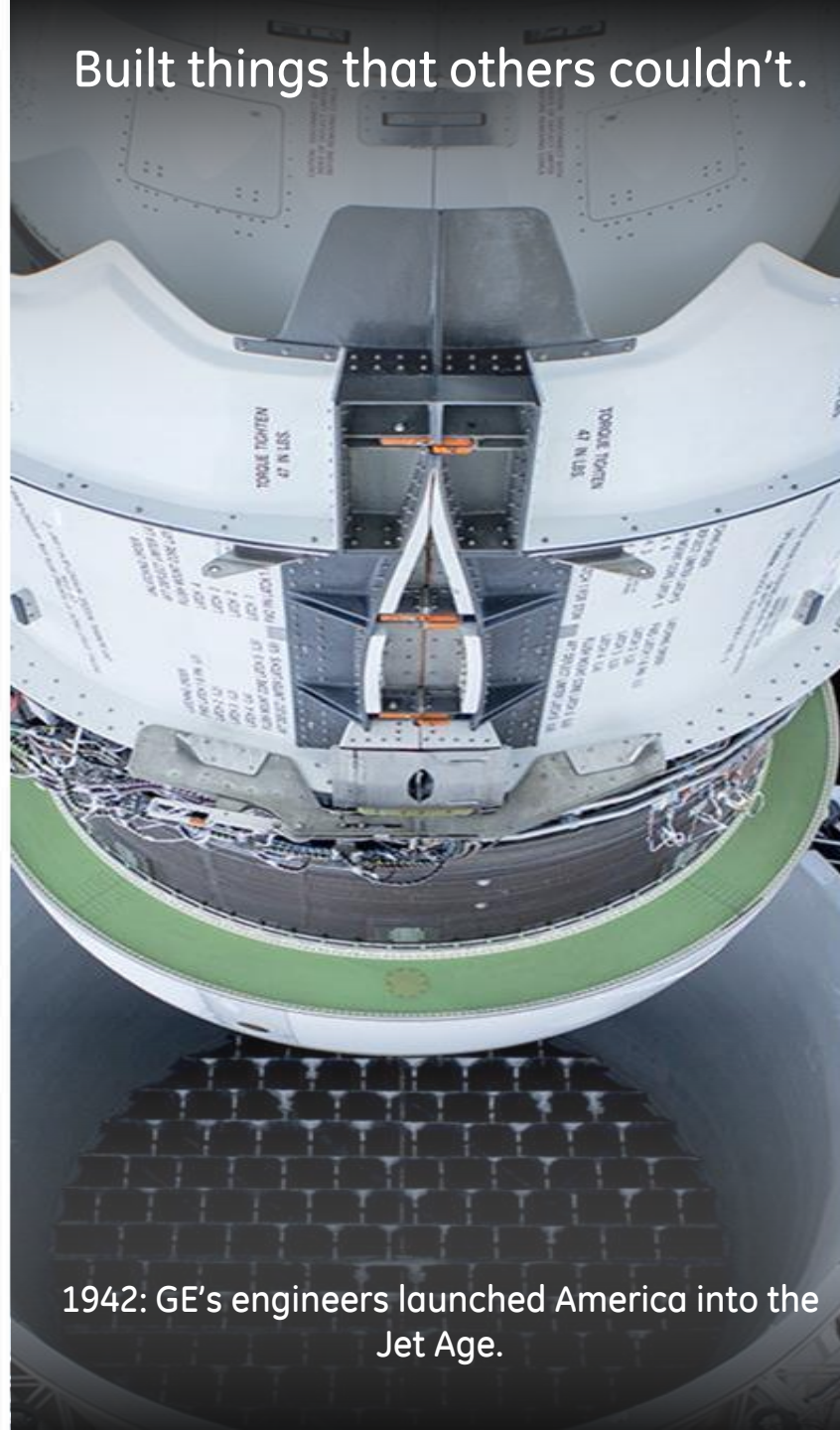


GE has revolutionized and defined modern productivity.



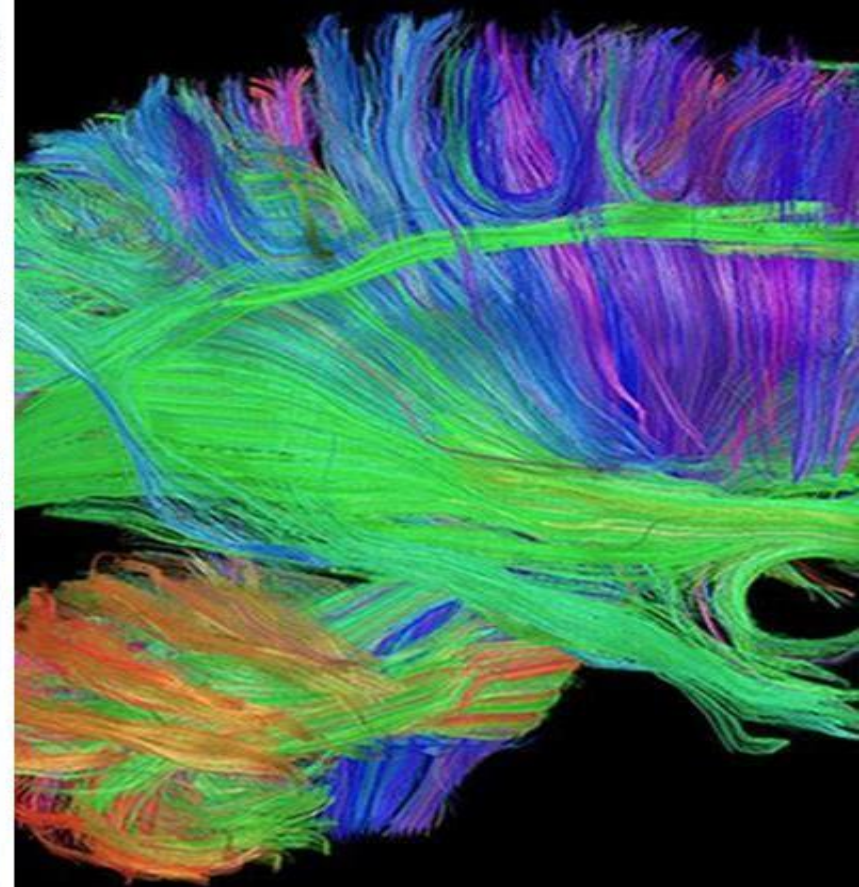
1892: It all started with the light bulb.

Built things that others couldn't.



1942: GE's engineers launched America into the Jet Age.

And delivered outcomes that transformed the world at a personal level.



1971: GE opened a new frontier in medicine with our MRI technology.



DISRUPTION IS OCCURRING ACROSS INDUSTRIES

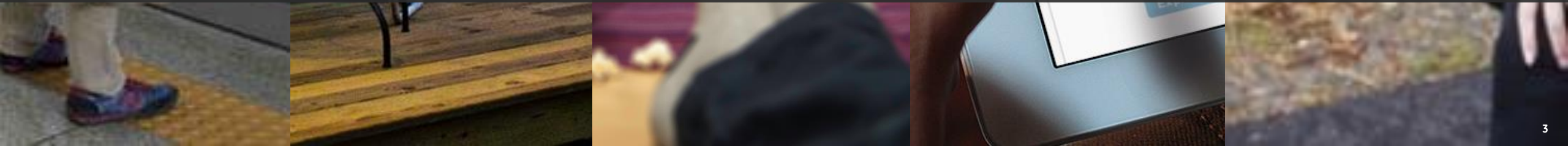
RETAIL

TRAVEL

MEDIA

EDUCATION

HEALTH



APPLYING BUSINESS PROCESS RIGOR TO HEALTH

EMPLOYER PAYER

MANUFACTURER

PHILANTHROPY

Balancing shareholders' & employees' health and satisfaction



Healthy Cities

To improve health, productivity, and healthcare value, we need a healthcare system to provide consistently high quality, better outcomes, greater access – at an affordable price

HEALTHY CITIES: CINCINNATI

The Challenges

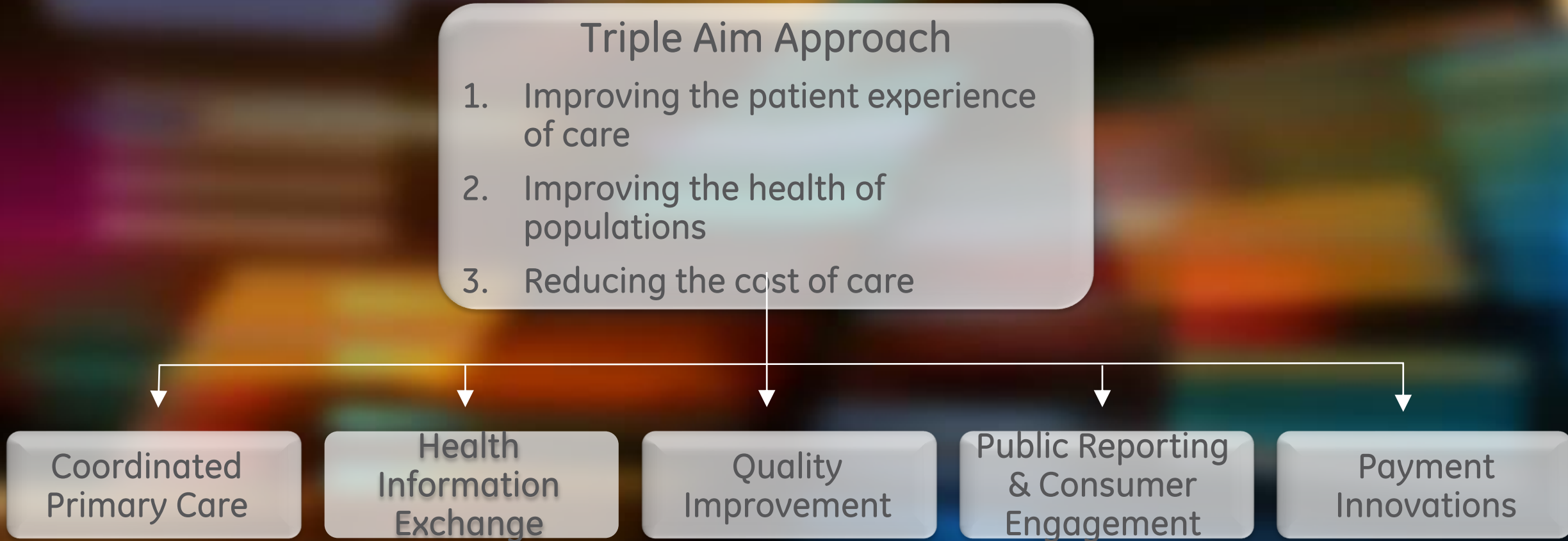
Cincinnati residents had among the highest health care costs in the U.S., yet people were not getting their money's worth.

Compared to overall Ohio or the nation, Cincinnati had higher rates of emergency department visits and hospital admissions for conditions that should be managed in preventative or primary care settings and reduction in productivity.



CINCINNATI

The Approach



CINCINNATI

The Results

BETTER HEALTH

- Improving the health of populations
- Improving the patient experience of care
- Reducing the cost of care

BETTER CARE

- Reductions in hospital admissions and re-admissions
- Increase in evidence-based care for chronic care management
- Increase use of primary and outpatient care

LOWER COSTS

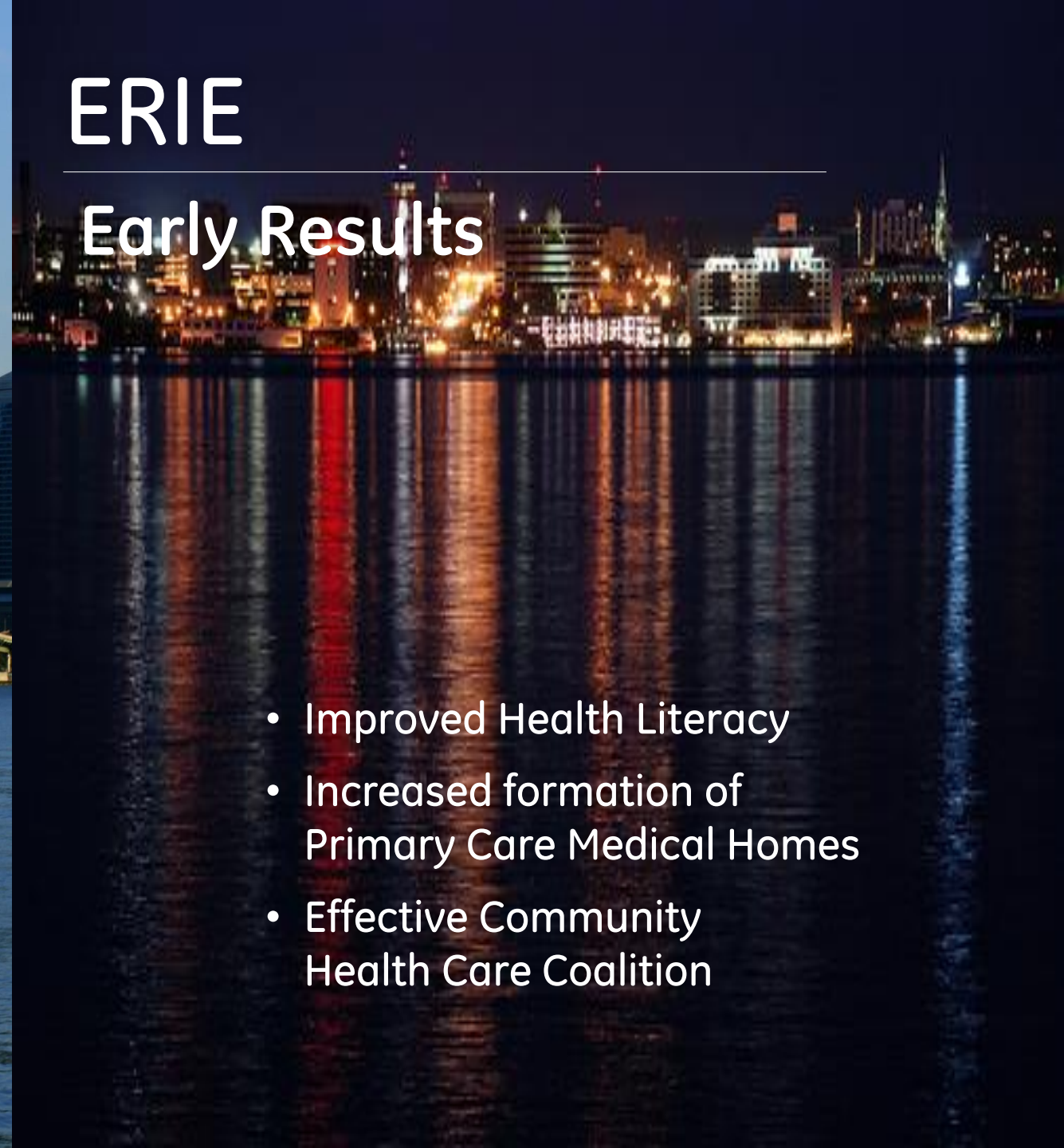
- Decreased use of prescription drugs led to lower prescription costs



LOUISVILLE

Early Results

- Coordinated community engagement & creation of the Kentuckiana Health Collaborative
- Consumer website to measure and improve the quality of health care



ERIE

Early Results

- Improved Health Literacy
- Increased formation of Primary Care Medical Homes
- Effective Community Health Care Coalition

HOUSTON

Leading & testing in Houston



- Implement Blueprint (GE lead focused areas like obesity research, clinical care redesign)
- Partner with GE divisions to incubate ideas & solutions that address new technologies or markets

OBESITY

TMC engaged in obesity management program

GE & other employers engaged

Launch: Jan 2016

OUTCOME: Obesity Reduction of 20% by 2020

COLLABORATION

CHMI Leadership Council

Support goals of Houston blueprint

Engage with new innovative tech investments

OUTCOME: Successful Execution on goals of Blueprint

HEALTH IT

Houston HIE + E seek greater interoperability

Improve data transparency

Harness GE employees

OUTCOME: Better coordinated care in Houston

BUSINESS CASE FOR HEALTHY COMMUNITIES

A competitive advantage

Employers collaborate on
population health w/ multi-
sector & multi-stakeholders

Lowers health
spend on
employees and
their families

Improves
workforce
health...increase
s productivity &
profits

Collaboration
increases ability
to innovate in
marketplace

A healthy community
attracts vibrant new
industries and
businesses...
creates jobs

Enhances
corporate
reputation

A blurred medical scene, likely an ultrasound examination. In the foreground, a doctor wearing blue scrubs, a blue surgical cap, and a white face mask is visible. The doctor's hands are positioned near a patient's leg. In the background, a patient is lying on a table, and another person is standing. A large medical monitor is on the right side of the frame, displaying a dark image. The overall scene is dimly lit and out of focus, with the text 'THANK YOU' overlaid in the center.

THANK YOU