# Sustainability Matters
## The Case for Population Health

**BSR Webinar – October 2015**

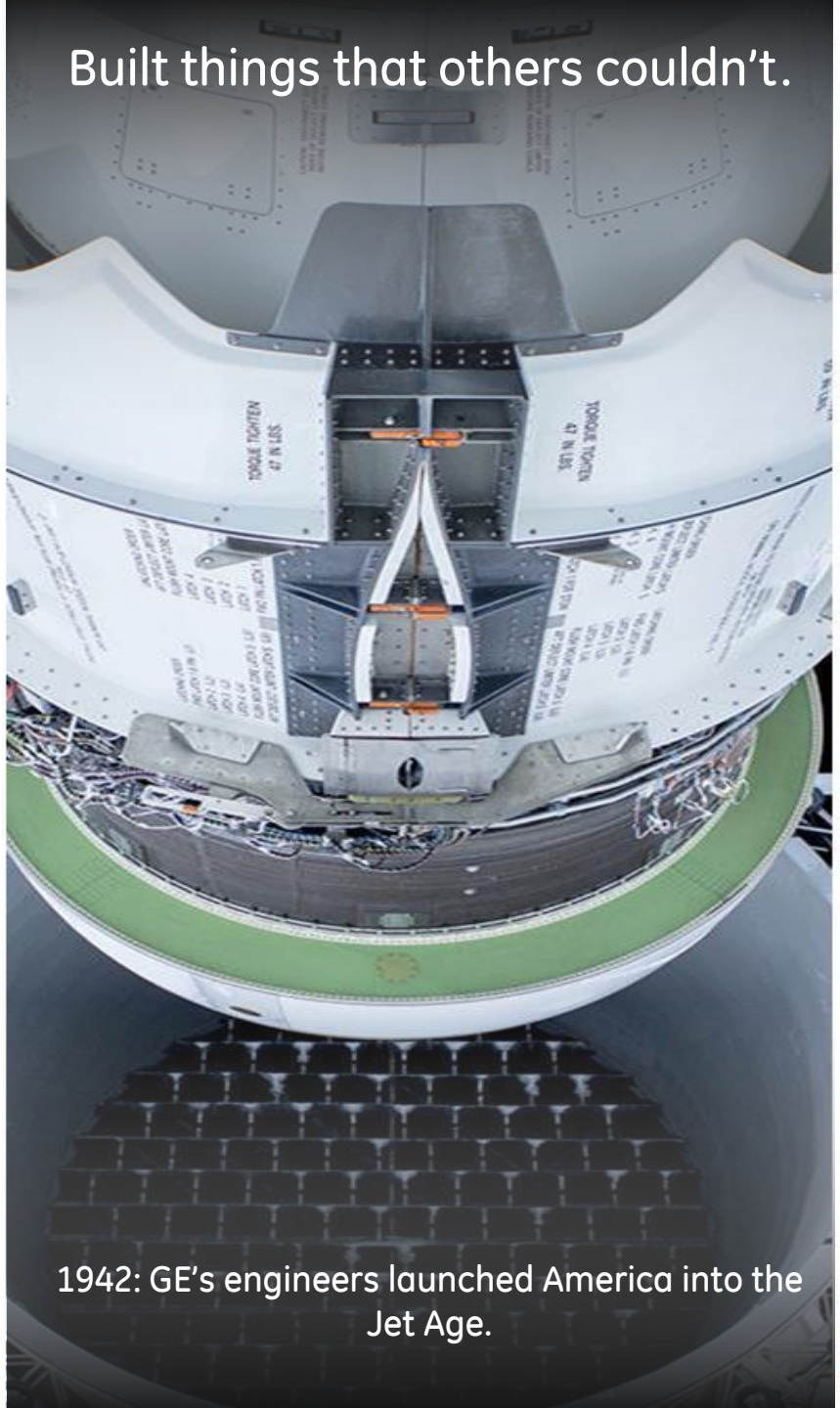
**Michelle Chuk Zamperetti**
Community Health Manager
GE Ventures & Healthymagination

imagination at work

GE has revolutionized and defined modern productivity.

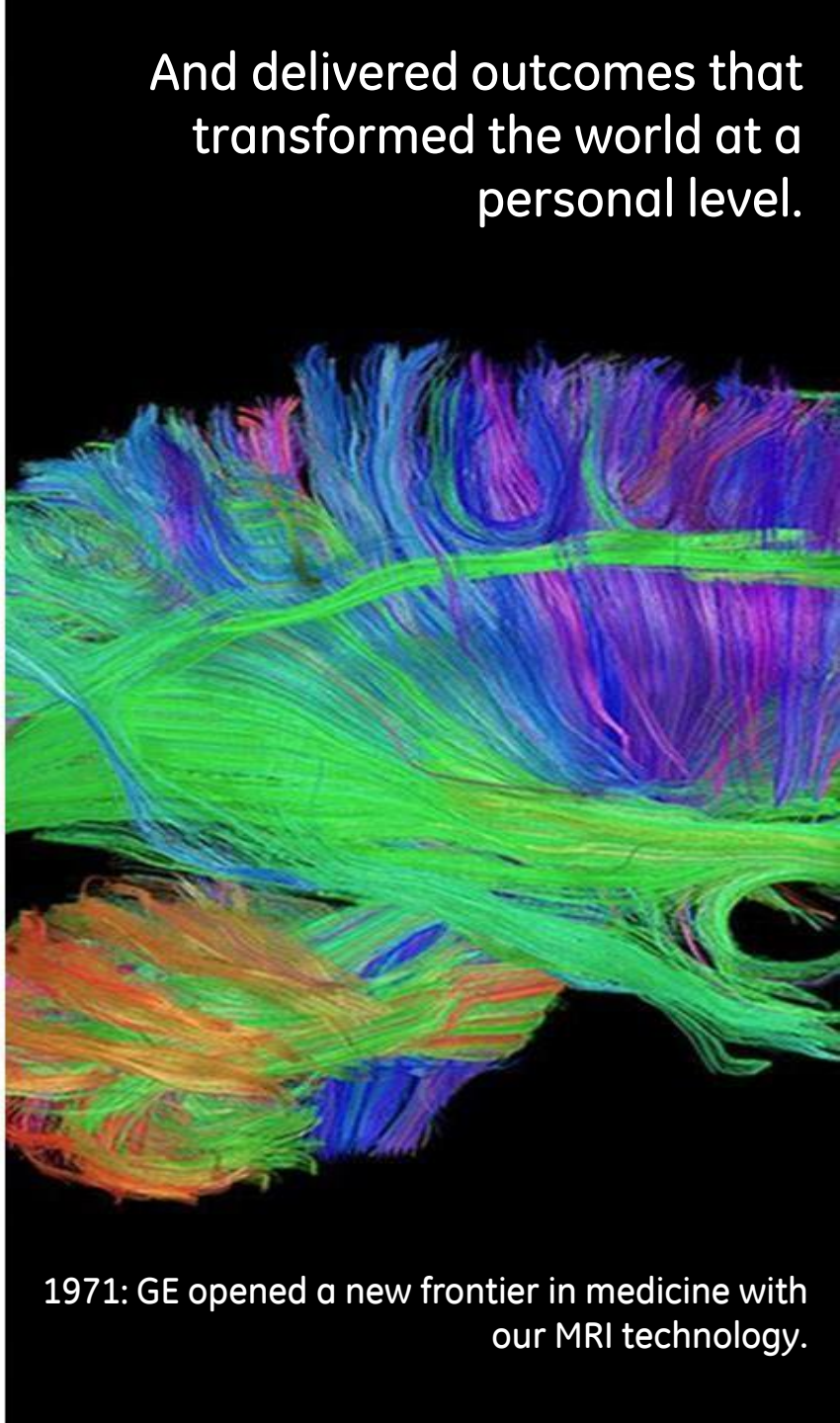
1892: It all started with the light bulb.

Built things that others couldn't.

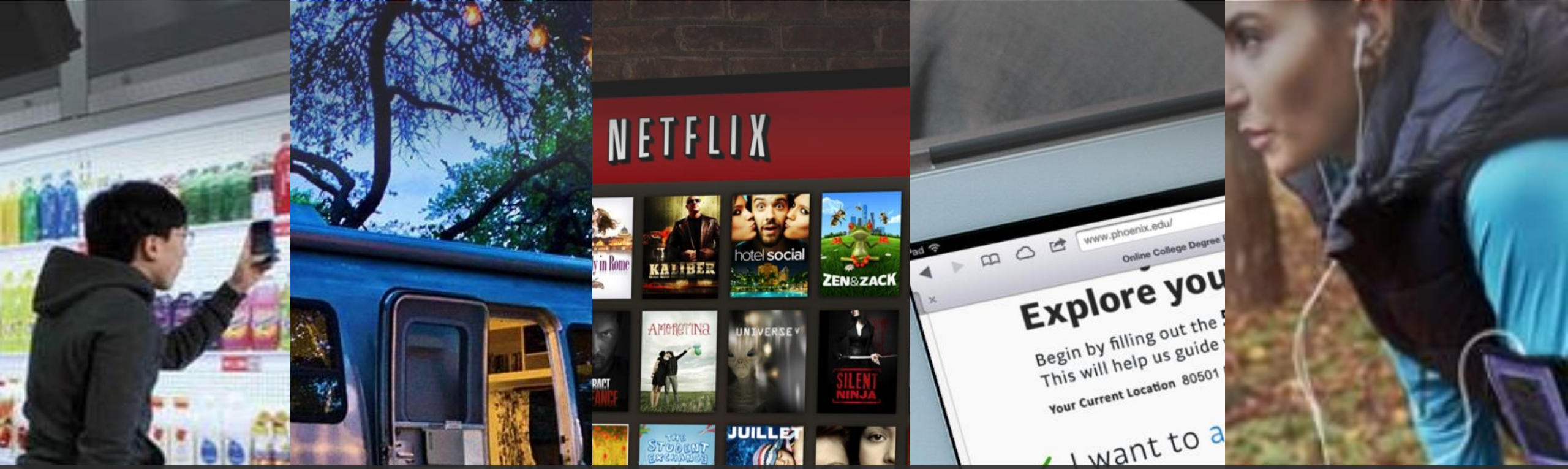


1942: GE's engineers launched America into the Jet Age.

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

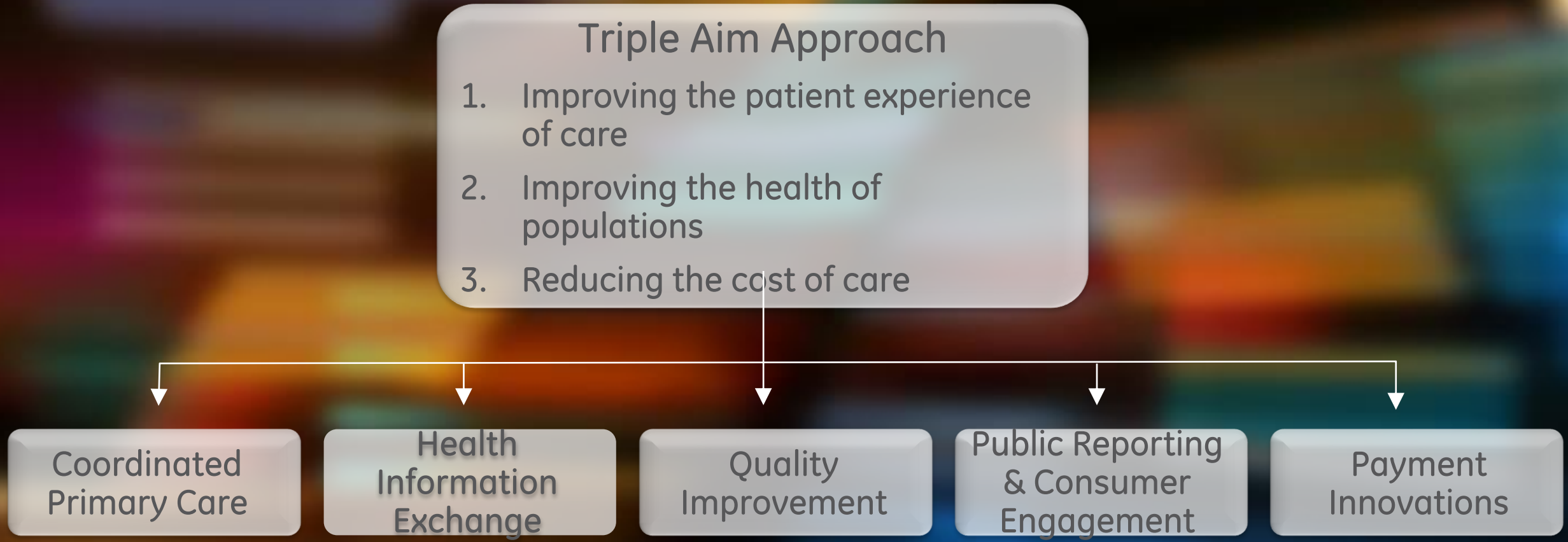
## The Challenges

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

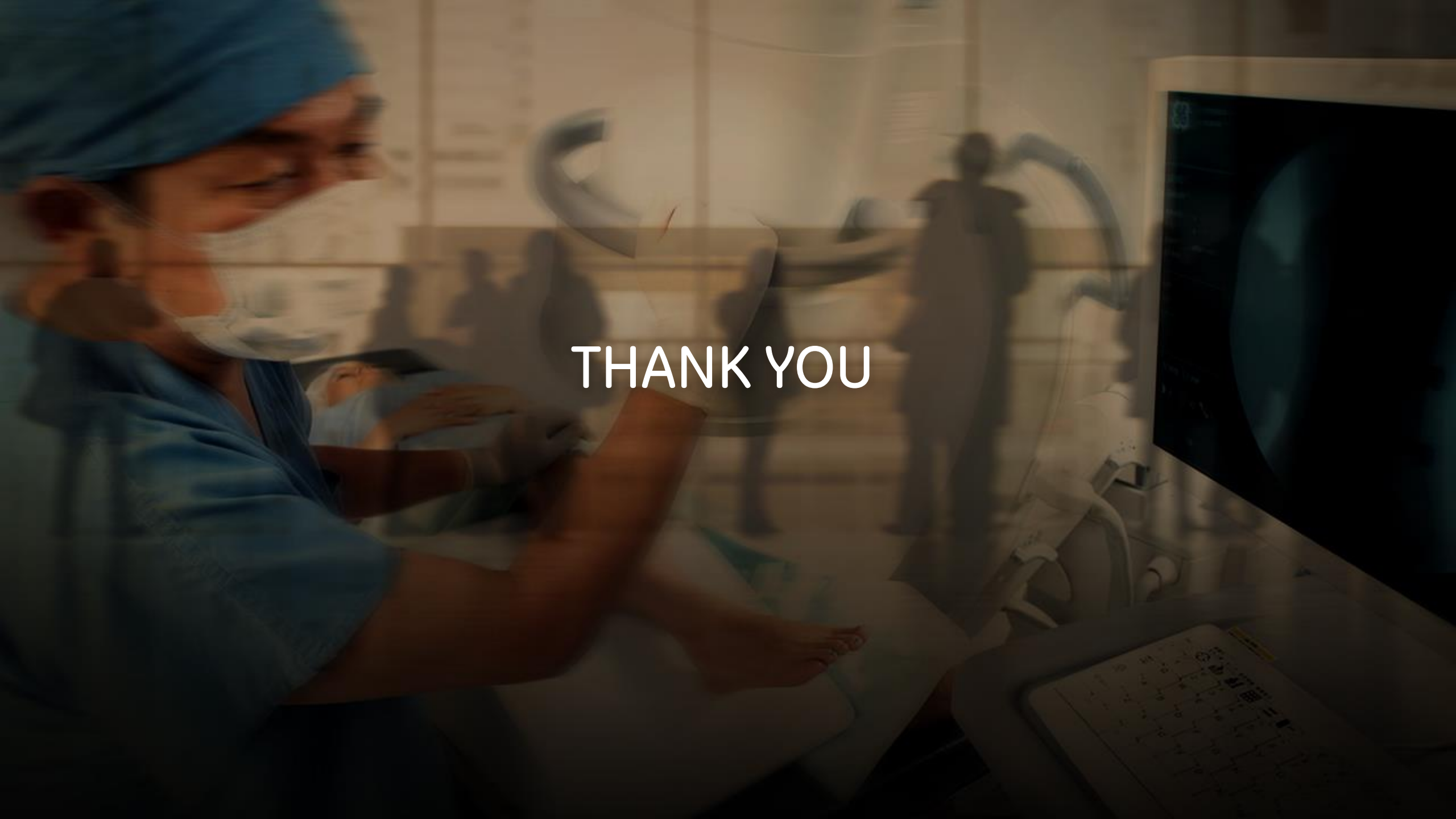
Improve data transparency

Harness GE employees

OUTCOME: Better coordinated care in Houston

# BUSINESS CASE FOR HEALTHY COMMUNITIES

## *A competitive advantage*


THANK YOU