Engaging physicians in data-driven quality improvement
Tidelands Health provides services across the region of Horry, Georgetown and Williamsburg counties

Recently rebranded to represent broader clinically integrated system of care
• Tidelands Georgetown Memorial Hospital
• Tidelands Waccamaw Community Hospital
• Tidelands Waccamaw Rehabilitation Hospital
• More than 40 outpatient locations

• 298 licensed acute inpatient and rehab beds
• 13,000 admissions annually
• 62,000 ED visits annually
• Over 250,000 outpatient visits annually

More than 200 physicians
1,800 employee partners
We Take Great Pride in the Work We Do

- Joint Commission Centers of Excellence:
  - Total Hip and Knee
  - Childbirth
  - Primary Stroke Center
- ANCC Pathways to Excellence
- March of Dimes Baby Friendly Hospital
- HealthGrades Top Hospital in Total Joint, COPD and Patient Experience
Cannot Do It Without the Physicians as Partners in Quality
Challenges in Engaging Physicians in Data Driven Quality Improvement

- “My patients are sicker”
- “That Data is not right!!!”
- “Show me the literature”
Key Strategies to Successfully Engage Physicians in QI

• Credible and timely data

• Identify physician champions

• Find the WII-FM

• Transparency to drive competitiveness
Key Strategies to Successfully Engage Physicians in QI

• *Credible and timely data*

• *Identify physician champions*

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• *Transparency to drive competitiveness*
Credible and timely data

- Physicians are Scientists!
- Physicians respond to trusted data and evidence.

  - Use timely data.
  - Use statistically valid, severity-adjusted data.
  - Use data that gives them actionable ways to improve.
Need for More Timely Data

Premier Quality Advisor
Data is risk adjusted, comparative with peers
Premier Proprietary Risk Model.
Data is available within 90 days of discharge.

Crimson Continuum of Care
Data is risk adjusted, comparative with peers
3M APR-DRG risk model.
Data is available within 45 days of discharge.
Moving from Risk-Adjusted to Using Raw Data

Once Physicians trust the data, move to using raw and near real-time data for action.

– Mortality Reviews
– Coding and Documentation Reviews
– Practice variation reviews
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Physician Led Clinical Integration

“CI is needed to achieve the meaningful reform that expands coverage, improves quality and care coordination, rewards effective and efficient care, promotes innovation, and helps control cost.”

-The American Hospital Association
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# Creating a Shared Vision

<table>
<thead>
<tr>
<th>Hospitals</th>
<th>Physicians</th>
</tr>
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</table>
| • Coordinated Care  
• Partner with Employed & Independent Physicians  
• Define & Improve Performance  
• Position to Compete Effectively | • Active Leadership in Governance & Decision Making  
• Ensure Practice Stability  
• Access to Group Contracting  
• Enhance Ability to Compete on Quality |
| Patients & Communities | Payers & Employers |
| • Better Overall Value  
• Effective Care Management, Outreach & Access  
• Reliable Information & Care Continuity  
• Greater Stability w/ Providers | • More Efficient & Cost Effective Health Care Delivery  
• Reliable Information  
• Direct Contracting Opportunity  
• Increased Employee Productivity |

**ALL**

• Achievement of Triple Aim Goals  
• Reform Readiness  
• Aligned Incentives  
• Improved Financial Performance  
• Greater Care Coordination
Physician’s Reputation is Everything!

Now you can choose a doctor based on knowledge. Not chance.
To get the right care, you need the right doctor and the right hospital. Now there’s a way to find them.

Right Doctor
Healthgrades lets you search by health condition or medical procedure to find a doctor experienced in your treatment.

Find the Right Doctor ≥

Right Hospital
Our exclusive hospital ratings help you find a doctor who can treat you at a 5-star hospital, dramatically lowering your risks.

Find the Right Hospital ≥

Right Care
Time with your doctor is precious. We help you get the most out of your appointments for the best possible care.

Find the Right Care ≥
Data Helps Support Physician Practice

“But, my patient’s are sicker”
Key Strategies to Successfully Engage Physicians in QI

- Credible and timely data
- Identify physician champions
- Find the WII-FM
- Transparency to drive competitiveness
Improving Outcomes With Transparency

Nobody wants to be this guy!

<table>
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<th>Comparison</th>
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<th>Cases</th>
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Peer Pressure Is Powerful
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When you stick your head in the sand you expose your butt