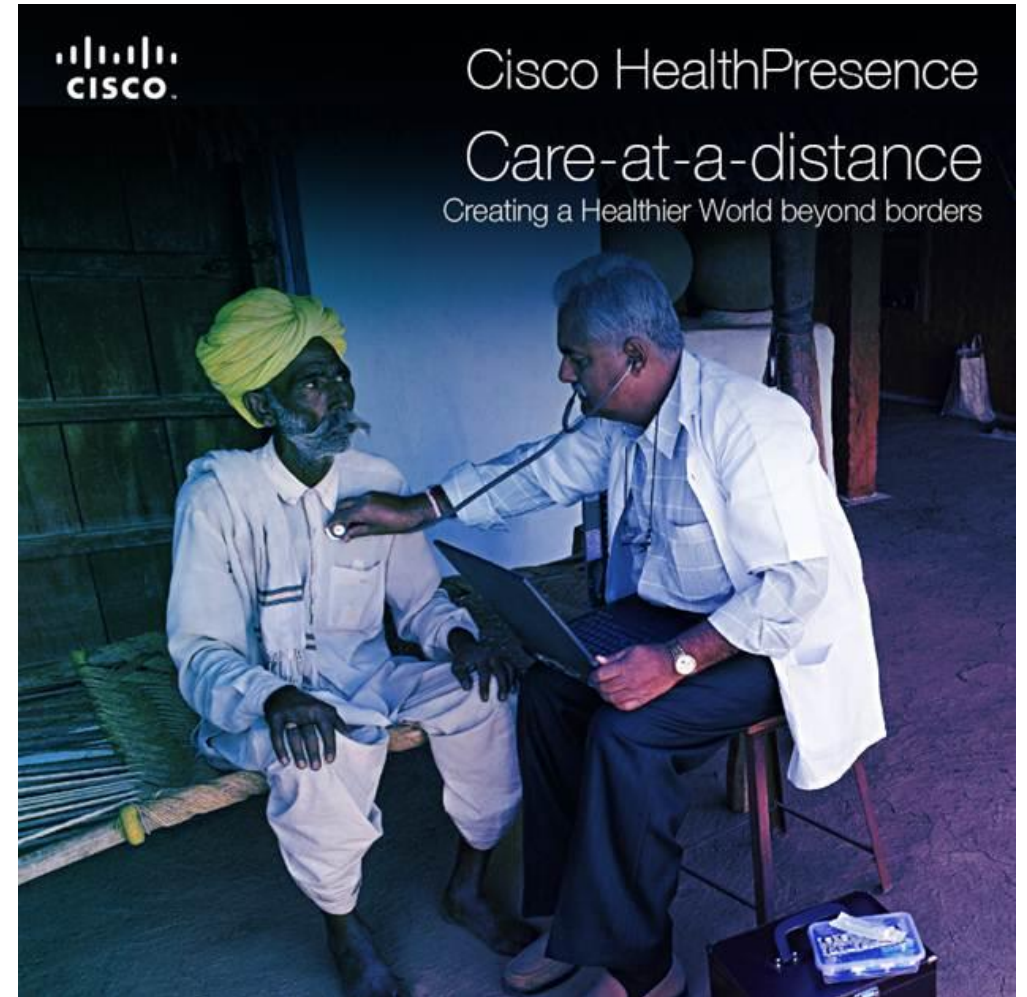




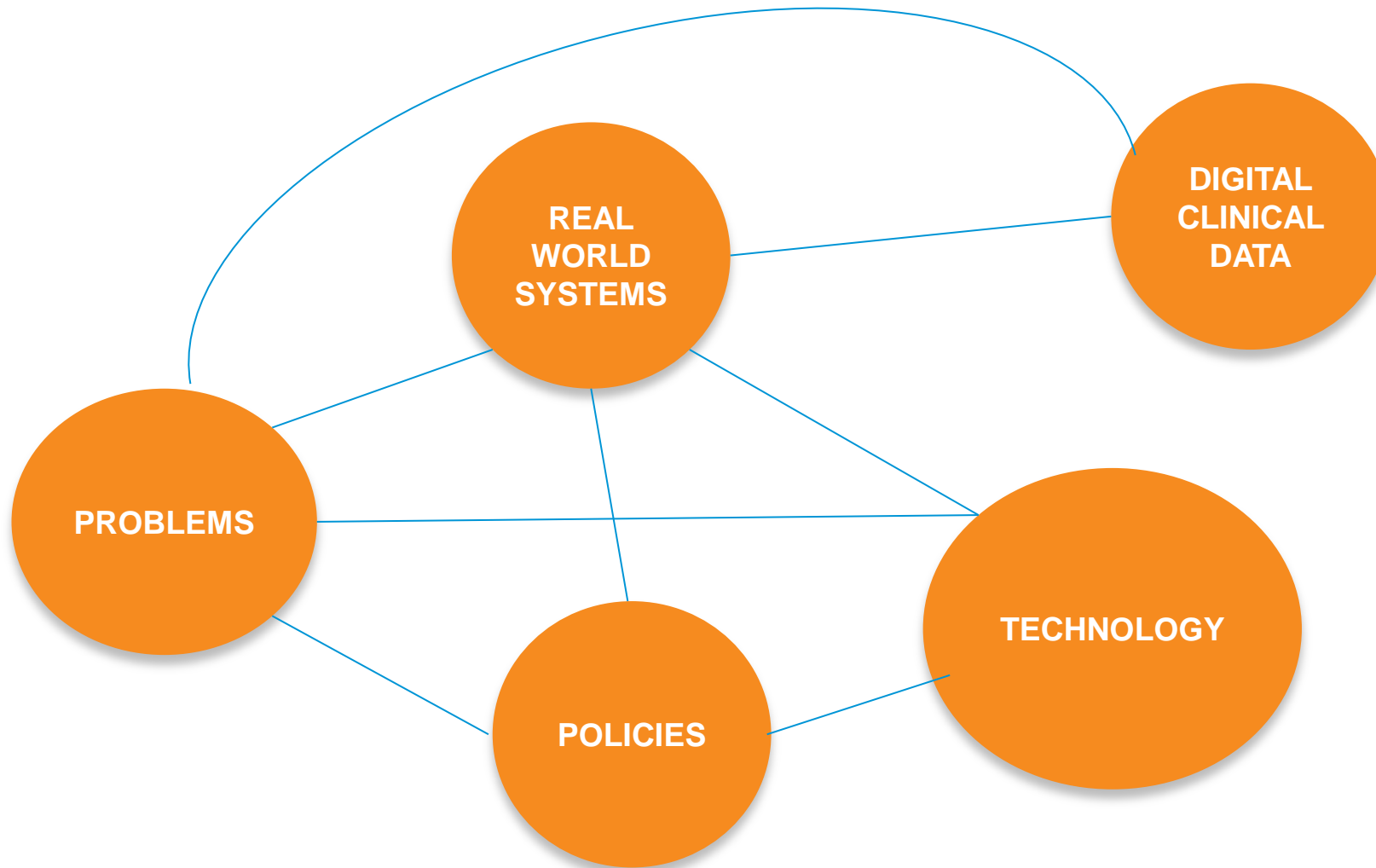
Improving Patient Care through Accessibility, Affordability and Compassion

Vikas Gupta
Manager – Business Development

October 2013

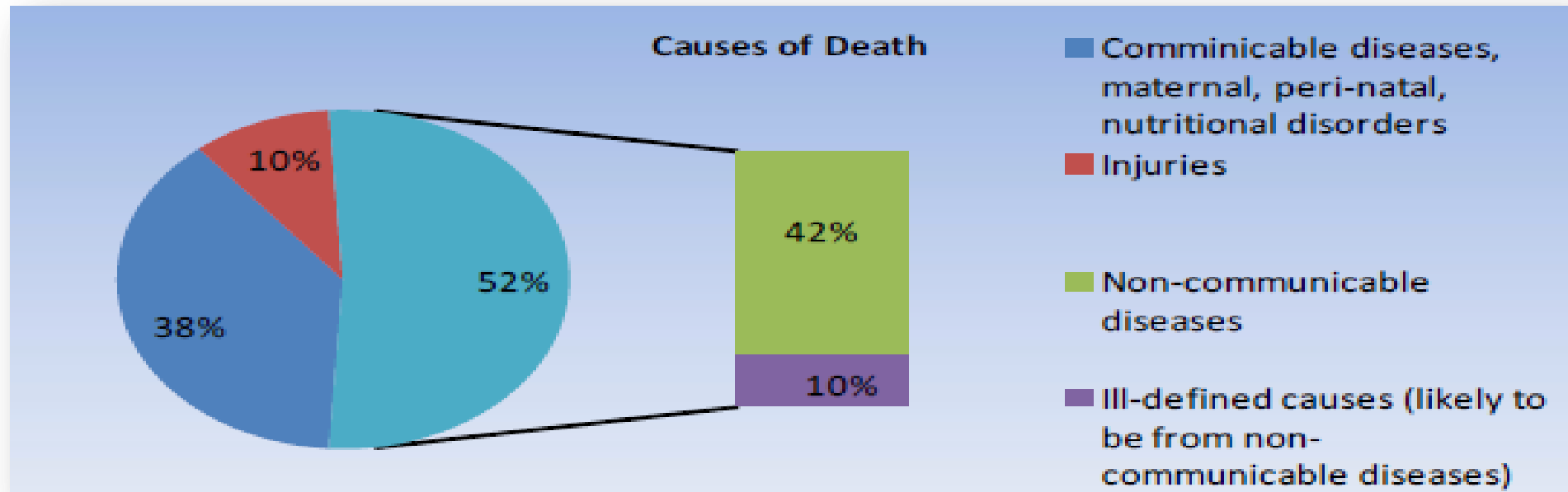


Health Care is a Complex Adaptive System



Disease Burden

Non- Communicable Diseases	Cancers, diabetes, cardiovascular, chronic obstructive pulmonary diseases etc
Communicable Diseases	Tuberculosis, Leprosy, vector borne diseases (malaria, kala azar etc), water borne diseases
Mental Health	Approx 6-7% population suffers from mental health. Govt has launched National Mental Health Program.



Source- Ministry of health and family welfare

The Disease Management Challenge -

- **Acute Medical Problem**

(Curable, self limited)

Example - Strep Throat, Appendicitis, Infections

- **Chronic Medical Problems**

(incurable, control)

Example – Diabetes, Hypertension, Osteoarthritis, Coronary Heart Disease

The current healthcare delivery system is designed for treating **acute** illnesses

Chronic Disease is different

- Lasts for a lifetime
- Causes each other
- Often caused by behavior/lifestyle
- Behavior ***change*** crucial to success

The single greatest cause of Healthcare spending is the growing prevalence of chronic disease

- And Thus Chronic Care Management requires a different care system than Acute care
 - ✓ **WELLNESS and PREVENTION are Key**
 - ✓ **CARE COORDINATION is the foundation**
 - ✓ **ENGAGE Patient, Families and Community**

Population Health Management

Breakdown Analysis



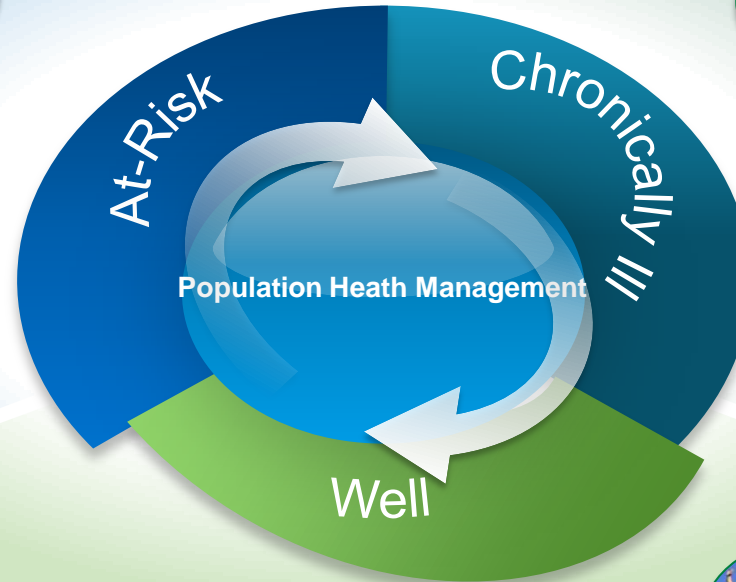
Manage Risk

- Patient Engagement
- Preventive Care
- Monitor Health
- Drive to Wellness



Manage Illness

- Patient Centered Care
- Care Coordination
- Patient Safety
- Drive to Wellness



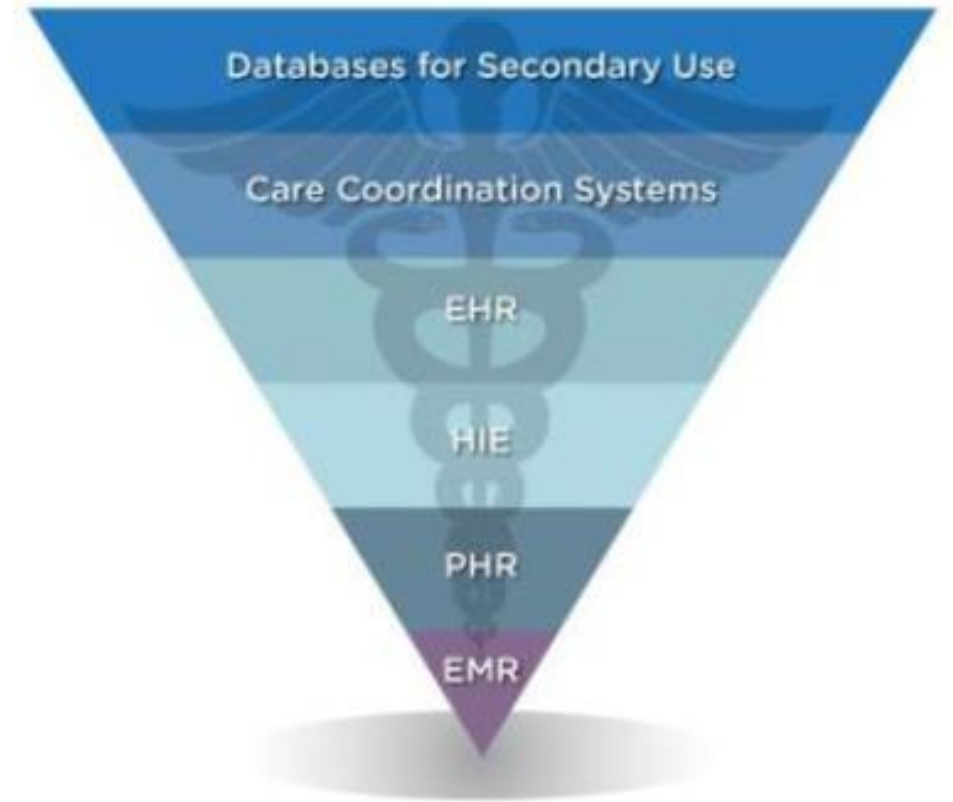
Maintain Wellness

- Access to Information
- Continuous Education
- Wellness Plans

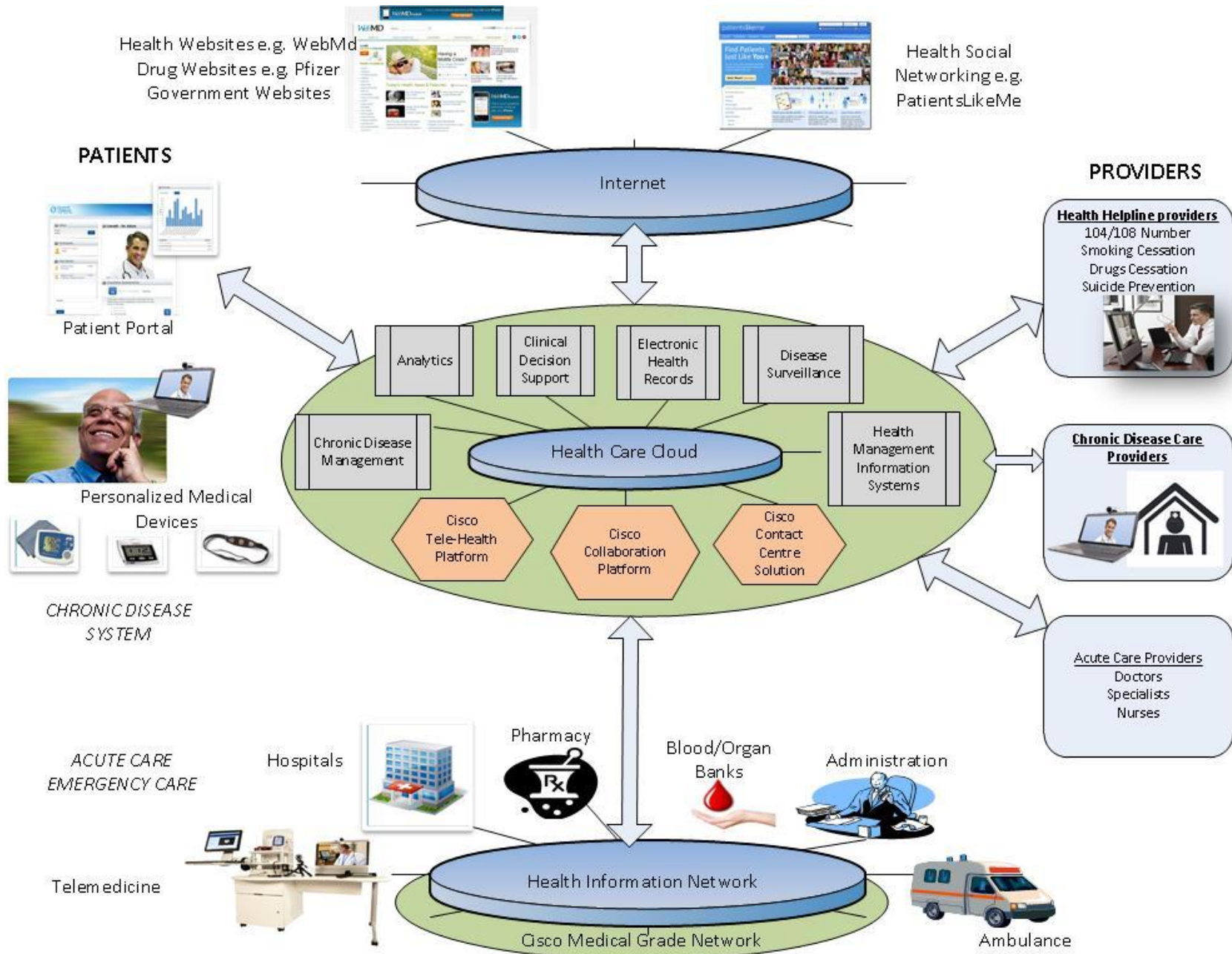


Need information systems that allow clinicians to communicate with each other on a timely basis

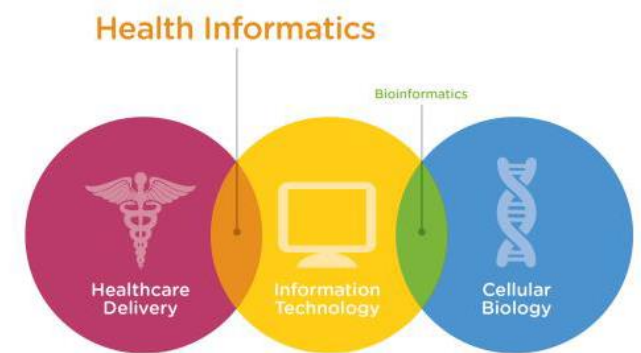
Finally, and perhaps most importantly, we need to align financial incentives ... to promote coordination within the medical care system



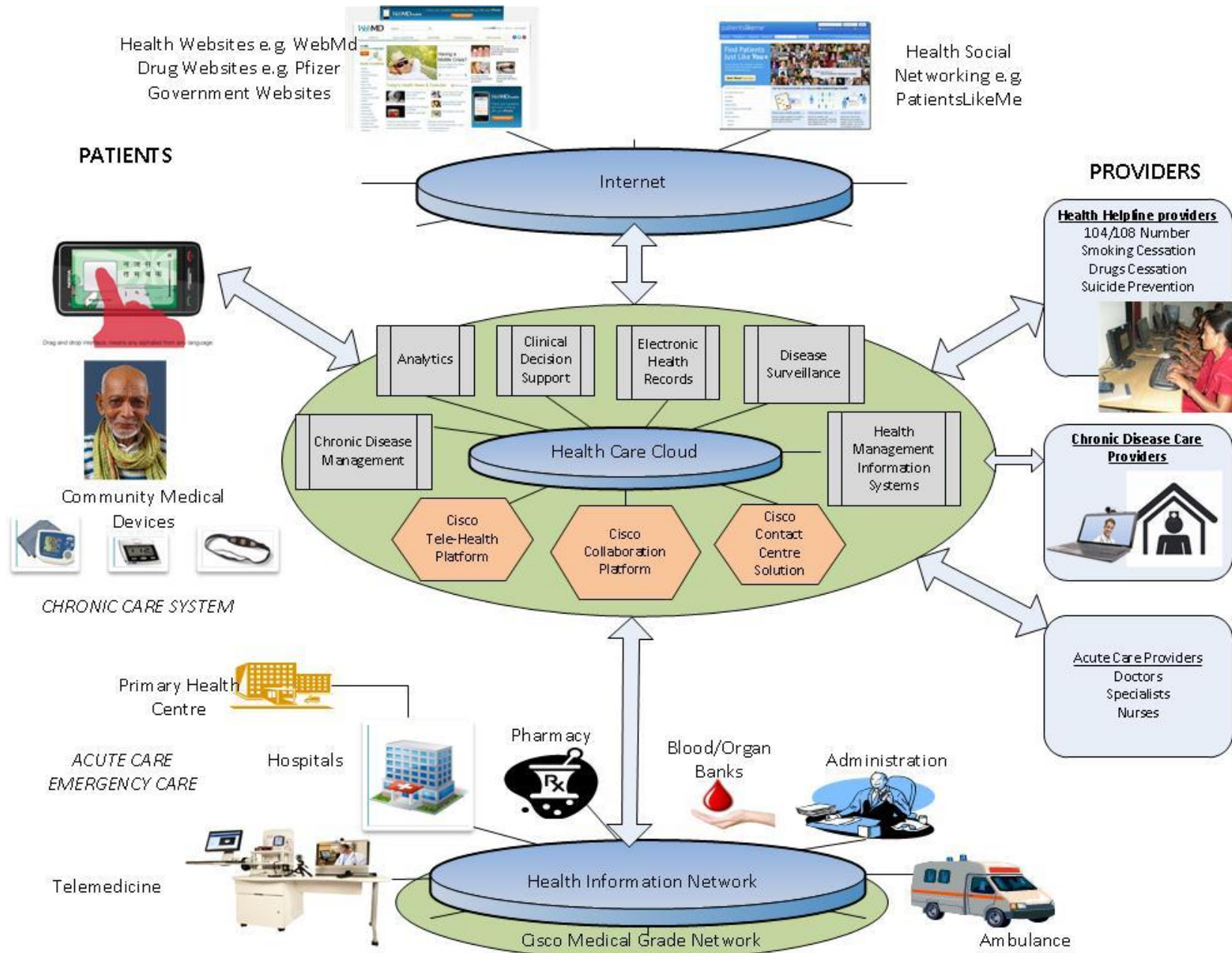
Transform Healthcare by delivering information directly to patients & empowering them to play a more active role



- Alerts for Communicable Diseases
- Control for Non-Communicable Disease
 - Disease Profiling
 - Proactive Monitoring
 - Medication Management
 - Follow up and reminders
- Immunization follow up
- Information and Communication

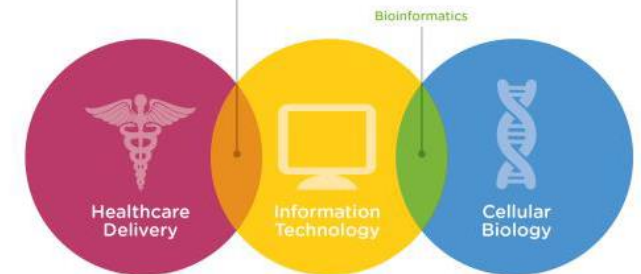


Transform Healthcare by delivering information directly to patients & empowering them to play a more active role



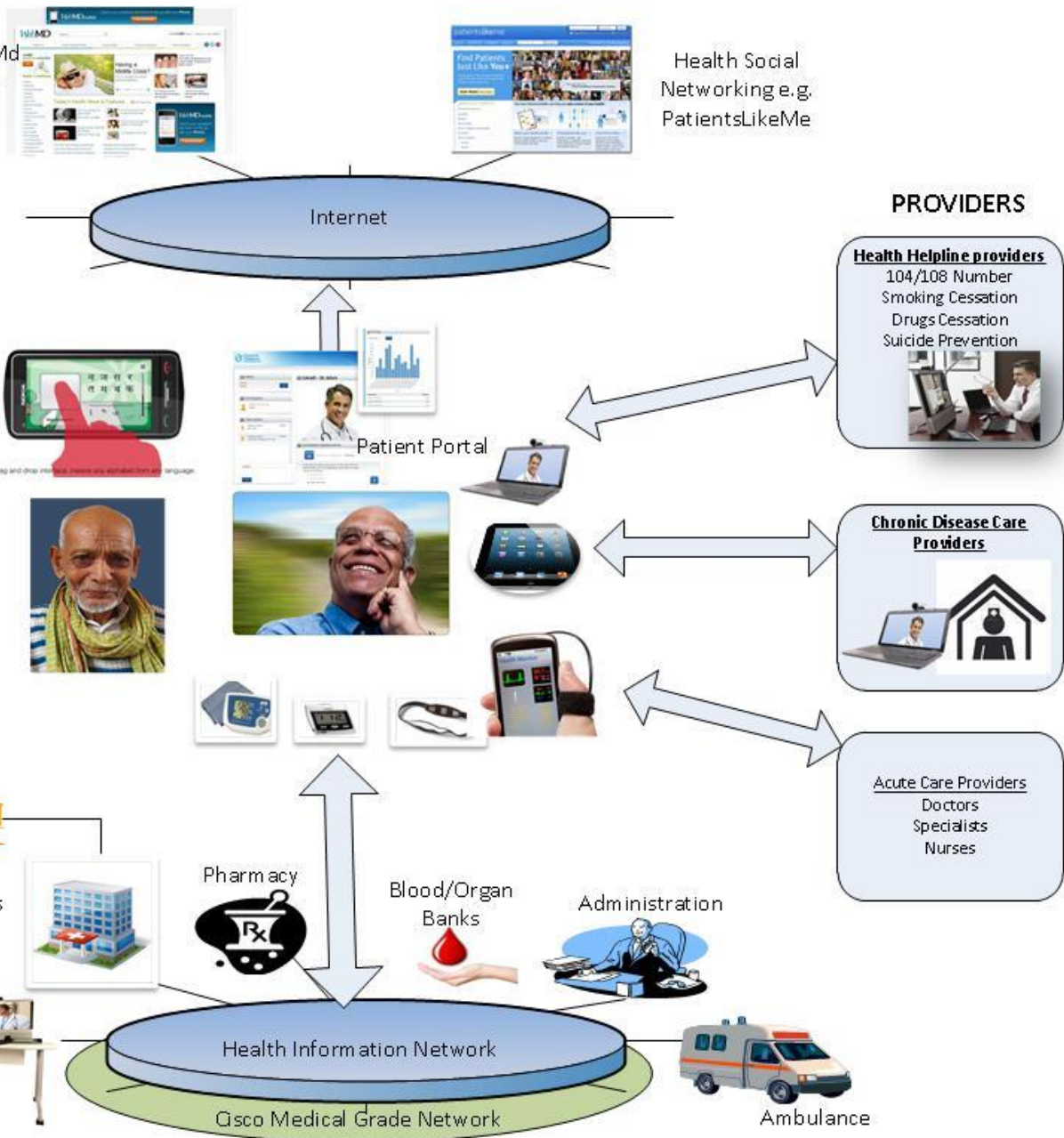
- Alerts for Communicable Diseases
- Control for Non-Communicable Disease
 - Disease Profiling
 - Proactive Monitoring
 - Care Plan Management – Medicine, Exercise, Diet
 - Follow up and reminders
- Immunization follow up
- Information and Communication

Health Informatics



Health Websites e.g. WebMD
 Drug Websites e.g. Pfizer
 Government Websites

Health Social
 Networking e.g.
 PatientsLikeMe

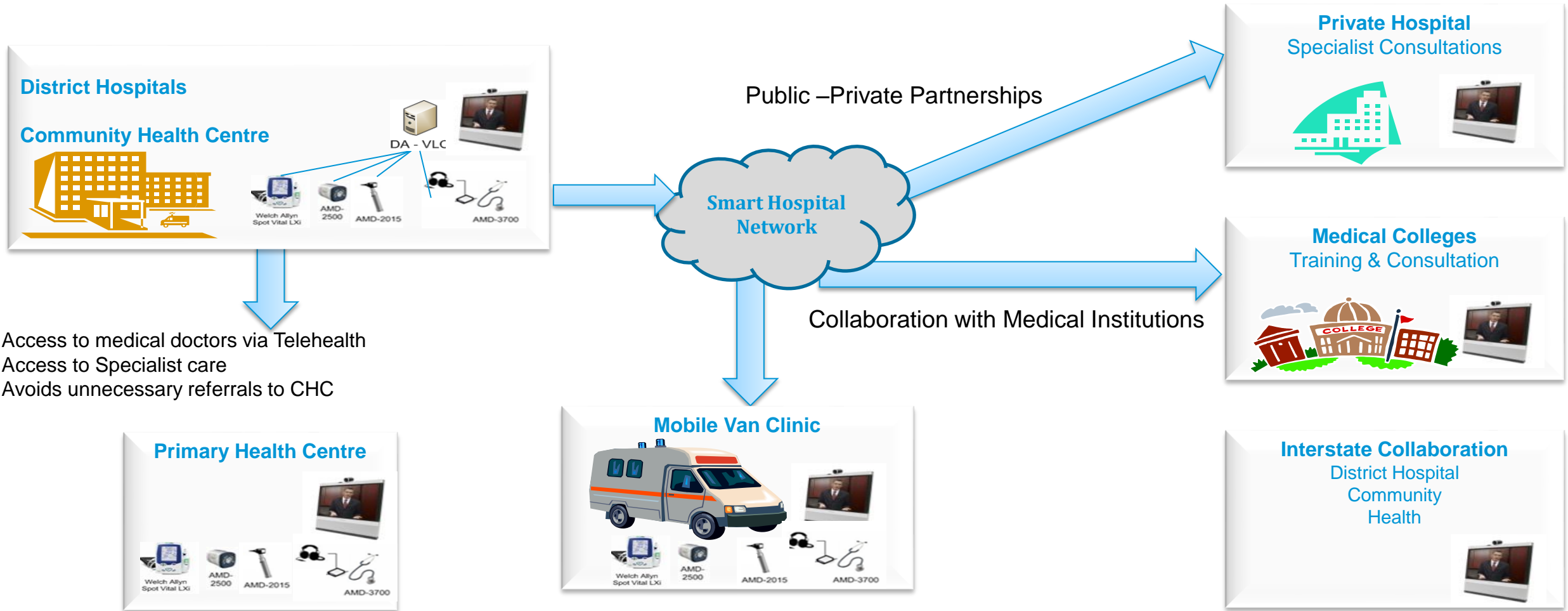


- Access to Care
- Quality of Care
- Cost
 - Medicines
 - Travel & Lodging
 - Provider fees
 - Hospitalization
 - Opportunity Cost

Case Studies



Highly Proven - Cisco HealthPresence in India (IG Project)



- **Focus on the hardest challenge** – Access to healthcare at the PHC level in a village
- **Scope** - 20 PHCs connected to 7 District hospitals, **Stretch target** was **1000 consultations** in a year
- **Results** - **Over 60,000 Specialist consultations conducted in Karnataka & MP in 15 months**
- **Next Step** – Rollout in 25,000 PHCs in India along with partners

Pilot Project: Cincinnati Children's Hospital

Asthma Control: Preventive Health and Caring for At-Risk Patients

Project Outline



- Goal
 - Understand impact of video collaboration and workflow
- Focus Group
 - Patients with Asthma attack risk in the age group
 - 2-6 years
 - Teenagers
- Outcomes
 - Patient Satisfaction
 - Driving wellness
 - Access
 - Experience
 - Cost reduction
 - Avoid ER readmissions
 - Increased efficiencies
 - Understand impact of video collaboration and workflow

Thank you.



For queries, Please reach out to - Vikas Gupta
vikgupt2@cisco.com