IRP Presentation

• University Eye Center
• March 17, 2014
2013-2018
STRATEGIC PLAN

MEMORANDUM
Institutional Goals
-2013/2014-
SUNY Optometry – Institutional Assessment

Strategic Plan
- Faculty
- Staff
- Administration

Institutional Research and Planning Committee
- Key Metrics/data collection
- Monitoring
- AIMs
- Communication

Vice Presidents and Unit Managers
- Operations
- Implementation
- Structured Analysis
- Communication

Annual Evaluations of VPs by President
- Progress on Strategic Plan
- Set priorities
- Identify new initiatives

Annual Institutional Goals
- Set priorities
- Resource Allocation
- Communication
Key Goals

• We will deliver effective and compassionate eye and vision care in an innovative and accessible way:
  – Goal 5: Make the UEC more accessible to the public
  – Goal 6: Increase UEC patient visits and develop new revenue streams while providing the highest quality patient care within the context of the Affordable Care Act of 2010
Key Categories

• Improving patient lives:
  – Embracing new technology(s)
  – Providing exceptional general and specialized care
  – Practicing evidenced-based care
  – Promoting professionalism
  – Abiding by all HIPAA rules and regulations
  – Adopting the tenants of “health care reform”
  – Incorporating Interprofessional care into the clinics
Key Categories

- Make the UEC more accessible to the public:
  - Patient portal
  - Self-referrals
  - 24/7 emergency care
  - Community outreach
  - Update website
  - Communication and marketing plan
Key Categories

• Increase UEC patient visits and develop new revenue streams while providing the highest quality patient care within the context of the Affordable Care Act of 2010. Make the UEC more accessible to the public:
  – Deliver patient care services efficiently and cost-effectively:
    • Increase patient volume
    • Increase patient referrals from the community
    • Render student and residency education in a cost-effective manner
    • Incorporate new technologies
  – Implement the new EHR and practice management system manner
Programs to achieve goals

• Improving Patient Lives
  – Outside consultants
    • Pediatric Review
    • Primary Care Development Corporation
  – Customer Service
    • In-service education programs for staff
  – Website Update
    • Update educational material on the website
  – Newsletters
  – Marketing plan
Categories of Key Performance Indicators for the UEC

• Enhancing public health through education and service to a broad range of communities
  – Community screenings
  – Community lectures
  – Community expansion:
    • Bowery
    • Gouverneur Hospital
Programs to Achieve Goals

- Increase the number and type of referrals from community providers for patient consultation/clinical care
The process of identifying referral sources began in March 2008. All new referral sources are entered in the Referral Physicians Dictionary of our IDX system. Based on the provider’s NPI number and corresponding Taxonomy Code, the provider’s specialty is identified. The following list of specialties was compiled based on referrals to UEC:

- ALLERGY & IMMUNOLOGY
- AUDIOLOGIST
- CARDIOLOGIST
- CHIROPRACTOR
- DERMATOLOGIST
- EAR, NOSE, & THROAT
- GYNECOLOGIST
- LEGAL MEDICINE
- NEURO-PsYCHOLOGIST
- NEUROLOGIST
- NEUROMUSCULOSKELETAL
- NUCLEAR MEDICINE
- NURSE
- OCCUPATIONAL THERAPIST
- OPTOMETRIST
- OTOLARYNGOLOGIST
- PATHOLOGIST
- PEDIATRICIAN
- PHYSIATRIST
- PHYSICAL THERAPY
- PODIATRIST
- PRIMARY CARE PHYSICIAN
- PSYCHIATRIST
- REHABILITATION
- RHEUMATOLOGIST
- SOCIAL WORKER
- SPEECH & LANGUAGE PATHOLOGIST
- SURGERY
• Ensure compliance with health care models that may add additional revenue to the UEC
  – PQRS
  – E-prescribing
  – Meaningful use
Priorities for 2014

• Clinical Affairs
  – Strengthen Workforce Engagement:
    • Adopting the recommendations of outside consultants
    • PCDC - 5 committees focus work groups:
      – Pre-Appointment Workflow
      – Check-in/Arrival Workflow
      – Examination Workflow
      – Material Services and Dispensing
      – Check-out Workflow
Priorities for 2014

• Clinical Affairs
  – Pediatric Review
  – Community Involvement
  – Begin to think about incorporating interprofessional care into the clinics
  – Practical applications of patient care management within the context of an educational setting
Priorities for 2014

• Faculty
  – Clinical faculty mentoring
    • Service Chiefs, Chief of Staff, VP for Clinical Affairs
  – Recruitment for open positions
    • Several searches underway including section chief of pediatrics and assistant chief of advanced care
    • Faculty searches
Priorities for 2014

• Make the UEC more accessible to the public:
  – Ocular emergencies
    • Not quite 24/7
  – Community outreach, including screenings and educational seminars
    • Bowery
    • Gouverneur
    • Outreach coordinator
Goals for 2014

• Make the UEC more accessible to the public:
  – Ensure UEC website is up-to-date
  – Revise UEC policies to comply with health care reform as they relate to increasing patient access
  – Develop a communication/marketing campaign
Goals for 2014

- Health Care Reform
Health care reform and its relationship to coffee
Keys: Goals of the ACA of 2010

• Three Core Goals:
  – Insure all Americans
  – Lower the Cost of Health Care
  – Improve the Quality of Health Care
Status of New York Implementation of ACA

- New York’s named its exchange and is ready for 10/1/13 implementation
- Phone bank already operational
- Rates were viewed as competitive
- Confusion, concern abounds: website crashed yesterday
Participating Insurers (so far)

- Affinity Health Plan, Inc. *
- American Progressive Life & Health Insurance
- Capital District Physicians Health Plan, Inc.
- EmblemHealth
- Empire BlueCross BlueShield *
- Excellus (and Univera in Western NY)
- Fidelis Care *
- Freelancers Co-Op
- Healthfirst New York *
- HealthNow New York, Inc.
- Independent Health
- MetroPlus Health Plan *
- MVP Health Plan, Inc.
- North Shore LIJ
- Oscar Insurance Corporation
- United Healthcare of New York, Inc. (United, Oxford) *

Complexity and difficulty obtaining accurate information from the patient and the plans!!!

* UEC Participation
Value

- Quality
- Outcomes
- Customer Experience
Conclusion:

- ODs will need to adapt to the following changes in Health Care Reform:
  - Health care that is “Patient Centric”
  - Health care that is “Team Based”
  - Health care that is “Technology Based”
  - Health care that embraces “Quality Care”
  - Health care that “Contains Costs”
Data Never Sleeps
How Much Data Is Generated Every Minute?

The Mobile Web Receives
217 Mobile Web Users Upload 48 Hours of New Video

Wordpress Users Publish
347 New Blog Posts

571 New Websites Are Created

Foursquare Users Perform
2,083 Check-ins

Flickr Users Add
3,125 New Photos

Instagram Users Share
3,600 New Photos

Every Minute of the Day

Email Users Send
204,166,667 Messages

Google Receives Over
2,000,000 Search Queries

Facebook Users Share
684,478 Pieces of Content

Consumers Spend $272,070
On Web Shopping

Twitter Users Send Over
100,000 Tweets

Apple Receives About
47,000 App Downloads

Brands & Organizations on Facebook Receive 34,722 “Likes.”

With no signs of slowing, the data keeps growing

These users are real, and they are out there leaving data trails everywhere they go. The team at Domo can help you make sense of this seemingly insurmountable heap of data, with solutions that help executives and managers bring all of their critical information together in one intuitive interface, and then use that insight to transform the way they run their business. To learn more, visit www.domo.com.

UEC - Key Performance Indicators

- charitable care
- new referring provider
- payor mix
- public service by year
- number of screenings/educational seminars per month
- referral center encounters by year
- total, new and established patient encounters by year
- total revenues by year
- new UEC patients by year
- patient visits by service by year
- provider participation in MCPs
- revenues by service
UEC - Key Performance Indicators

- number of website hits per month
- waiting time for 3rd next available appointment for service units
- number of new patients from marketing campaigns
- number of completed patient surveys and results as they related to patient satisfaction
- number of pediatric patients (when mandatory pediatric benefit begins)
- PRQS data
- flagged records from QA Committee regarding evidence-based care
UEC - Key Performance Indicators

- number of website hits per month
- number of patients recruited for ongoing CVRC clinical research projects from UEC clinics
- number of group managed care and individual provider plans in which the UEC participates
- number of faculty members who have attained fellowship, diplomate or board certification status
- number of peer-reviewed articles and presentations by clinical faculty members
- number of faculty and staff who attend professional development programs
Questions?