



HEALTHTRUST[®]
UNIVERSITY CONFERENCE

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Engaging Your Physicians in Value Analysis

Moderator: Kim Wright, RN

Physician Panelists: Sebastian Strom, M.D. & Erik Mikaitis, M.D.

| Disclosures

- The presenters have no real or perceived conflicts of interest related to this presentation.

Note: This program may contain the mention of suppliers, brands, products, services or drugs presented in a case study or comparative format using evidence-based research. Such examples are intended for educational and informational purposes and should not be perceived as an endorsement of any particular supplier, brand, product, service or drug.

| Learning Objectives

At the end of this session, participants should be able to:

1. Explain the importance of a triad leadership approach to successful value analysis initiatives.
2. Describe potential barriers to physician engagement and how to address them.
3. Identify various physician engagement strategies to incorporate into their value analysis process.

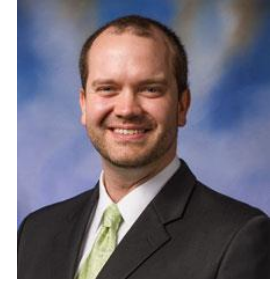
The background is a blurred hospital hallway with a person walking in the distance. In the foreground, an IV drip is visible, hanging from a stand. The overall color scheme is a cool, blue-toned gradient.

Meet our Presenters



Franciscan Alliance

Erik Mikaitis, M.D., MBA FACP, CPE
CMO, Vice President of Medical Affairs
Franciscan Alliance/Franciscan Health Crown Point





Franciscan Health System

- 145-year faith-based healthcare ministry
- 12 hospitals across Indiana and Illinois
- Multi Specialty Physician Network
- Program of All-Inclusive Care for the Elderly (PACE)
- Post-Acute Program (Home health, hospice, partner skilled nursing facilities)



Franciscan Value Analysis



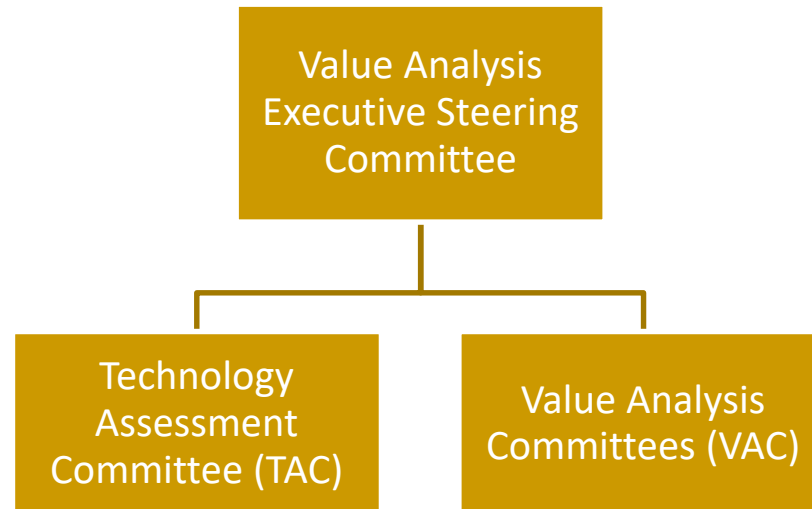
- Adapted clinically integrated supply chain model
- Established value analysis governance group
- Transitioned away from fragmented systems to comprehensive cloud-based enterprise resource planning (ERP)
- Developed SME/physician partnerships
- Physician partners engaged with HealthTrust Physician Advisor Program
- Leveraging physician SMEs with contract announcements

Value Analysis Structure



Executive Steering Committee ~ Technology Assessment Committee

- Acute
- Non-Acute
- Perioperative Services
- Interventional Services – Cardiovascular/Radiology



| HCA Healthcare — Value Analysis Process



Sebastian Strom, M.D., MBA,
Division Chief Medical Officer
HCA Healthcare's West Florida Division



Panel Discussion

Assessment Questions

Audience Assessment Question: #1 of 3

How does a triad leadership model support successful value analysis initiatives?

- a. Better alignment of goals and vision across clinicians, administration, and the Value Analysis Team.
- b. Improved accountability for initiatives across multiple stakeholders and disciplines.
- c. Sustained and meaningful improvements in value analysis initiatives.
- d. All of the above.

Audience Assessment Question: #1 of 3

How does a triad leadership model support successful value analysis initiatives?

- a. Better alignment of goals and vision across clinicians, administration, and the Value Analysis Team.
- b. Improved accountability for initiatives across multiple stakeholders and disciplines.
- c. Sustained and meaningful improvements in value analysis initiatives.
- d. All of the above.**

Which of the following is a barrier to physician engagement?

- a. Sharing peer-reviewed publications that support the change.
- b. Providing clear and consistent communication.
- c. Scheduling meetings that conflict with existing demands on physician time.
- d. Aligning with the priorities of participating physicians.

Audience Assessment Question: #2 of 3

Which of the following is a barrier to physician engagement?

- a. Sharing peer-reviewed publications that support the change.
- b. Providing clear and consistent communication.
- c. **Scheduling meetings that conflict with existing demands on physician time.**
- d. Aligning with the priorities of participating physicians.

Audience Assessment Question: #3 of 3

Which of the following physician engagement strategies could be incorporated into the value analysis process?

- a. Approaching physicians for feedback early in the value analysis process.
- b. Including physicians on the Value Analysis Team so they are involved with decision-making.
- c. Creating a strategic partnership to achieve optimal patient care.
- d. All of the above

Audience Assessment Question: #3 of 3

Which of the following physician engagement strategies could be incorporated into the value analysis process?

- a. Approaching physicians for feedback early in the value analysis process.
- b. Including physicians on the Value Analysis Team so they are involved with decision-making.
- c. Creating a strategic partnership to achieve optimal patient care.
- d. **All of the above**

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Thank you...

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