



# High Impact, Relationship based Primary Care

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## “The Cost of Technology”

- Elizabeth Toll, MD. JAMA  
6/20/2012, p.2497



## “The Doctor”

- Samuel Luke Fildes, 1887

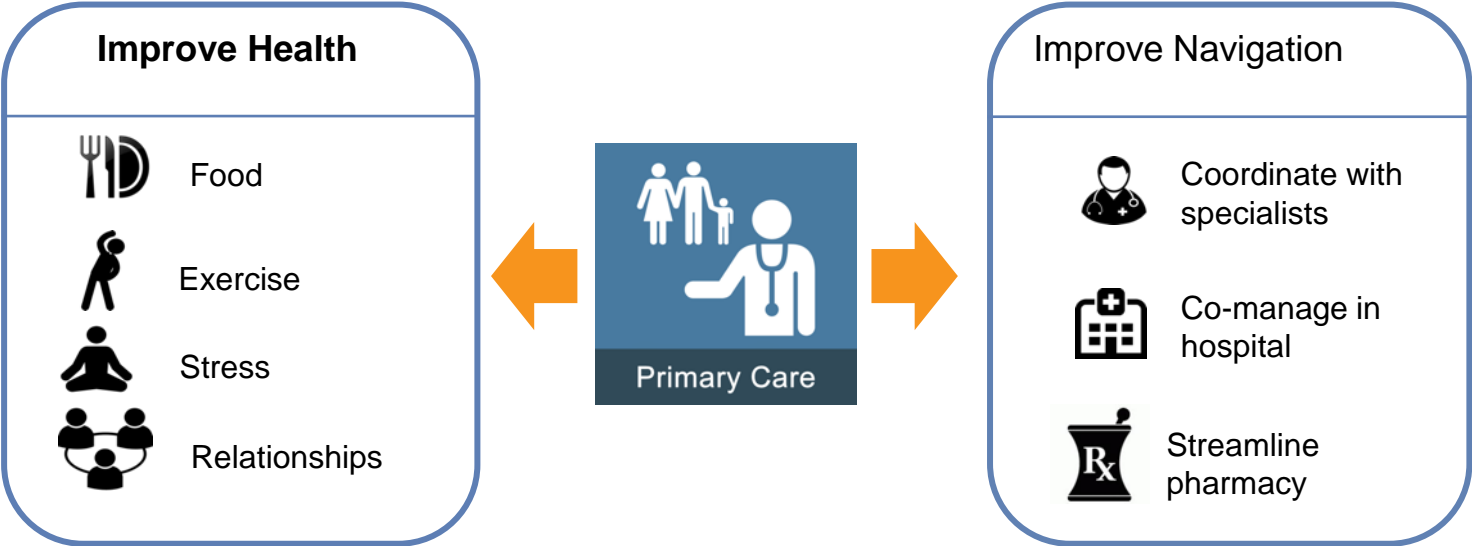
# Iora Health



- Founded December 2010
- Mission: “To Restore Humanity to Healthcare”
- Goal is to transform the system for everyone
- High Impact, Relationship-centered care

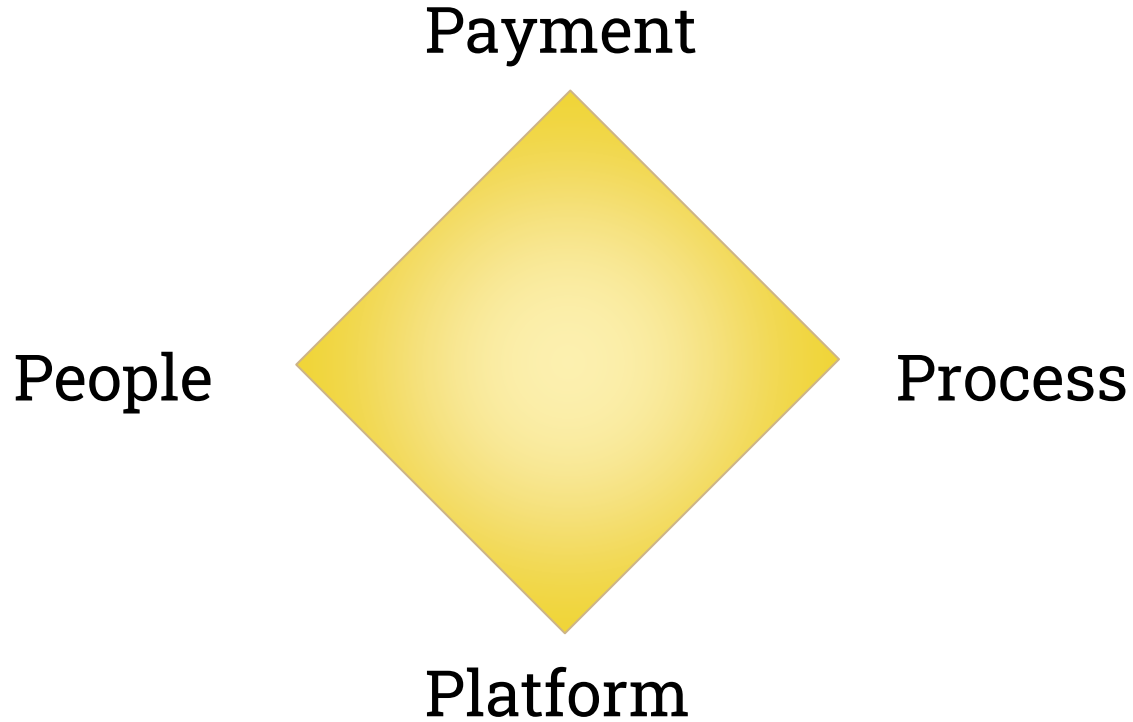
# Primary Care Can be a Great Lever Point

Primary Care is uniquely positioned to both proactively improve patients' health and to help patients navigate the system when necessary

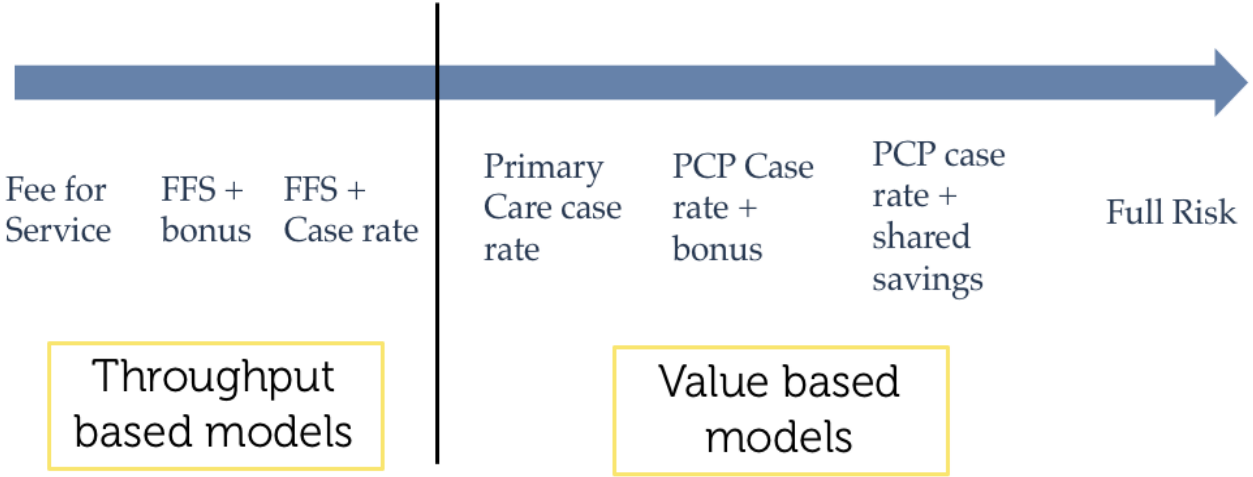




# The Four P's of Change



# The Move to Value Based Payment



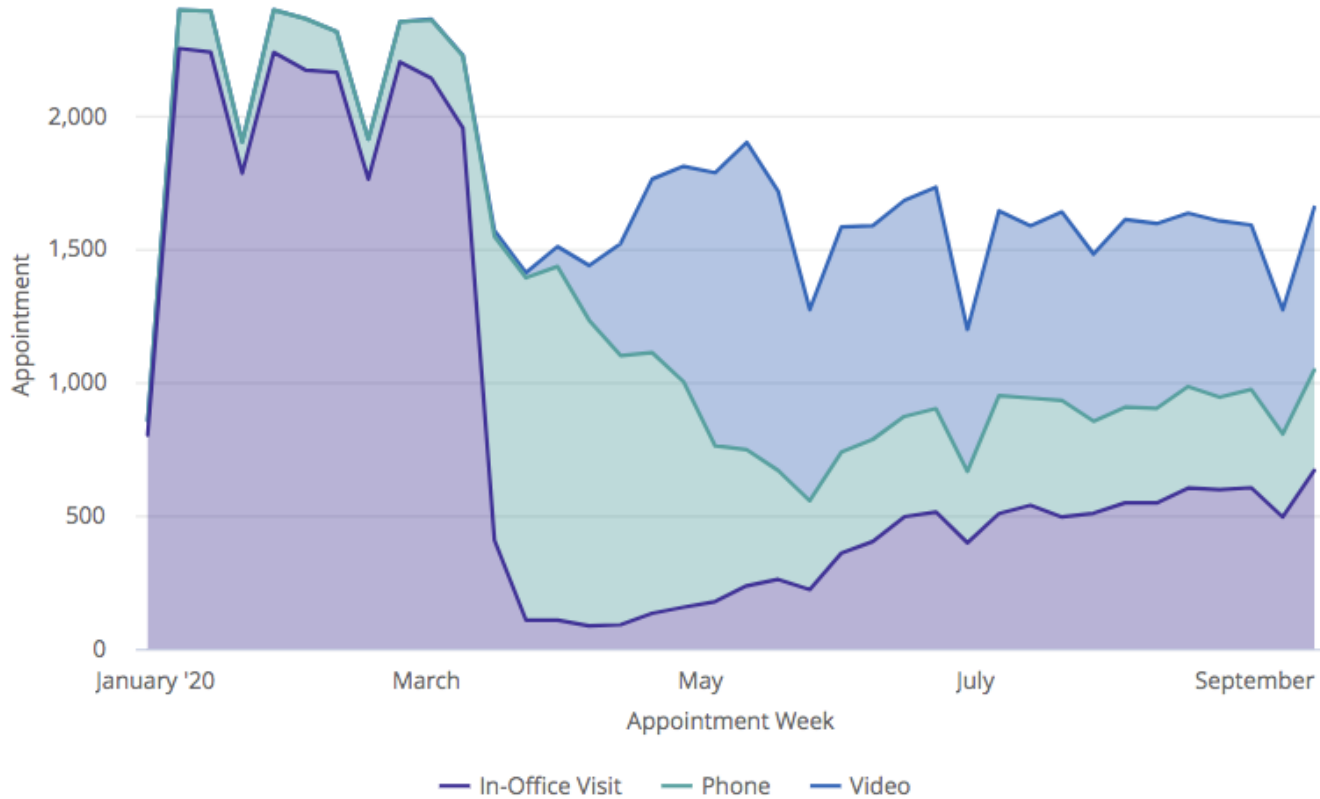








# Uniquely Omnichannel Delivery



## 19 encounters/ patient/year

- 9 asynch (email, text, secure message)
- 4 in person
- 4 by video
- 2 scheduled phone calls

# Events



Whatever  
it takes



# Chirp<sup>+</sup>

- Iora's Collaborative Care Platform
- Web-based, Available Anywhere
- Communications hub integrating multiple modalities
- Patients get to see their whole record (including all results, notes, documents) as soon as the team does
- Able to send us data, their own notes which become a part of the collaborative chart
- Collect data from everywhere, prompts patient and team for action

The screenshot displays a web-based patient care interface for a patient named John Grafton. The interface is organized into several sections:

- Header:** Patient name (John Grafton), gender/DOB (Male, 58y (02/17/1960)), and provider information (Health Coach: Brian Fitch, Provider: Andrew Schutzbank, MD, Location: Iora Health at 101 Tremont, Phone: 651-356-9929, Insurance: No Insurance).
- Navigation:** Tabs for Tasks, Schedule, Patients, Communications, Practice Dashboard, Labs, Admissions, and a 'New Task' button.
- Left Sidebar:** A menu with options like Patient details, Tasks, Appointments, Care Plan, Notes, Issues, Refreshable Dx, Markers, Labs, Communications, Files, Search record activity, and Export record.
- Vitals Section:** A chart showing trends for SBP (120 months ago), DBP (80 months ago), Temp (98.7 months ago), HR (66 months ago), RR (18 months ago), and SPO2 (1 months ago).
- Care Plan Section:** Includes 'About me' (John is a 57 year old gentleman with hypertension, diabetes and a love of the outdoors), 'Clinical summary' (Working hard to keep blood pressure and weight down, prevent diabetes), and 'Plan of care' (At next interaction/visit: Reassess foot pain. Check in on use of CPAP. Short term plan (key next steps, check-in frequency): Slow NSAID taper for foot pain (9mg 3/24 -> 8mg 4/1). Planning weekly calls to update, continued mobility. Long term plan: Continue to live his life independently, control weight and blood pressure).
- Active Issues Section:** Lists conditions such as Sugar illness, Diabetes, Prevention, Melanocytic nevus, Big Picture, No hearing, Strokes, Diabetes, Type 2 diabetes with neuropathy, Elevated cholesterol, CKD Stage 1, URTI, Thrombocytopenia, COPD, and opioid dependence.
- Care Plan Markers Section:** A table titled 'Review this patient's Quality Priority Markers' with columns for Name, Trend, All values, All dates, and Update. It lists items like Advance Directive, Healthcare Proxy, Living Will, Order for Scope of Treatment, PHQ-2, PHQ-9, and Confidence Score.

# Building the right culture

## Restoring Humanity to Healthcare

Feel **Empathy**

Bring **Creativity**

Serve with **Humility**

Act with **Passion**

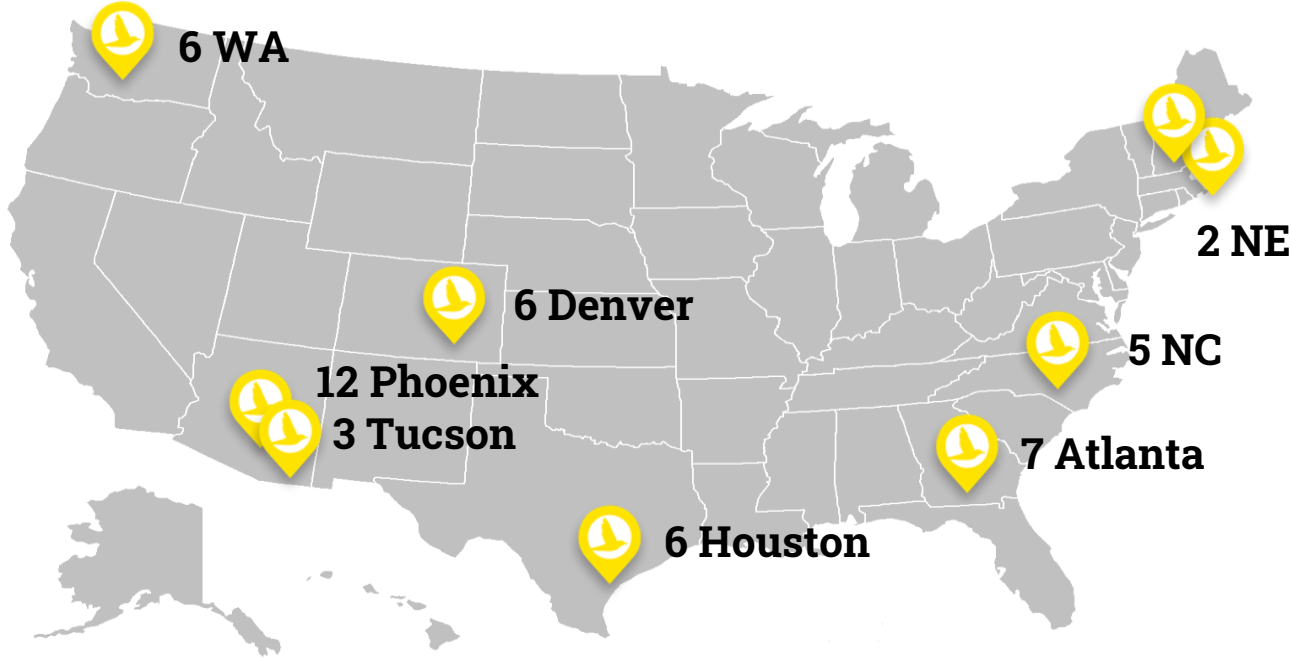
Demonstrate **Courage**



# Joy in practice



# Iora has Built Broad, National Coverage



Iora partners with  
MA plans, other  
payers

**Humana.**



DARTMOUTH

# Iora Delivers Results Across All Measures

## Net Promoter Score

90+

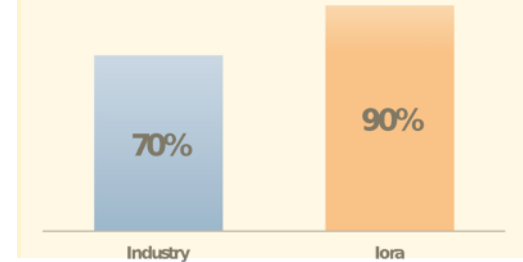
## Quality

Iora 2019 Patients' STAR ratings was **4.23**



## Diabetes Control

(Diabetic patients with HbA1c <= 7)



## Medical Expense Ratio

69%

For retained patients

## Reduction in inpatient admissions

Inpatient admission rate is **40% lower** than national Medicare average

## Readmission Rate

Iora's 30 day all cause readmission rate is **~10%** compared to a national average of 14%

# Conclusions

- Advanced Primary Care can be a powerful new platform for healthcare
- In the end, value based care is just a means to an end; whoever creates better consumer experience and value will win
- Pure plays will out perform hybrid models
- This new vision of care is very different than the current model- and requires rethinking everything
- Technology plus people (that work seamlessly together) leads to better outcomes
- In the end value is created by building relationships and changing behavior- and this can be scaled.

