

# Successful IT Strategies that Advance Organizational Goals



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# Housekeeping

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LOGO

## Webinar Title and Time

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**Speaker One**  
CEO  
Company A

**Speaker Two**  
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Thursday 9 AM CST  
Webinar ID# 883-480-666  
**GoToWebinar**

# Today's Presenters

**Richard P. Miller**

President and CEO  
Virtua

**Thomas Gordon**

Vice President and CIO  
Virtua



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# Virtua – A Leader in Southern New Jersey



**Richard P. Miller**  
**President and CEO**  
**Virtua**

*Modern Healthcare 2012 CEO IT  
Achievement Award Winner*

# Virtua – A Leader in Southern New Jersey



- ▶ 4 Acute Care Hospitals
- ▶ 4 Major Outpatient Centers
- ▶ 45 Physician Office locations
- ▶ 2 Sub-Acute Care Facilities
- ▶ 2 Home Health Agencies
- ▶ 7 Ambulatory Surgery Centers
- ▶ 3 Fitness Centers



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# About Virtua

## Mission

- ✓ Virtua helps you be well, get well and stay well

## Vision

- ✓ Virtua will be the premier choice in health and wellness

# STAR Behaviors & Values Deliver the Outstanding Patient Experience

<b>BEST PEOPLE</b>	Hiring and keeping the best person for the job
<b>CARING CULTURE</b>	Showing understanding, empathy and compassion to patients and co-workers
<b>CLINICAL QUALITY &amp; SAFETY</b>	Using evidence-based practices, national patient safety goals and continually seeking improvements
<b>EXCELLENT SERVICE</b>	Employing consistent, reliable, responsive processes and care
<b>RESOURCE STEWARD-SHIP</b>	Making the most of our resources: money, time and materials



# Virtua 2013 Plan on a Page

		Strategic Imperatives	Operational Priorities
<p><b>Mission</b> Virtua helps you be well, get well and stay well.</p> <p><b>Vision</b> Virtua will be the premier choice in health and wellness.</p> <p><b>Values</b></p> <ul style="list-style-type: none"> <li>■ Integrity</li> <li>■ Respect</li> <li>■ Caring</li> <li>■ Commitment</li> <li>■ Teamwork</li> <li>■ Excellence</li> </ul>	<p><b><u>People</u></b></p> <p>Improve Customer Loyalty With An Engaged Workforce</p>	<ol style="list-style-type: none"> <li>1. Define outstanding experience across continuum (patients, guests, employees, physicians, customers, families, volunteers)</li> <li>2. Align education and development</li> <li>3. Align rewards and recognition</li> <li>4. Strengthen talent pool</li> <li>5. Validate and measure “loyalty” across the continuum</li> </ol>	
	<p><b><u>Quality</u></b></p> <p>Achieve Highest Safety &amp; Quality and Ensure Access to Services</p>	<ol style="list-style-type: none"> <li>6. Align with clinicians based on quality outcomes and patient experience</li> <li>7. Care re-design (re-distribution of resources to support improved access to patient care with focus on be well, get well and stay well)</li> <li>8. Develop systems to capture, measure, report and improve outcomes for ACO patients and employees</li> <li>9. Top decile performance in publicly reported data</li> <li>10. Quality structure redesign from siloed to longitudinal across the continuum</li> </ol>	
	<p><b><u>Community Health</u></b></p> <p>Improve Community Health in a Cost Effective Manner</p>	<ol style="list-style-type: none"> <li>11. ACO implementation</li> <li>12. Community health needs assessment</li> <li>13. Align philanthropy and support all functions to leverage integrated approach</li> <li>14. Realign health services in the south to meet community needs</li> <li>15. Aggressive management of employee wellness/education/cost reduction</li> </ol>	
	<p><b><u>Growth</u></b></p> <p>Pursue Strategic Growth Opportunities that Support a Comprehensive Continuum of Care</p>	<ol style="list-style-type: none"> <li>16. Optimize business portfolio</li> <li>17. Expand women's' health program</li> <li>18. Evaluate and establish collaborative provider networks and partnerships</li> <li>19. Redefine and hardwire the strategic and annual planning process</li> <li>20. Increase access to care</li> </ol>	



# **Virtua – A Leader in Southern New Jersey**



**Thomas Gordon  
Vice President and CIO  
Virtua**



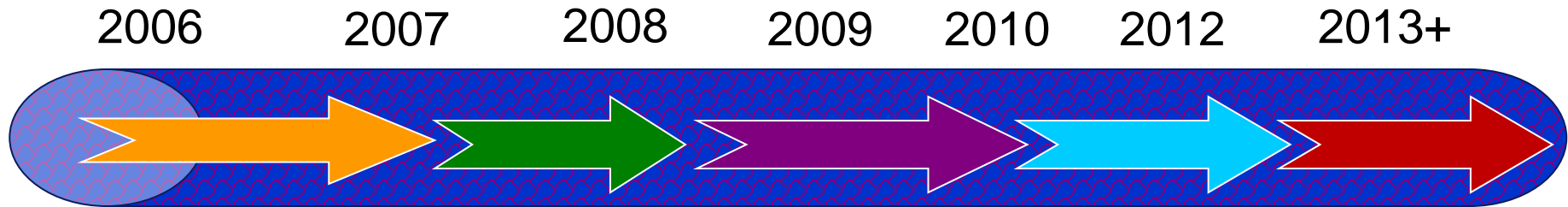
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# Virtua Paper

## Lite/CIS Transformation Strategy

*“technology building blocks to a connected health record”*



- ✓ Expanded Fiber-optic Network and Wireless System
- ✓ Installed New Ancillary Systems: Lab, PACS, others
- ✓ New ED System
- ✓ CIS – Course Correction: Siemens EMR/McKesson HIM
- ✓ New HIM System & Data Center
- ✓ Soarian Results Viewing & Meds Administration
- ✓ New Telephone System & “Recovery” Data Center
- ✓ Clinical Documentation, Plans of Care, Device Integ.
- ✓ CPOE, Physician Documentation, SSO/Provision, RFID
- ✓ Ambulatory EMR, Health Information Exchange, PHR, MU Program (Amb./Acute)

❖ **Connected Health Records for Population Health**

# HIMSS EMR Adoption Stages – Virtua is Officially Stage 6

Stage	Achievement	Virtua	Other Hospitals Q1 2013 N=5458
7	Medical record fully electronic; Data sharing with community; Data warehousing in use	2013 or Q1 2014	1.9%
6	Physician documentation, full clinical decision support, full PACS (Phys Doc starting in 2012 – completed in 2013 – once completed we will also be at Stage 7)	100%	8.2%
5	Closed-loop medication administration	100%	14%
4	CPOE	100%	14.2%
3	Nursing documentation – Flow Sheets & Vital Signs	100%	38.3%
2	Clinical Data Repository – Diagnostic Results Access	100%	10.7%
1	Ancillaries: Laboratory, Radiology, Pharmacy	100%	4.3%
0	All Three Ancillaries Not Installed	N/A	8.4%



# The Challenge We All Face Today...



**...Balancing cost,  
quality and access**

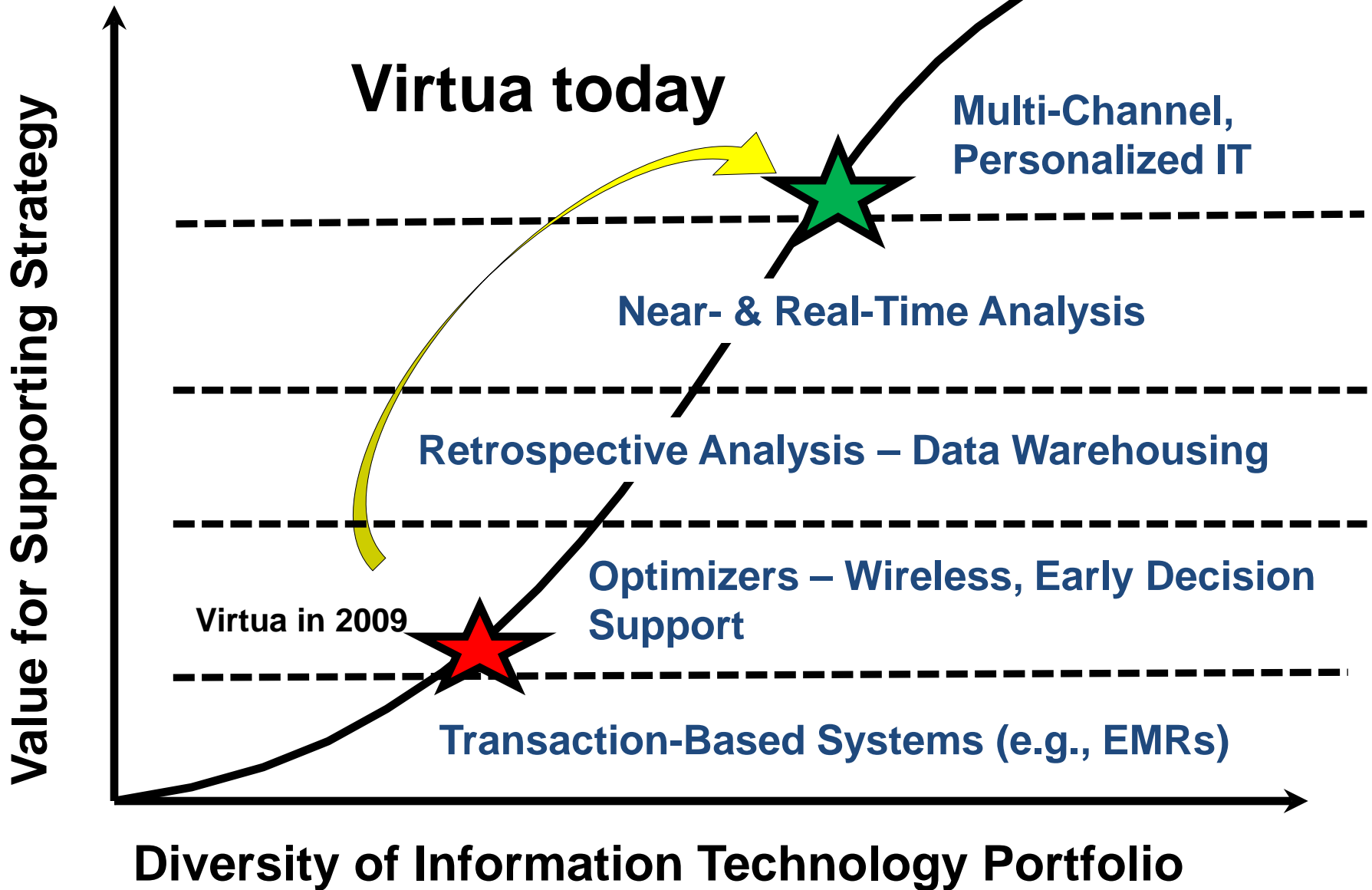
# **Virtua's Response to this Challenge**

- ✓ **Re-design Care Around Accountability and Lower Cost**
- ✓ **Address Health Preservation, as well as Traditional Disease Management**
- ✓ **Be Preferred for Quality & Safety**
- ✓ **Invest Wisely in Technology**

# Understanding “Return on Investment” for IT

- ✓ Don't measure ROI purely in monetary terms
- ✓ Real question: “What is the Return on Value?”
- ✓ What to look for: “Does IT...
  - ✓ Improve the quality of care and patient safety?
  - ✓ Support evidence-based care?
  - ✓ Support clinical integration?
  - ✓ Increase patient engagement and responsibility?
  - ✓ Contribute to a culture of continuous improvement and excellence?

# IT Maturity Curve



# New IT Landscape

## Sample of information systems for independent health care providers

State  
Registries

Other HIEs

Physician Office  
EMRs

Diagnostic Imaging  
Centers

Commercial  
Pharmacy Data

Dentist Office EMRs

Nursing Home EMRs

Commercial  
Laboratory Data

Health Information Exchange

Population-Based Management System for a multi-provider  
Accountable Care Organization

Health System's Data Warehouse

Acute Care EMR

Physician Office EMR

Pharmacy

Patient  
Billing

ER EMR

Patient  
Demographics

Laboratory

Radiology

## Sample of Virtua information systems



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# Major IT Investment Projects Now Underway

## Care Coordination functionality

- ✓ Growth of existing **Health Information Exchange Care Management & Engagement tools** for Care Managers/ACO



## Expansion of Clinical Analytics

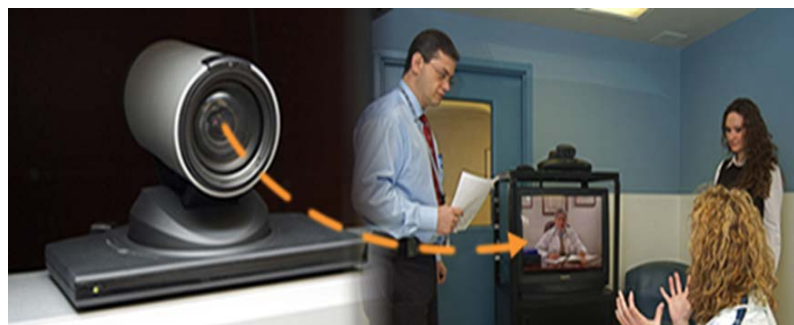
- ✓ Predictive modeling
- ✓ Extensive measurement of outcomes



# Major IT Investment Projects Now Underway

## Tele-Health

- ✓ Expansion of **Home Monitoring** – 500 new devices
- ✓ E-Visits technology



## Personalized & Social Media-Based Communication

- ✓ New Patient Portal for 2-way communication
- ✓ [www.VirtuaBroadcastNetwork.com](http://www.VirtuaBroadcastNetwork.com)

# Q & A



**Richard P. Miller**  
**President and CEO**  
**Virtua**



**Thomas Gordon**  
**Vice President and CIO**  
**Virtua**

**Thank You!**