



HENRY FORD HEALTH SYSTEM

## Leveraging Innovation for Performance Excellence and Growth

April 18, 2012

Robert G. Riney  
President and COO



## Henry Ford Health System's Core Competencies

- **Innovation** – Discovering and applying new knowledge in techniques, technology, processes, services, and structures
  - **Clinical Research & Technology**
  - **Facilities**
  - **Services and Access Points**
  - **Processes**
- **Care Coordination** – Proficiency in coordinating care across the continuum, teams
- **Partnering/Collaborating** – Relationship- building with patients, stakeholders, others



# Innovation

*“Making meaningful change to improve products, processes, or organizational effectiveness and creating new value for stakeholders. Innovation involves the adoption of an idea, process, technology, product, or business model that is either new or new to its proposed application.”*

Baldrige Criteria for Performance Excellence



## From the Start: A Hospital for the Everyday Man



# Clinical Services, Research, & Technology Innovation

- New techniques, new cures
  - Robotic ultrasound probe
  - Deep brain stimulation inside iMRI
- Simulation Center
- TechTown incubator with Wayne State University
- Innovation Institute led by Henry Ford Medical Group
- Early adopter of integrated health record for ambulatory care



# HFHS Innovations in the News



## Innovative Facilities

- West Bloomfield Hospital
- Henry Ford Hospital Henry Ford II Pavilion
- Ambulatory Centers
- Henry Ford Self Health Centers



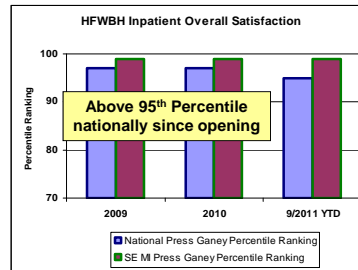
## Unique Services

- Referring Physician Office and Concierge Service
- Pharmacy Advantage – Home Prescription Delivery
- Demonstration Kitchen
- Home Health Tele-health
- Farmer's Markets and Retail Stores



## Henry Ford West Bloomfield Hospital – Example of Deploying Best Practices

- Hospital rooms designed with input from all stakeholders
  - Rooms duplicated at Henry Ford Hospital's new Henry Ford II pavilion
- Talent based employee selection tool piloted to select new hospital staff
  - Now selecting a tool for all business units
- Focus on high-touch service and first impressions
  - Training for all employees on first impressions and service recovery



## New Patient Portals and Outreach

- Henry Ford OptimEyes Centers
- CVS Minute Clinic partnerships
- Journey to Wellness – health kiosks in community faith-based organizations
- *Inside Connection* – employee ambassador program



"When I didn't have time to help my friend find a doctor, the Inside Connection team did."

**Inside Connection**  
Patient and Family Support Program

Why 2010 recipient (The Healthcare) chose Inside Connection as the most innovative program in the industry is not all that surprising. From its inception, the program has been designed to help patients and families find the right care, at the right time, in the right place. The program is a unique blend of technology and human resources, including its award-winning website, its dedicated staff, and its focus on providing the most patient-centered care possible.

The Inside Connection team makes it very easy for you to find the right care, at the right time, in the right place. For more information, visit [www.insideconnection.com](http://www.insideconnection.com).

It's as easy as 1-2-3

1. Visit our website at [www.insideconnection.com](http://www.insideconnection.com) to find the right care, at the right time, in the right place.
2. Call our toll-free number at 1-800-368-7234 for more information.
3. Visit our website at [www.insideconnection.com](http://www.insideconnection.com) to find the right care, at the right time, in the right place.

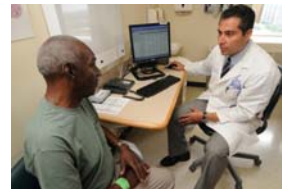
Malcolm Baldrige National Quality Award 2010 Award Recipient



## Process Innovation



- No Harm Campaign
- Integrated Care across the Continuum (including new Henry Ford Physician Network)
- HAP collaborations on e-prescribing and chronic disease management
- Clinical team communications, including ORtv



## Henry Ford Physician Network (HFPN)

**Objectives:** Engage physicians in a unique relationship with HFHS, leveraging our quality leadership. Create an integrated clinical framework that focuses on patients first and a clear set of imperatives for excellence, collaboration, coordination and clinical value.

- Alignment across physician practice models (HFMG, employed, private practice)
- Clinical Integration framework used across regions
- Investments in technology and physician-led governance infrastructure
- System employees used as initial contract to demonstrate value

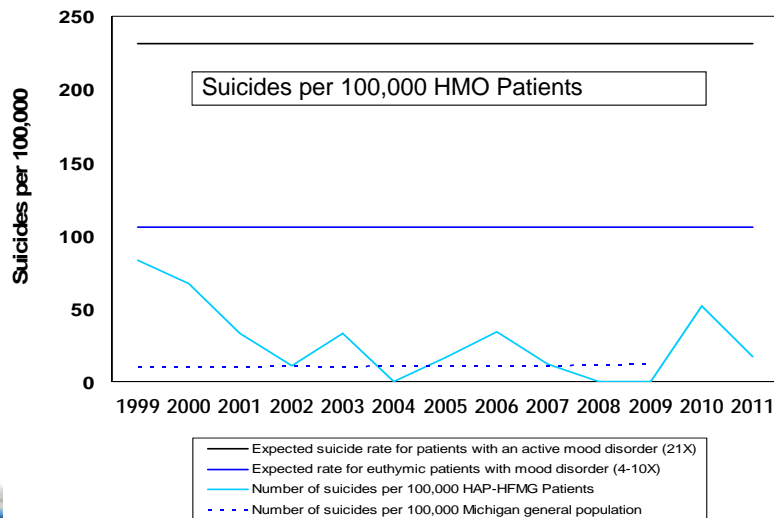


## National Best Practice Safety Innovations

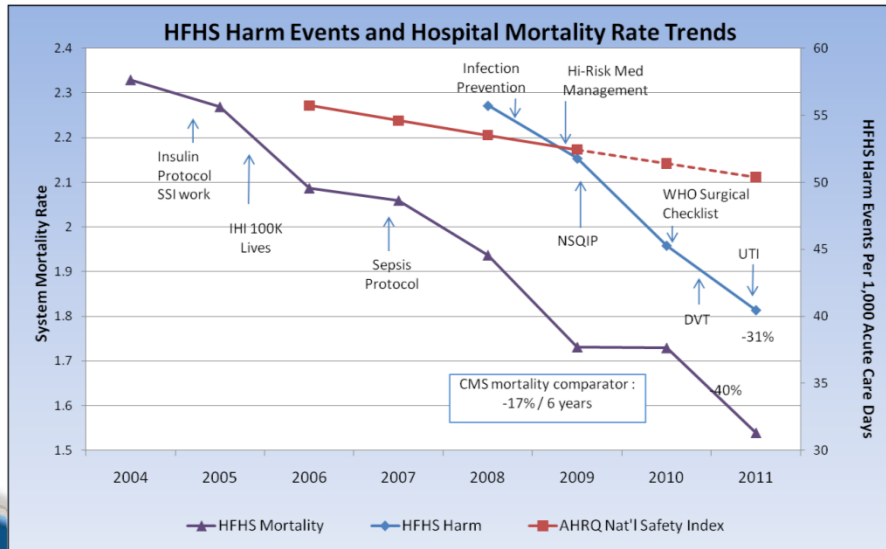
| HFHS Process                                | HFHS Outcome                                       | Validation   |
|---|--|--|
| Perfect Depression Care Model               | Up to 180 lives saved from 2002 to 2011            | Codman Award (TJC) 2006 Nat'l Suicide Action Alliance (HHS) 2011   |
| Sepsis Bundle and Deployment                | In the last 12 months 211 deaths prevented         | New England Journal of Med., Kaiser, HCA, others   |
| No Harm Campaign                            | 16,360 fewer harm events over the past three years | AHA Quest for Quality Award 2010 VHA Patient Safety Leadership Award 2009<br>John M. Eisenberg Patient Safety and Quality Award 2011 (NQF and TJC) |
| Dialysis Catheter Antibiotic Lock           | Prevent 80 catheter infections annually            | Nat'l Kidney Foundation of MI Innovations Award 2011   |
| NSQIP Execution and Deployment              | 1,000 fewer procedural harm events annually        | American College of Surgeons National Initiative Consultants 2009-2011   |
| Pharmacist Directed Anticoagulation Service | Out of Range Test Results Decreased by 80%         | CMS Partnership for Patients Best Practice 2009 ASHP Safety Award  |



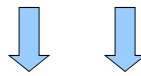
## Innovating Depression Care



# Reducing Harm Events and Deaths



**Ideas + Execution = Innovation**

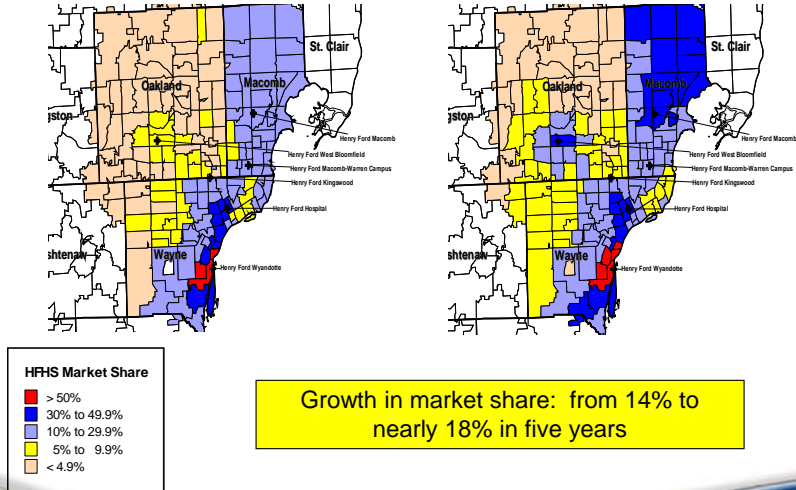


**Innovation + Accountability = Sustainable Growth**





## HFHS Market Share 2006 - 2011



We're  
**Henry Ford,**  
**We Can**



