

Implementing Global Trends in Healthcare – Creating Delight

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Introduction

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What Are They?

- More Emphasis on the Healing Environment
- Acceptance of EBM
- Telemedicine
- Emerging Risk Management
- International Benchmarking
- Accreditation
- A Patient Focused – Patient Centered Approach
- An Electronic Medical Record
- More Disclosure
- A Higher Level of Amenity
- Medical Tourism

The Healing Environment

- Holistic Roots
- Mind & Body
- Physical, Mental, Social, Financial, and Cultural
- Sound, Air, Light, Color, Privacy, Temperature, Contact/Communication, and...Choice
- Intimate Relationship – M.D. & Patient

Quickly.....

- Sound – Internal, External, Privacy, and Control
- Temperature – Ability to Control
- Privacy – Control, Security & Personalization
- Light – Too much? Not Enough?
- Color – Can lift the spirit and delight the senses
- Communication – Internal and External
- Amenity – For Patients, Families, Visitors, and Staff Also
- Etc...

Patient Rooms



The Palmetto Pavilion, Medical University of South Carolina, Photos by Rick Alexander Inc.

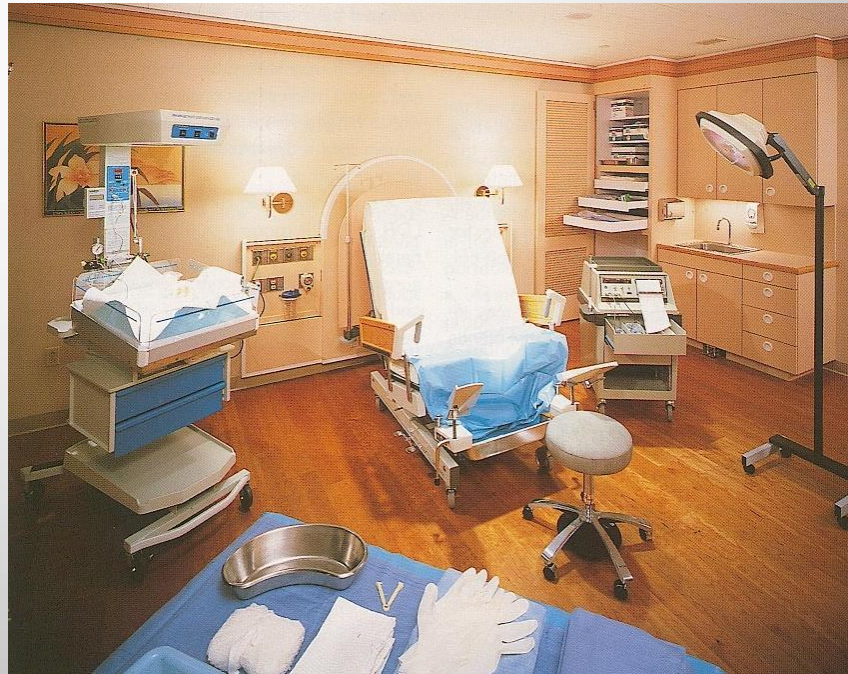
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Before...

After...



Evidence Based Medicine

- Is a Universal Concept
- Can Be Internationally Benchmarked
- Supports Research
- Improves Patient Confidence
- Reduces Medical Errors
- Promotes Standardization
- Should Improve Quality
- May...reduce costs?

Benchmarking

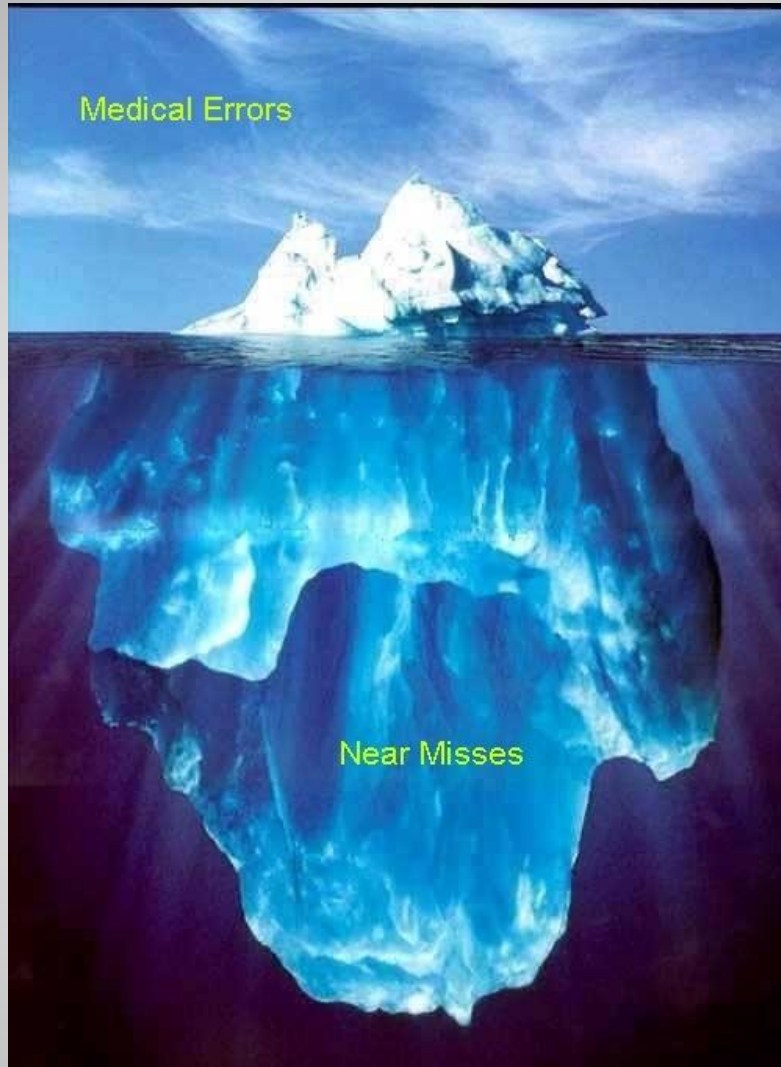
- Measure yourself, with yourself, over time, in key performance indicators
- Measure yourself, against others, over time, in these key performance indicators
- Identify ‘Best Practice’
- Equal or exceed this best practice in your institution
- Simple and effective to implement

Risk Management

- What is it? What is the Purpose?
- Too Err is Human
- 1st is to “do no harm” (Protect Patients)
- 2nd is to Improve Overall Performance
- 3rd is to Protect Against a Catastrophic Media Event
- 4th is to Minimize Litigation
- RM is the least expensive “insurance”

Medical Errors

Near Misses



Telemedicine

- Emerging Technology
- A Primary Care/Specialist Interface?
- A Rural Medicine Tool?
- A Key Component in Home Health Care?
- International Possibilities? Yes.
- Patient Participation? Yes.

Patient Centered Care

- Hospital as a Castle & The Barbarians
- Patient Focused Care
- The Empowered Patient
- Centered on Choices
- Staff Model
- Honesty and Transparency
- “Always Say Yes”

“Always Say Yes”

- Pet Visits
- Short Term Absences
- Smoking ??? Probably an exception!
- Alcohol
- Overnight Guests
- Cell Phone Use
- Rules versus Common Sense
- 24 Hour Visiting

Electronic Medical Records

- How Realistic?
- Cost Benefit
- Standards
- Privacy/Security
- Regulatory Issues
- Patient Participation – Yes!

But....NOT IMPOSSIBLE!

What Is Challenging In EMR Work?

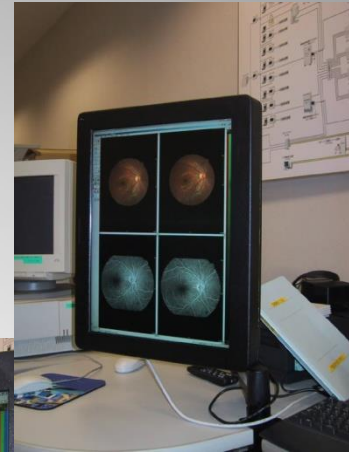
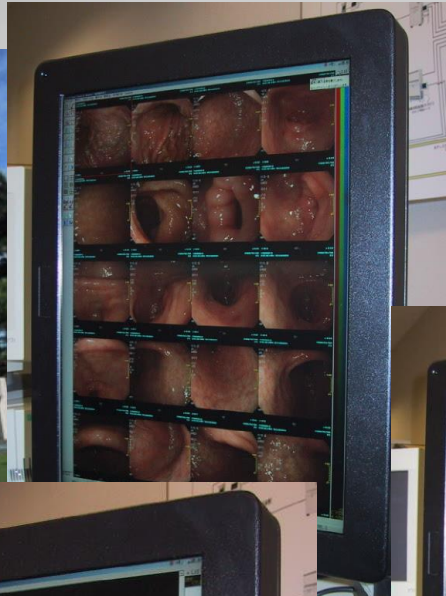
- Constancy of Purpose – Leadership, Clear Vision, and Driving Force
- Keeping Medical Approach, NOT Information System Approach & Standardizing Wherever Possible
- Physician Turnover & Naysayers
- Provider “Ownership”
- Rumors, Bugs, and Myths.
- Cookbook Medicine – Big Brother



Amenity, Creativity & Design



- Healthcare Facilities do NOT have to be:
- Dark, Dull, Square, Boring, Intimidating, Plain, or “Average”
- Goal: Delight Patients, Not Simply Satisfy



Opportunities

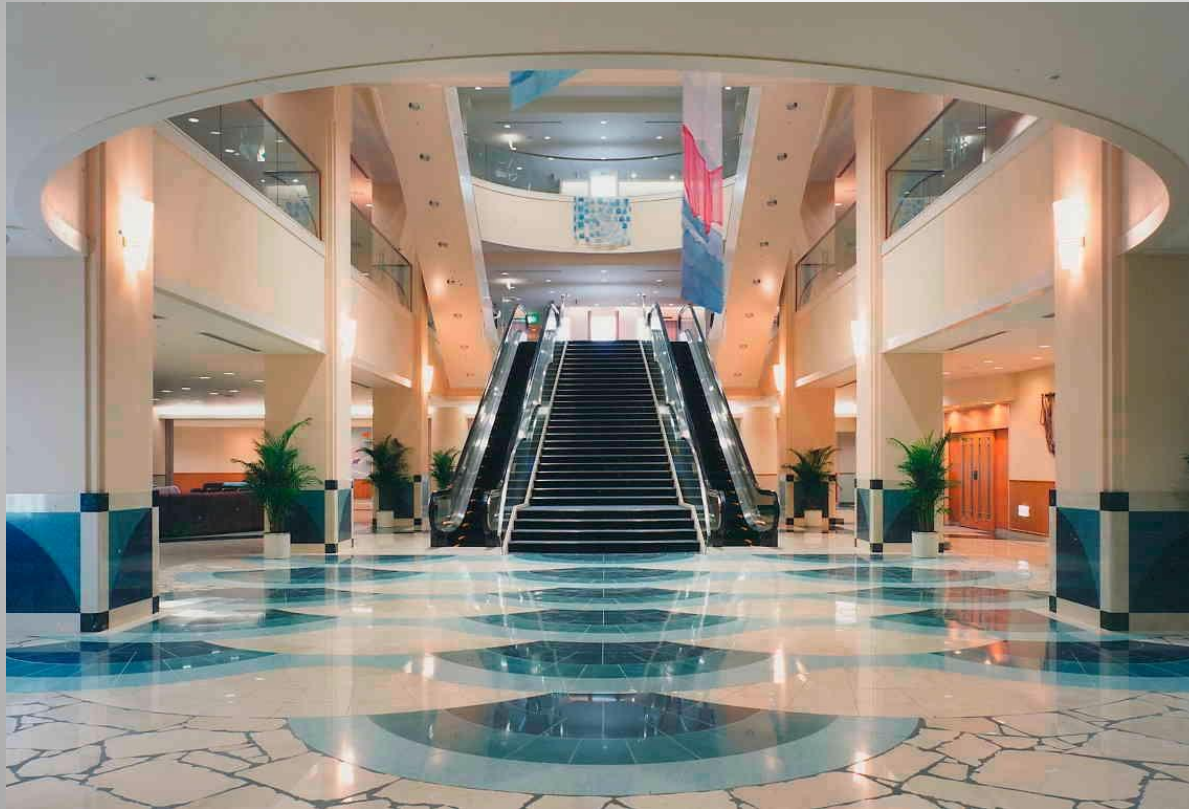
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Conclusions....

- Trends are often rapid
- Trends are often dynamic, evolving, improving
- Doing the right thing is not a trend, but a constant in our profession
- Examine your “corporate culture”
- Make history, don’ t just read history
- Benchmark to establish Best Practice
- Think TEAM = Treat Everybody As Me
- Constant focus on the patient
- Use technology to the maximum benefit

Implications...

- Healthcare overall a multi-billion yen/won/\$ opportunity
- Eldercare an emerging and important business opportunity
- Women's healthcare can be a mega-opportunity
- Marketing is emerging opportunity Think competitively. Think Ritz Carlton
- Risk Management an emerging opportunity
- How many MBAs in hospitals? Not Enough!
- Emerging IT infrastructure
- Global Opportunities? Yes!

The Ability to Step Back Allows Kameda To:

- Integrate All Aspects
- See Detail and Big Picture
- Focus On Any Aspect
- Share Perspective
- See Whole Person
- Look at Lifetime Versus Event
- Evaluate Cradle To Grave

Thank You!

御清聴ありがとうございました！



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