

# Innovations for the Healthcare Business Model

Google Health

Microsoft HealthVault



**Cleveland Clinic**

Institute Structure  
(align organization with patients)

Telehealth

MinuteClinics

## Align business units with organizational strategy

- synoptic view of objectives & outcomes
- autonomy at the business unit level

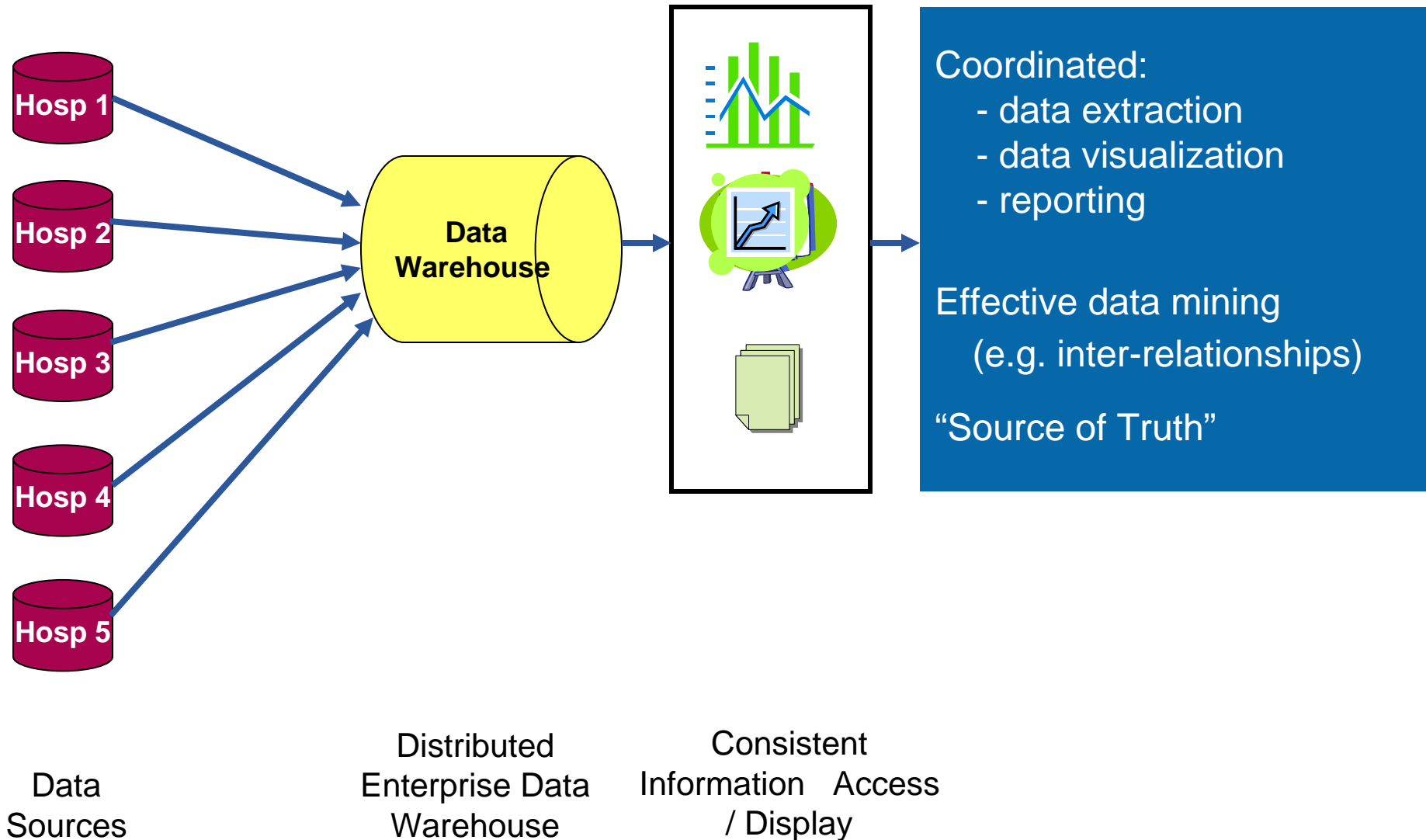
## Culture of accountability

- transparency
- specificity
- one source of truth

## Accelerate performance improvement

- timeliness of information
- speed of analysis / drill-down
- effective data mining (e.g. cost & quality)

# Business Intelligence Infrastructure





## Blood Units Ordered - 2008

EPIC	Units per Patient	Patients	Total Units	HGB < 7	HGB >= 7 and <= 9	HGB > 9
Askari, Arman M.D. ↕	1.97	77	152 <a href="#">History</a>	12	100	40
Penn, Marc M.D., Ph.D. ↕	2.12	59	125 <a href="#">History</a>	10	73	42
Menon, Venugopal M.D. ↕	1.9	48	91 <a href="#">History</a>	12	56	23
Duggal, Sandeep D.O. ↕	3.55	22	78 <a href="#">History</a>	2	8	68
Lincoff, A. Michael M.D. ↕	1.96	26	51 <a href="#">History</a>	5	42	4
Nissen, Steven M.D. ↕	1.86	22	41 <a href="#">History</a>	2	30	9
Faulx, Michael M.D. ↕	2.07	15	31 <a href="#">History</a>		17	14
Krasuski, Richard M.D. ↕	1.92	12	23 <a href="#">History</a>	2	19	2
James, Karen M.D. ↕	1.83	12	22 <a href="#">History</a>	2	15	5

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*Every Life Deserves World Class Care*