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Research Findings: Clinical Communication Strategy Is Key to Supporting Value-Based Care

Research Conducted by



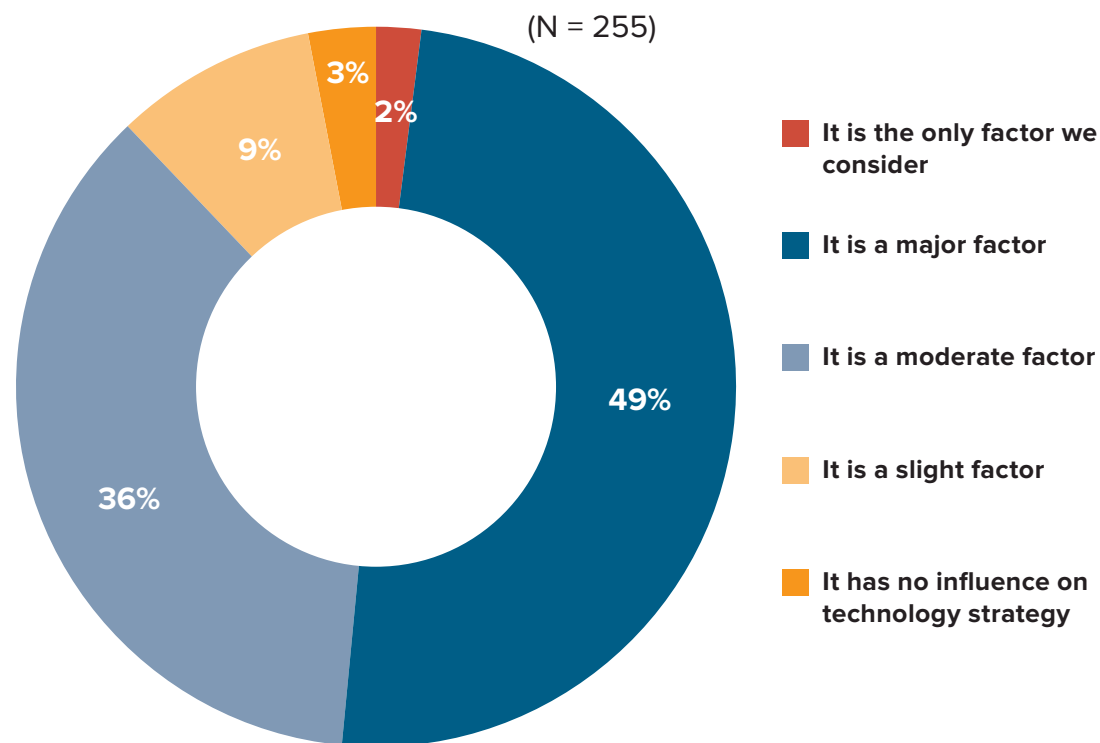
The change in U.S. health care reimbursement models from one based solely on volume to one that increasingly depends on the value of the services delivered represents a seismic shift in health care. The shift to value-based purchasing is affecting health systems' focus and priorities from the bedside to the boardroom — and technology plays an increasingly important role in supporting process change and care model evolution.

To better understand how value-based purchasing is influencing hospital information technology decision-making, Vocera Communications sponsored research by global health care advisor HIMSS Analytics, which surveyed 256 executives from health systems, hospitals, and clinics during the 2016 HIMSS conference in Las Vegas. More than one-third (35 percent) of the respondents were C-suite decision-makers. Thirty percent were clinical leaders: chief medical information officers, chief medical officers, and chief nursing officers. Forty-five percent were IT leaders: chief information officers and IT directors and managers.

87 Percent Regard Value-Based Purchasing as a Significant Influence on IT Strategy

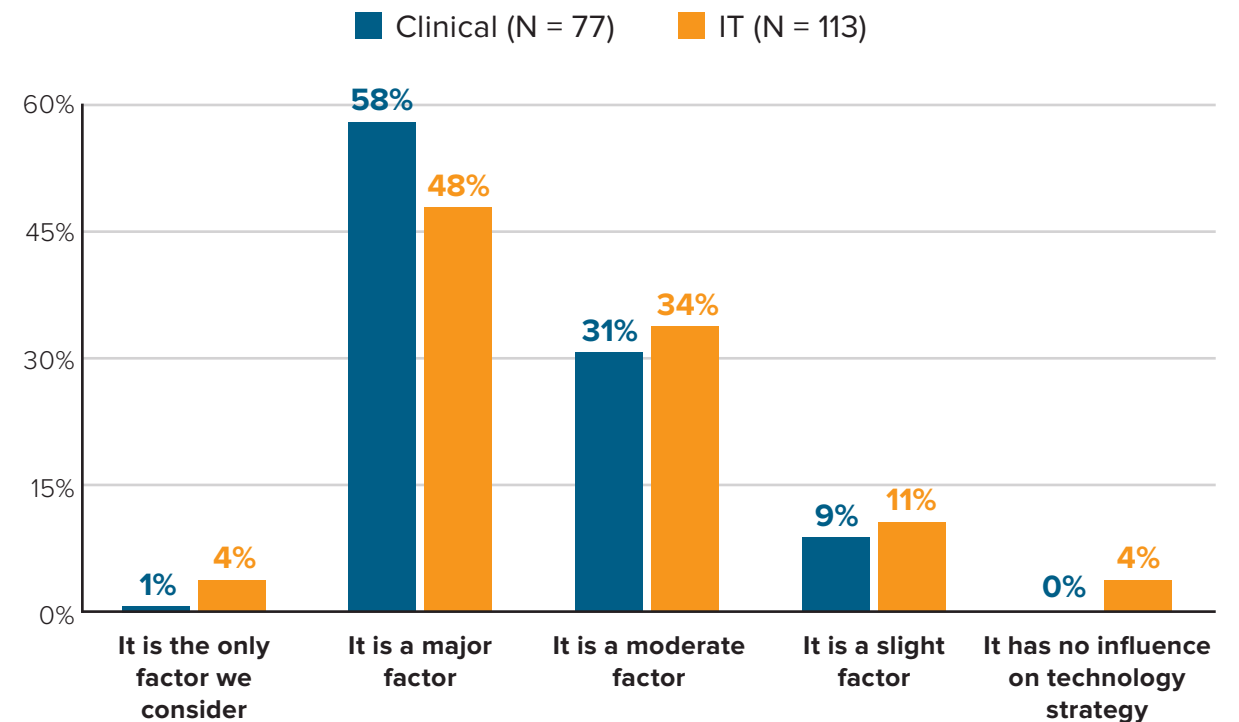
When asked to what extent value-based purchasing influences their technology strategies, fully 87 percent of all survey participants acknowledged its significance, with 49 percent rating it a major factor, 36 percent a moderate factor, and 2 percent calling it the only factor driving their decisions.

To what extent is value-based purchasing influencing your technology strategy?



Not surprisingly, clinical leaders, who are ultimately accountable for delivering on value-based purchasing results, were more likely than their IT colleagues to focus on value-based purchasing as a key factor determining IT decision-making.

Nearly 60 percent of clinical leaders say value-based purchasing is a major factor or only factor influencing IT strategy.



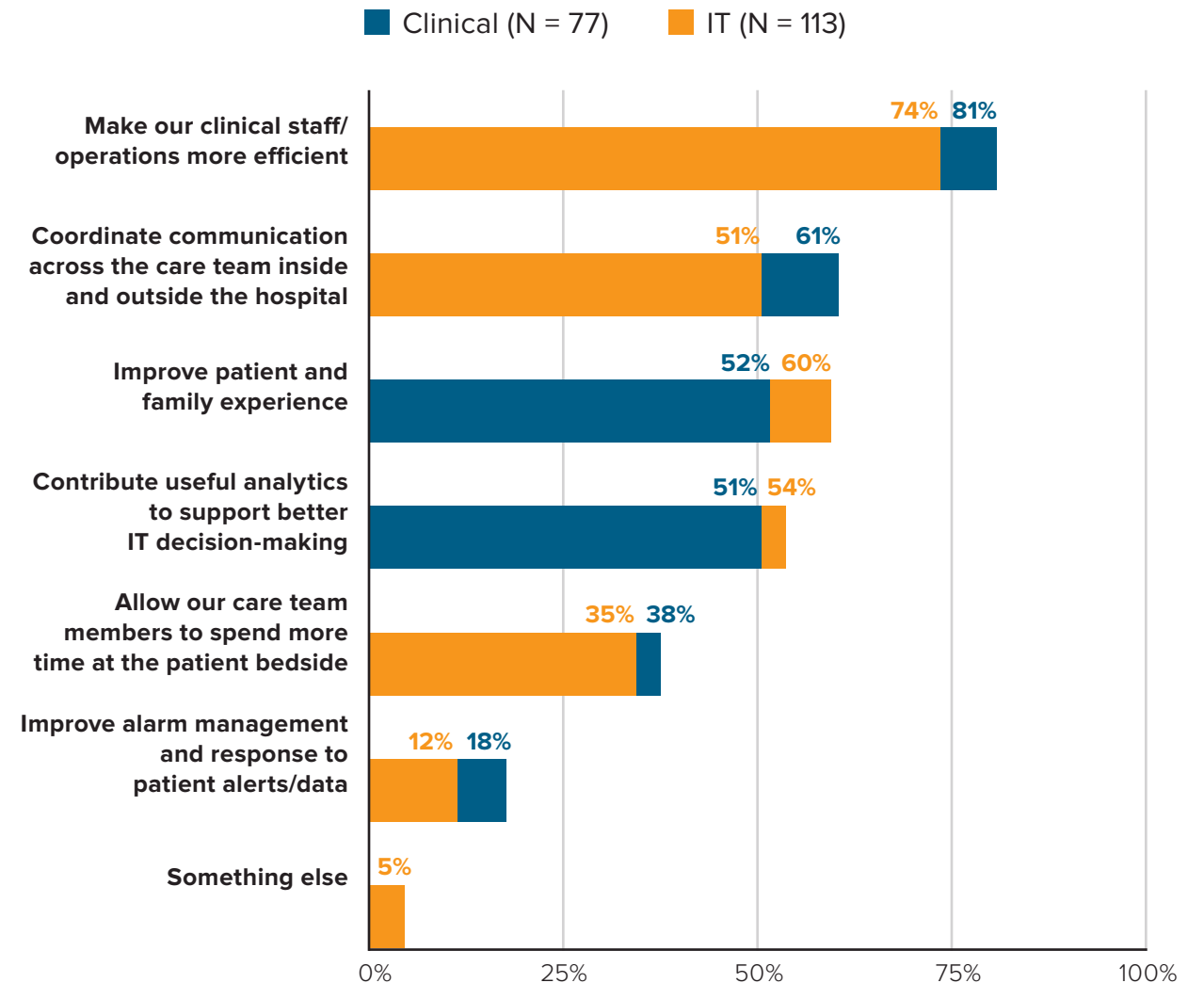
(Numbers may not total 100 due to rounding)

Clinical Leaders Zero in on Coordinated Communications

Unlike the Medicare and Medicaid Meaningful Use incentive program, which provides financial rewards to health practitioners for adopting specific IT tools, value-based purchasing offers rewards for clinical and experiential outcomes that technology solutions support rather than generate. The survey asked respondents which IT attributes would support their value-based purchasing strategies, and both clinical and IT executives gave their highest ratings to making clinical staff operations more efficient.

Clinical leaders prioritized communication coordination across care teams inside and outside the hospital as their next greatest need (61 percent clinical vs. 51 percent IT), while IT leaders gave improved patient experience greater weight (60 percent IT vs. 52 percent clinical). Ultimately, both attributes are critical to achieving the aims of value-based care, but clinical leaders seem more acutely aware of the specific barriers care teams must overcome to deliver effective, efficient, and humane care and more focused on finding practical solutions.

What are the top three attributes you look for in technology solutions to support your value-based purchasing strategy?



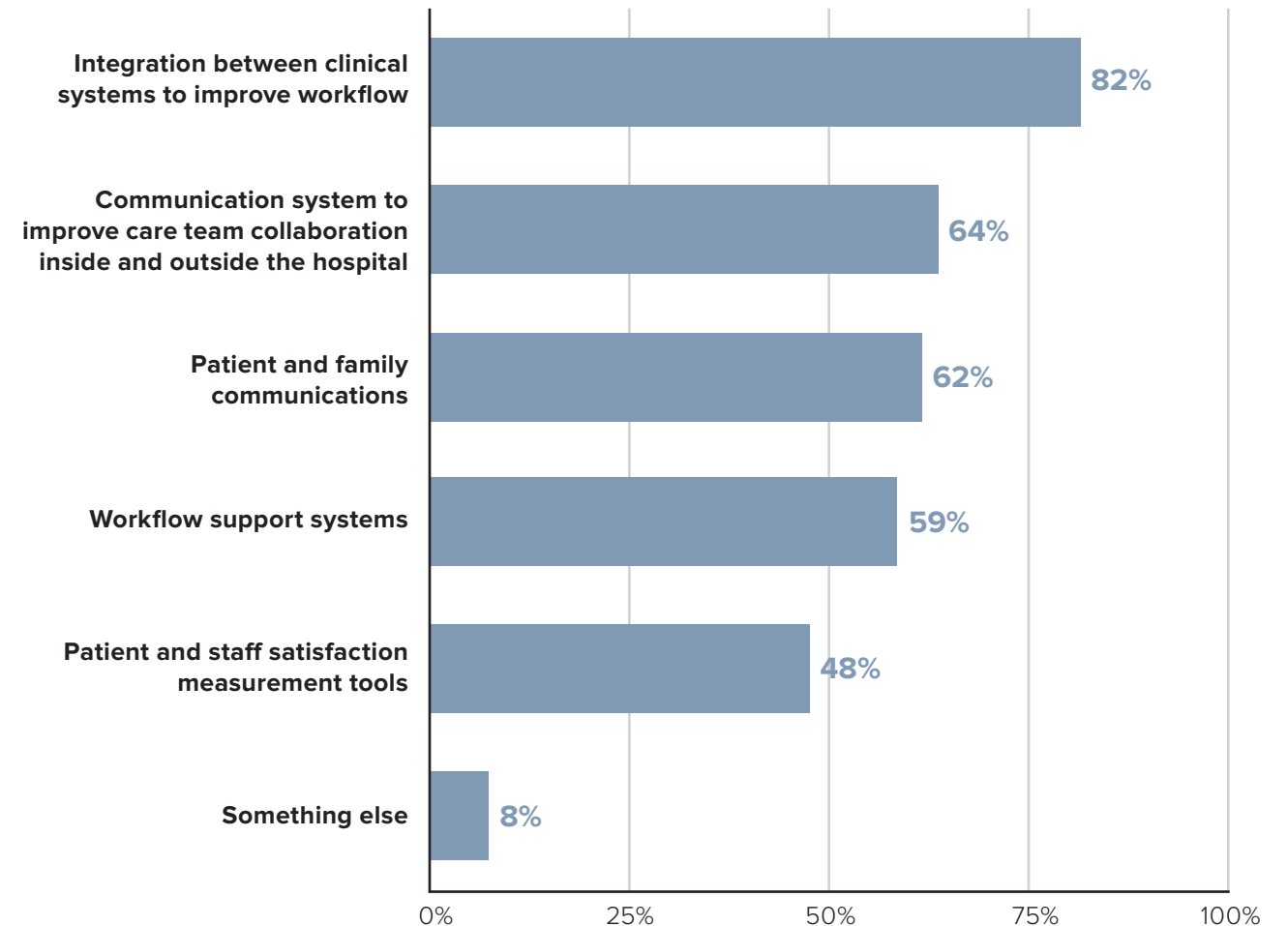
Integration Across Clinical Systems Improves Workflows

Survey respondents recognized the need for information coordination at the technology as well as human levels. When asked which IT solutions, apart from electronic health records, are most likely to help address the challenges of value-based purchasing, 82 percent chose integration across clinical systems as a top IT need. In second and third place, they highlighted communication systems to improve care team collaboration inside and outside the hospital (64 percent) and patient and family communication platforms (62 percent).

Aside from EHR, which technology areas would help address value-based purchasing challenges?

(Multiple responses accepted)

(N = 256)

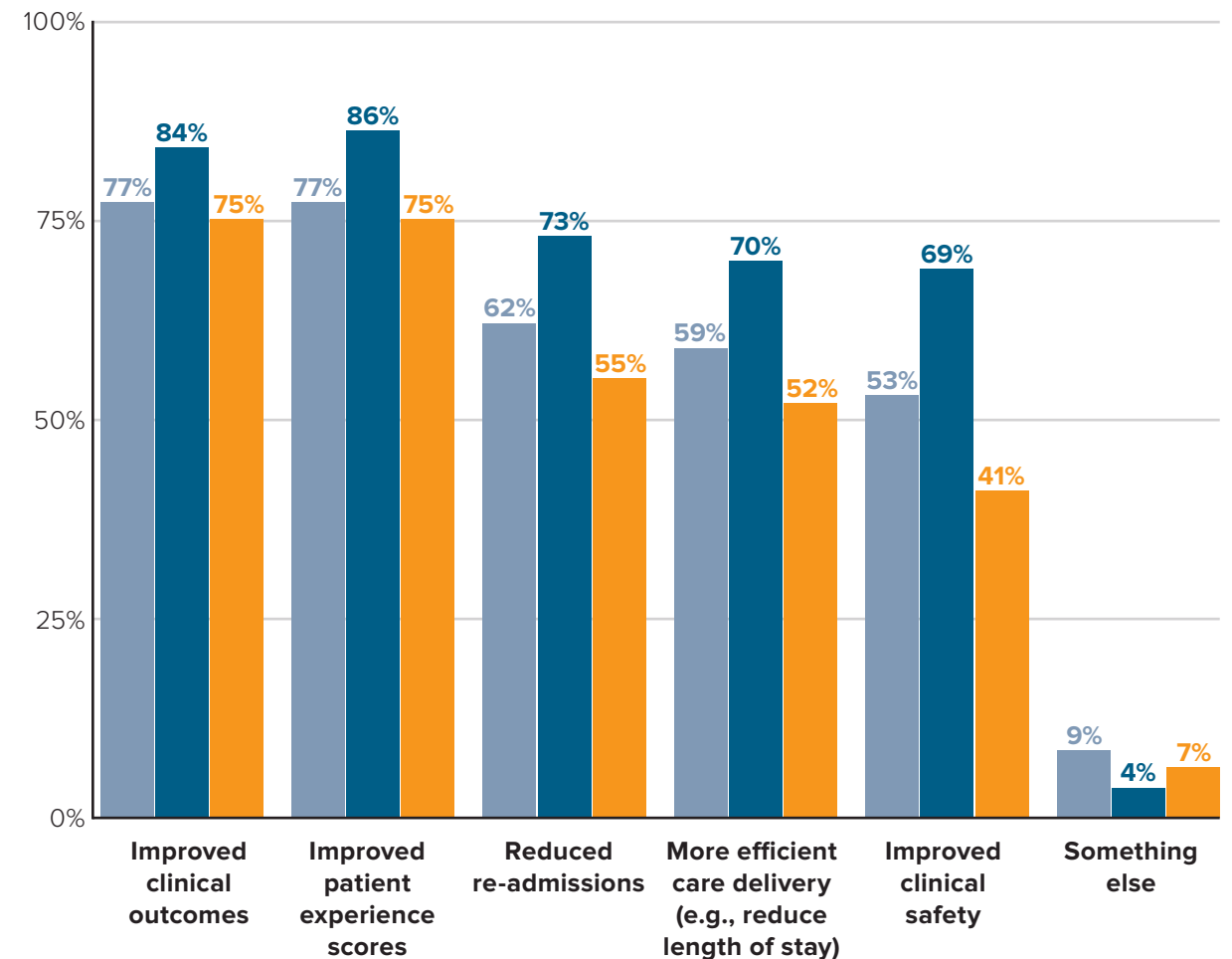


Clinical Outcomes and Patient Experience Top Value-Based Success Metrics

Improved patient experience and improved clinical outcomes are the most important metrics for gauging how well IT solutions support value-based care, according to both clinical and IT leaders. These factors track the financial incentives built into the current Medicare and Medicaid value-based payment systems. But clinical leaders across the board are more focused on metrics in all value-based purchasing domains.

How are you measuring the success of your technology investments to support value-based purchasing?

Overall (N = 256) Clinical (N = 77) IT (N = 114)

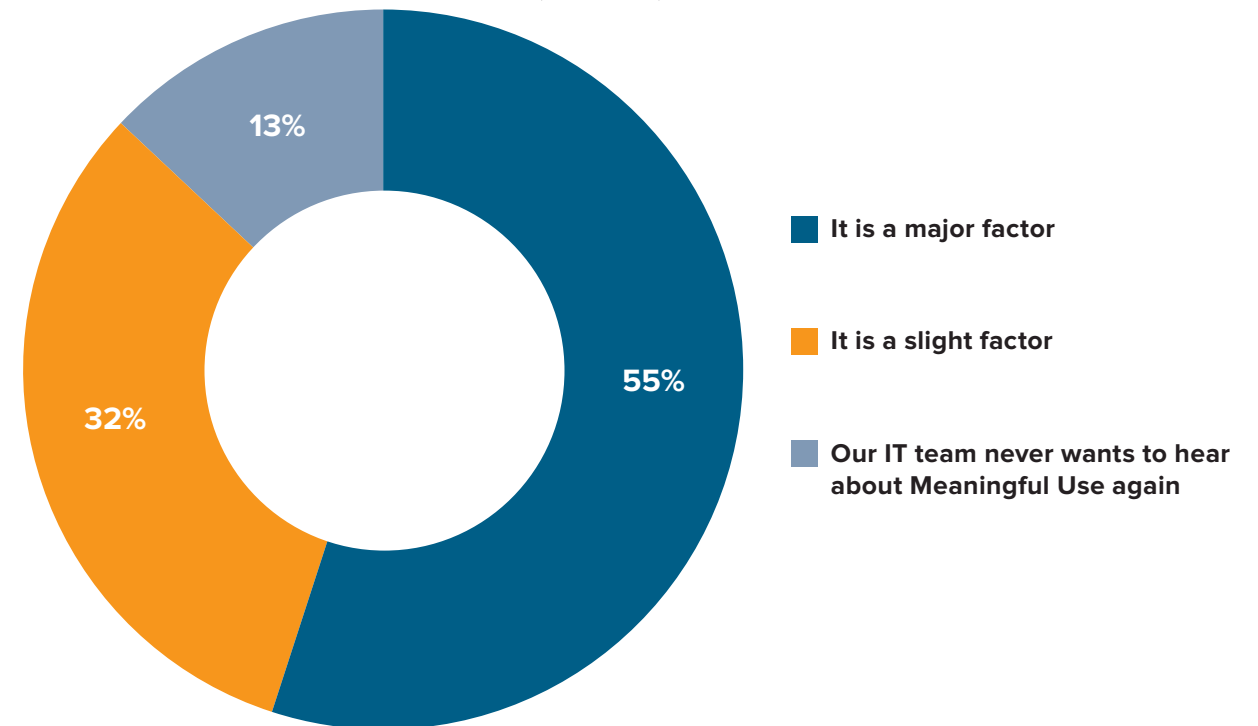


In IT Strategy, Meaningful Use Still Means Business

While respondents showed a clear commitment to value-based care in building their IT strategies, “older” priorities such as Meaningful Use have not gone away. Fifty-five percent of respondents said that Meaningful Use attestation is still a major factor in their IT strategies; and 13 percent expressed exasperation, saying their IT teams never want to hear about Meaningful Use again. Both clinical and IT leaders will need to maintain a dose of empathy for each other’s competing priorities and the burdens of a shifting health care landscape.

To what extent does Meaningful Use attestation continue to influence your technology strategy?

(N = 256)



Clinical Efficiency, Coordinated Communications, and Greater EHR Integration Support Value-Based Care

Value-based purchasing will be a major driver of health care IT decisions, especially for solutions that offer improved clinical efficiency. With 87 percent of survey participants rating value-based purchasing a major or moderate influence on technology strategy, and 81 percent seeking technology solutions that will make clinical operations more efficient, health care leaders are clearly aligned around the key role technology will play in supporting value-based care. However, with clinical leaders on the hook for the clinical, experiential, and financial outcomes of value-based care, IT leaders will need to look for strong guidance from clinical leaders about how to prioritize solutions that address workflow and connect care teams across the continuum.

Where IT leaders will have an opportunity to shine is around clinical systems integration. Linking data across disparate systems and prioritizing IT solutions that support data integration across the IT ecosystem will help clinical leaders put the right information into the hands of the right care team decision-makers to support value-based care.

Vocera Offers Enterprise Platform for Health Care Communications

Vocera Communications, sponsor of the HIMSS research, offers an enterprise-grade clinical communications platform used by more than 1,300 organizations worldwide. Vocera delivers secure, integrated, and intelligent communication solutions that enable care teams to collaborate more efficiently by delivering the right information to the right person, on the right device, in the right location, at the right time. Vocera solutions provide hands-free voice communication, secure text messaging, patient engagement tools, and integrated clinical workflow with EHRs, nurse call systems, and physiological monitors. These solutions help improve operational efficiency, quality of care, safety, and satisfaction across the continuum of care.