



**NORTHERN CALIFORNIA** *Chapter*

# Annual Fall CxO Summit

A Payor Perspective on Clinical Technology  
Innovations

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The purpose of  
business is to create  
and keep a customer.

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# Objective 1: Create Space – Gift of Time

What Providers Have Said...

- Untether me from my workflow
- Untether me from my EMR and other admin systems
- Untether me from the office and hospital
- Untether me from Authorizations and other admin processes
- Help me be compliant and sort out stuff like: Meaningful Use, ICD10, etc.



The Pathway to Solutions and Results...

- Actionable Information when and where you need it
- Mobile applications that keep you connected to your patients and their events
- Technologies that allow you to engage your patients outside the office and hospital
- Applying standards of care along with patient-specific clinical, benefit, and eligibility information at the point of decision-making

## Objective 2: New or Better Funding Model

What Providers Have Said...

- I can't pay for all the technology
- I need credit for the work I do:
  - Patient/Family Problem Solving
  - Case Management Oversight
  - Patient Education
  - Interacting with Specialists and Care Team

The Pathway to Solutions and Results...

- Health Plans and Government must invest in solutions and technologies for our Providers
- Strategic Partnerships and ACOs driving change with Provider Agreements and Shared Care/Savings
- Mobile apps provide opportunities for revenue realization
- Actionable, shared patient information provide opportunities for improved shared care

## Objective 3: Stay Competitive-Brand Recognition

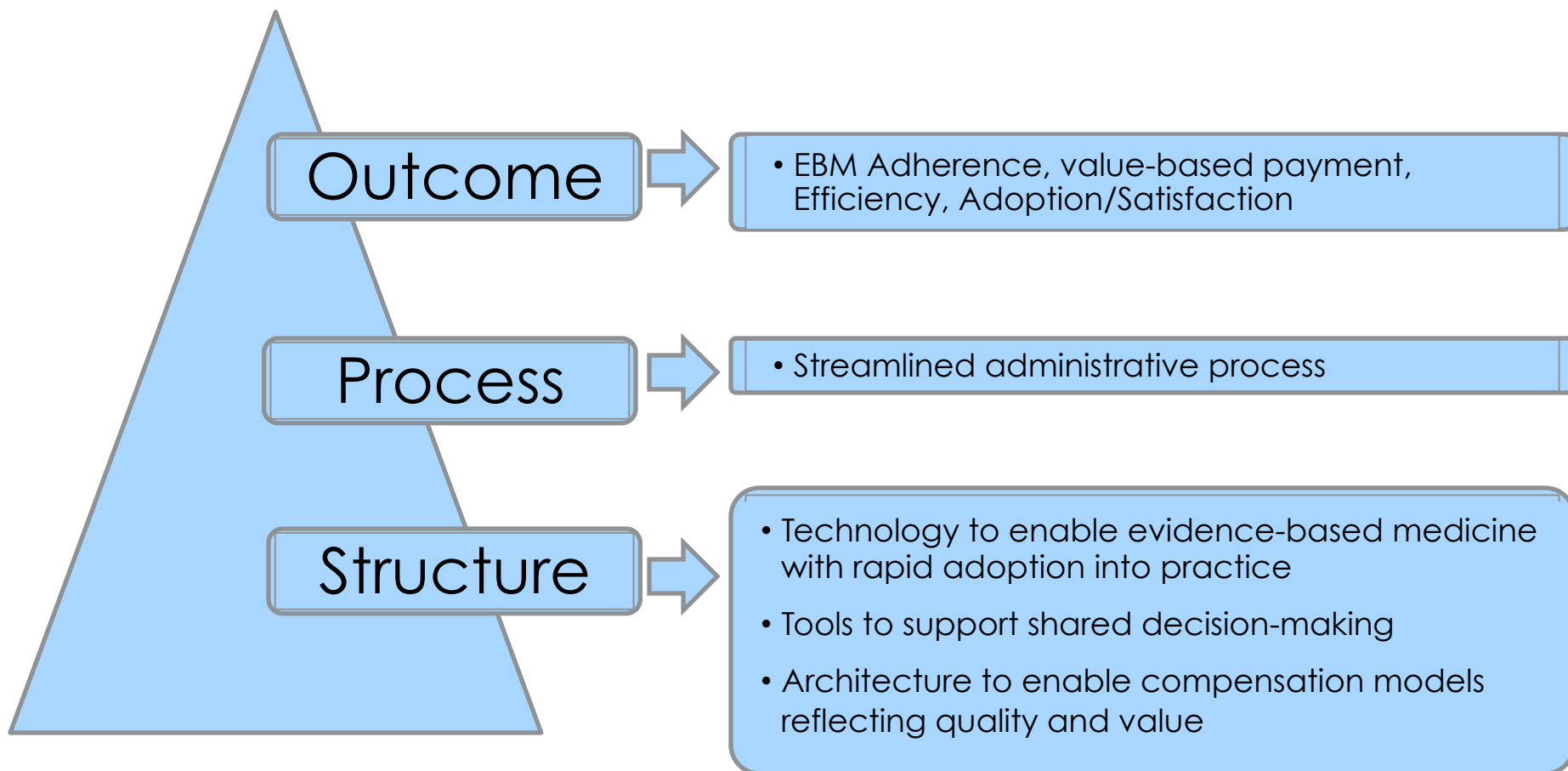
What Providers Have Said...

- I want to stay independent
- I want to compete against Kaiser
- I want to compete against the local academic for care I can provide
- I want to practice good medicine
- I want to have a healthy and balanced panel of patients

The Pathway to Solutions and Results...

- Strategic Partnerships with ACOs/Providers are important
- Health Plans need providers to succeed
- Health Plans are investing in Big Data and Tiny Data technologies and capabilities for providers
- Health Plans need to invest in expert resources for providers: MD, RN, PharmD, Technology
- Deliver consistent customer experience

# Transformation Components



End for now