Conflicts of interest

None.

So let’s get going…shall we?
Reality Check

A patient spends an average of 8-12 minutes one-on-one with a clinician at an appointment.

About 50% of the information exchanged during that appointment is actually retained by the patient.

An average physician sees 2,300-2,500* patients per year, a recommended formula** asks 1,000-1,800.


© 2017 Flip the Clinic All rights reserved
Flip the Clinic

Flip the Clinic is an “open experiment” to reimagine the patient-clinician encounter.

© 2017 Flip the Clinic All rights reserved
What is a Flipped Clinic?

At the core of Flip the Clinic is a theory that we should learn-by-doing to create a Flipped Clinic.

This experimentation allows us to get clearer on what’s working.
Elements of a Flipped Clinic
People-Centered

People are the heart of health care. We’re more complex— and interesting!— than a diagnosis or decision. Goals and values, interests and experiences are essential context.
Expansive

The people, activities, and places outside the traditional clinic walls play an important role in a person’s health.
Joyful

Clinicians experience joy and passion in their work daily. Patients find delight in the health care encounter.
Nourishing

Patients and clinicians feel welcomed and supported both by the clinic’s design and by the entire clinic community.
Transparent

Communication is clear, information is accessible and useable, and in conversation, clinician and patient voices are given equal value.
What the &@*$# is a Flip?
Flip

A flip is a bold new way of looking at the patient-clinician encounter.

It is pragmatic.
It is transformative.
It recombines existing ideas, technology, tools.
It does not cost $500 ZBM.

Flips come from every voice touching healthcare.
Flip Examples
Flip #55: Digital Engagement

I Want Access »
Patients, it's your right. Learn how to ask for your electronic medical record including test results and medical history.

I Need Help »
Clinicians, are you having difficulty providing patients with their data? Patients, are you having a hard time getting access to your data? We can help.

I’ll Give Access »
Clinicians, medical offices, and health systems, be an open data advocate. Learn how to spread the word about electronic health record access.

Did you know?
You can get a digital copy of your medical record and lab results after every appointment.

Before your patient heads home, remember to ask:
“Would you like us to send you a summary of today’s visit and lab results?”

http://fliptheclinic.org/flips/accessourdata/
http://fliptheclinic.org/ill-give-access/

© 2017 Flip the Clinic All rights reserved
Flip #94: Nourish Patients First

Nourish a Patients First Mindset
A visual commitment to put patients first, drives healthcare-wide culture shift

Snap a group pic for #patientsfirst and get YOUR poster today.
http://fliptheclinic.org/flips/patientsfirst/

© 2017 Flip the Clinic All rights reserved
Evolving the role of the patient
Patients found waiting in the waiting room to be the most frustrating even though they do not have the longest waits there.*

It isn’t the actual TIME that makes the wait frustrating.

Flip 19: The Too-Soon Solution

**Flip No. 19**

**Rebuild, rethink, and reconfigure the clinic’s design**

Make medical facilities work for the people who use them.

**Learn more »**

---

### Reclaiming the Physical Environment

<table>
<thead>
<tr>
<th>Noise</th>
<th>The Art of Distraction</th>
<th>Modify the Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give Patients and Visitors Control</td>
<td>Just Plain Good Design</td>
<td>Improve Health Outcomes</td>
</tr>
</tbody>
</table>

© 2017 Flip the Clinic All rights reserved
Flip 19: With Patients

What do you see in your waiting room? #FliptheWaitingRoom

Lori Melichar @lorimelichar

What if the waiting room felt like a coffee shop? #fliptheclinic

Bryan Vartabedian @Doctor_V

Lets #fliptheclinic by putting doctors in the waiting room

Amanda @LA Lupus Lady

Dear @FlipTheClinic,
At the Rheumie's office. Comfortable seating, nice decor, well-lit & wifi! #FlipTheWaitingRoom

@FlipTheClinic lab idea... For all HCPs "spend 10-15 minutes in your waiting room" Ask what would you change? Then do it! #fliptheclinic
What’s Next?
The Flip the Clinic Playbook
Dream

What do you wish for at your clinic?
Do

It’s time to #FliptheClinic
www.fliptheclinic.org
S. Whitney Bowman-Zatzkin, MPA, MSR
Flip the Clinic
@MsWZ
whitney@fliptheclinic.org