Transformation: From Health Care to *Total Health*

Population Health Summit III
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John Vu
Vice President, Strategy
Community Benefit, Research and Health Policy
Kaiser Permanente
Fully integrated care delivery and health plan system

- 10 million+ members
- 17,000+ physicians
- 175,000+ employees (48,000 nurses)
- 38 hospitals
- 608 medical offices and outpatient facilities
- 8 states and Washington D.C.
To provide high quality affordable health care services and improve the health of our members and the communities we serve.
We’re #1 in Care

Leads the nation in the most No. 1’s in Effectiveness of Care Measures

All Kaiser Permanente regions received 5-Star ratings, the highest possible rating

Kaiser Permanente is the only health plan in California to earn the highest rating for overall quality of care in the Healthcare Quality Report Card

Kaiser Permanente Hospitals are the safest in the nation

27 Kaiser Permanente facilities honored as ‘Top Performer’ for Quality and Safety by The Joint Commission

Kaiser Permanente has received 36 Stage 7 Hospital Awards for successful electronic health record implementation

KP won five 2013 eHealthcare Leadership awards, including the highest honor for Organizational Commitment, and the 2013 Hospital Website Transparency Award with Distinction

KP’s California health plans receive top rating -- 4 Stars -- for quality and service

10 Kaiser Permanente Hospitals listed among the nation’s elite in annual “Best Hospitals” rankings

The KP flagship and Every Body Walk! apps have received Silver Web Health Web Awards recognizing high-quality digital resources for consumers

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But are we #1 in HEALTH?
#1 for Everyone, Everywhere? - ASTHMA
#1 for Everyone, Everywhere? - DEPRESSION
#1 for Everyone, Everywhere? -- HYPERTENSION
#1 for Everyone, Everywhere? -- DIABETES
...are we creating health for all?
What shapes HEALTH?
Many Factors Shape Health

...of which medical care is one component.

What role can we play in addressing all the non ‘medical care’ factors?...
Defining Health

University of Wisconsin
Population Health Institute
How do we address health at all levels?
Deploying Kaiser Permanente Assets for Total Health

*Bringing together our mission, brand, knowledge and capabilities.*

- Physical and Mental Health Care
  - “Body, Mind and Spirit”

- Clinical Prevention

- Research and Technology

- Purchasing and Employment Practices

- Community Health Initiatives

- Environmental Stewardship

- Public Information

- Public Policy

- Facilities

- Worksite/Workforce Wellness

- Access to Social and Economical Supports

- Healthy Eating Active Living

- Health Education

- Worksite/Workforce Wellness

- Living Wage Payroll

- Residential Community

- Individual/Family

- Home/School/Worksite

- Neighborhood/Community

- Society
An Analytical View for Total Health

Social & Economic Factors
- Education
- Employment
- Income
- Family & social support
- Community safety
- Culture

Physical Environments
- Built environment
- Food environment
- Media/information environment
- Environmental quality

Clinical Care and Prevention
- Access to care
- Quality of care
- Clinic-community integration

Health Behaviors & Other Individual Factors
- Diet & activity
- Tobacco use
- Alcohol use
- Unsafe sex
- Genetics
- Spirituality
- Resilience
- Activation

Health Outcomes and Wellbeing
- Physiology
- Disease and injury
- Health and function
- Wellbeing

Settings: Home, Workplace, School, Neighborhood, Clinic, Virtual
Activating Total Health
Behavior Change Strategy

Idealized Behavior Change Navigation

**CELEBRATE ME**
Celebrate and reinforce my ongoing successes.

**BOOST ME**
Help me build self-efficacy and leverage my habits to make sustained behavior change.

**CONNECT ME**
Help me find my way by linking me to internal and external resources, connecting with others.

**KNOW ME**
Know what change I want to make, my motivation and what is important to me.

**ENGAGE ME**
Get me started on my journey to better health.

**OUTSIDE INFLUENCES**
- Programs and policies
- Social and economic factors
- Physical environments
- Family, community and social networks

**GUIDE ME**
Advise, support, coach and help me develop a shared plan.

**SIMPLIFY IT for ME**
Help me make easy, small changes that lead to bigger success.

**Behavior Change Pathway**
Supports for Social, Economic and Behavioral Needs

Social Support Resources
- Community Programs
- Public Benefit Programs
Supports for Social, Economic and Behavioral Needs

- Caregiver Support
- Housing
- Food
- RX
- Transportation

Telephonic & online resource provides:
- Needs assessment
- Navigation support for targeted populations
- Self-help decision-support & navigation for broader membership

Kaiser Permanente
Community Health Strategies to Make the Healthy Choice the Easy Choice

**Schools**
- Cafeteria reforms
- Physical education standards, after school programs
- Joint use agreements
- Safe routes to school

**Neighborhood**
- Parks, trails and other active public spaces
- General plan amendments
- Corner store conversion efforts
- Farmers markets and community gardens

**Work Site**
- Stairwell prompts
- Lactation support
- Worksite wellness programs

**Healthcare**
- BMI, smoking and exercise as vital signs
- Breastfeeding promotion
- Hospital cafeterias
- Coordination of care with community health clinics
Focus on Determinants of Health

- Healthy Eating
- Active Living
- Mental Health
- Violence Prevention
- Economic Viability
- Community Safety
- Social & Emotional Wellness
- Maternal & Childhood Health

(KAISER PERMANENTE)
“All In” Strategy for Health

Understanding the Economic, Environmental and Social Impact of Everything We Do
Understanding our Impact: Sustainable Food Purchasing

- Strong evidence that antibiotic use in food-producing animals transmits resistant bacteria resulting in negative impacts on public health

- Sustainable food purchasing: Reducing antibiotic-resistant bacteria in environment through purchases of sustainable foods (antibiotic-free meat and vegetables)
Leveraging Partnerships and Scaling Up for Greater Impact

chna.org
Can We Cool the Heat Maps?

Diabetes Prevalence
Hot & Cold Spots
Statistically Significant Clusters
Blue=low prevalence / Red=high prevalence
Cold Spots Hot Spots

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