The 3rd Annual SE Healthcare Improvement Case Competition

The Future of Healthcare Delivery in the Southeast

Institute for Healthcare Improvement Open School

EMORY UNIVERSITY

The Future of Healthcare Delivery in the Southeast:
Navigating Non-Traditional Models

Hosted by The Institute for Healthcare Improvement Open School | Emory Chapter

This document presents a fictional scenario for use in a student case competition. The parties in the case should not be interpreted as a commentary or an endorsement of any particular company or policy.

Background Information

Over the past few decades, the traditional models of healthcare in the United States have experienced a radical transformation towards digitization, patient consumerism, and decentralization. The future of healthcare is expected to continue this transition "outside" the hospital with an emphasis on alternate sites of care, telehealth services, and community-oriented interventions. Despite the benefits these innovations offer, the quality of healthcare in the United States continues to vary by geographic location. Thus, the true potential of non-traditional delivery models can only be achieved by tailoring them to the unique needs of a region's patient population.

The Southeastern US, in particular, faces a number of distinct yet overlapping health challenges. This region has high rates of chronic diseases, limited access to care in rural areas, health impacts from the regional climate, and significant demographic-associated disparities. While traditional health systems have made strides, there is a growing need for innovative approaches to improve accessibility, affordability, quality, and equity. This year's Southeastern Regional Healthcare Improvement Case Competition therefore seeks to explore how non-traditional health delivery models can address specific health challenges prevalent in the Southeast.

Problem Statement

You are part of an interdisciplinary team of health professionals tasked with developing a strategic approach that outlines how a non-traditional healthcare model(s) could be tailored to meet the unique needs of the Southeastern US while complementing existing health systems.

Addressing this problem will require your team to:

1. **Highlight one particular health challenge or need experienced by the Southeast. Possible health challenges include but are not limited to:**
   a. Managing chronic disease burden (e.g., diabetes, hypertension, and obesity)
   b. Disparities in HIV prevention and care

    c. Ensuring access to care, including behavioral healthcare and care for substance abuse disorders

    d. Minimizing the high rates of maternal morbidity and gaps in perinatal care.

    e. Addressing the impact of climate change on health

    f. Mitigating disparities in access to cancer treatment and addressing the higher burden of cancer mortality in the SE

2. **Demonstrate the impact this need or challenge, if unaddressed, will have on healthcare systems and patients.**
   a. Consider the counterfactual to your team's recommendation. If your team's proposed solution is not implemented, would someone else be likely to successfully address your team's chosen healthcare challenge?

3. **Research and conceptualize possible non-traditional solutions, such as:**
   a. Hospital at Home (example case study provided)
   b. Telehealth
   c. Remote Patient Monitoring
   d. Virtual Clinical Trials
   e. Direct-to-Consumer Testing
   f. Retail Pharmacies

4. **Propose a viable recommendation that addresses this issue and articulate the research and data to support your proposal.**

5. **Consider the cultural, socioeconomic, and geographical factors that may impact the effectiveness of your proposal to ensure it is culturally sensitive and inclusive.**

6. **Outline and address the costs this unaddressed need places on healthcare systems, patients, or local government, and then, estimate the cost to implement your program.**
   a. How will your solution generate value or a return on investment for the system that implements it, through cost-savings and/or increased revenue? How will your solution be financially sustainable?
   b. What is a realistic timeline for implementing this proposal?
   c. What financial needs, technological support, and infrastructure would be required to bring it to fruition?

7. **Sketch personas of the primary, secondary, and tertiary stakeholders your proposal would affect or whose buy-in your team would need to implement it.**
   a. For patient populations, include relevant demographic characteristics and challenges faced. For patients, include health history, comorbidities, social inequities faced, and any other details needed to demonstrate the potential benefit or efficacy of your solution.

      b. For all stakeholders, describe their needs, their likely requirements for buy-in, and potential barriers to their acceptance of your proposal.

8. **Consider the real-world feasibility of your solution and the potential for its application when addressing the objectives above.**

Deliverables

Please prepare a **10-12 slide PowerPoint proposal** addressing the above components, including how you obtained your information and arrived at your conclusions.

Additionally, **please record a 5-8 minute pitch** of your proposal.