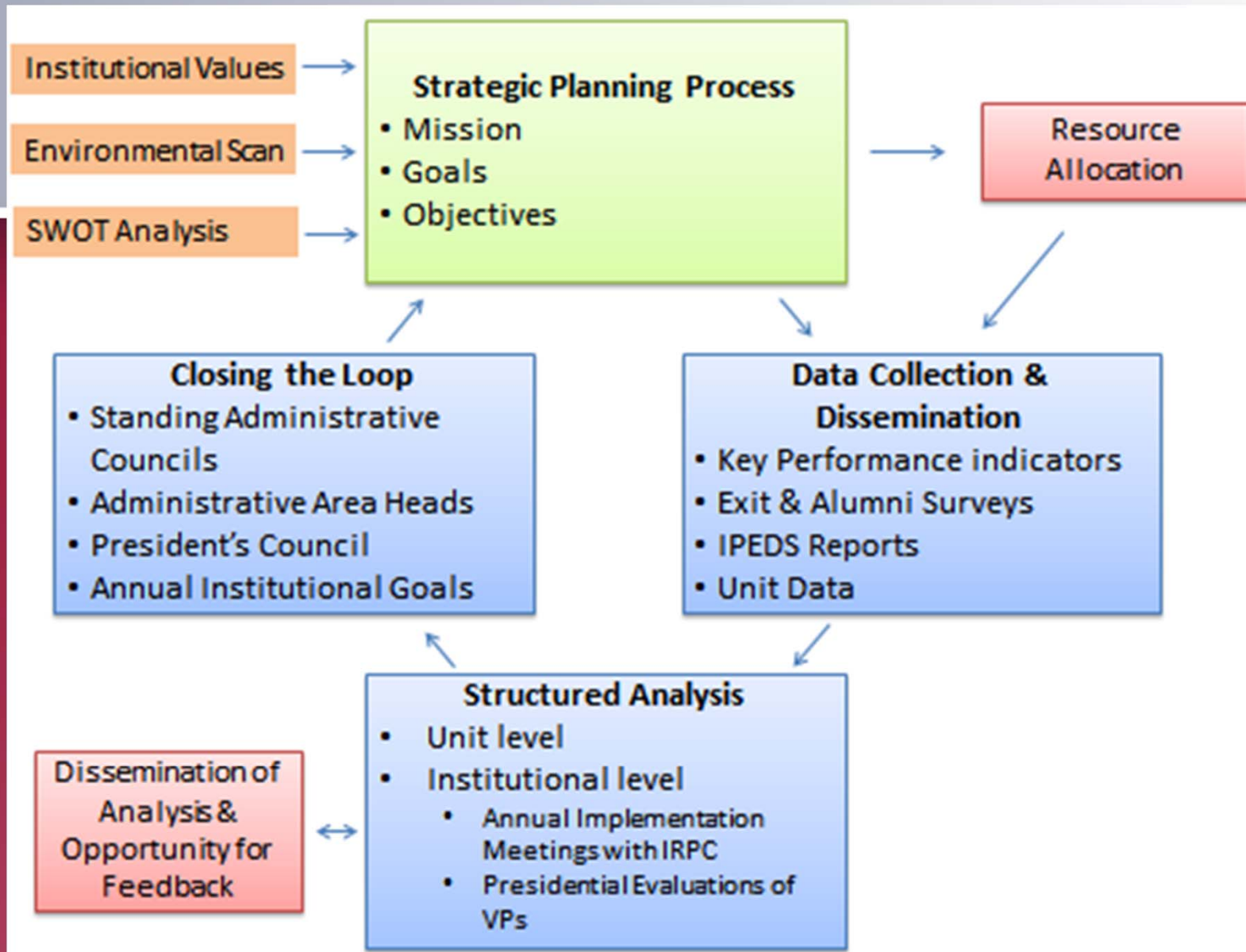


# IRP Presentation

- University Eye Center
- March 17, 2014



SUNY COLLEGE OF OPTOMETRY  
UNIVERSITY EYE CENTER



# 2013-2018 STRATEGIC PLAN



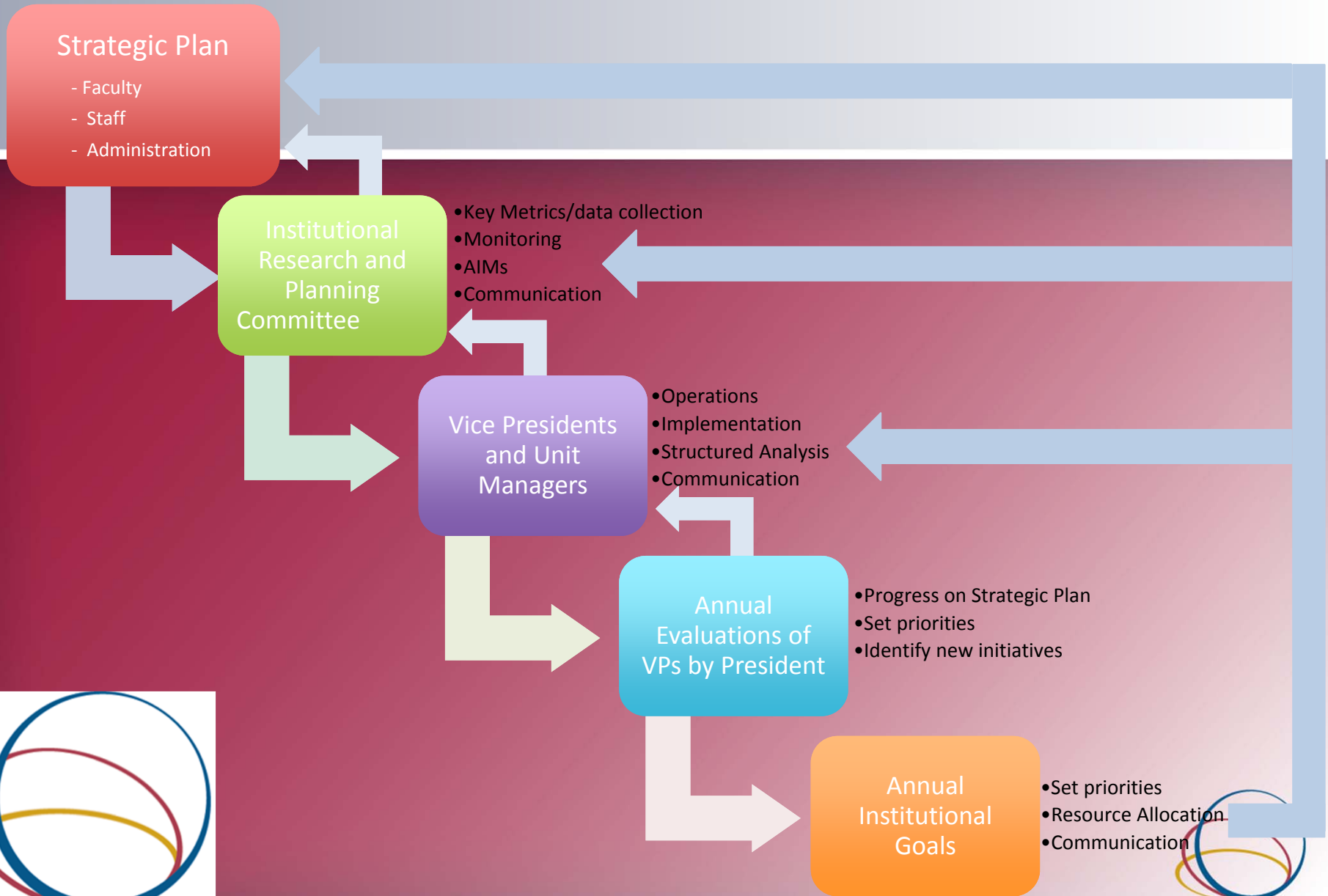
STATE UNIVERSITY OF NEW YORK  
COLLEGE OF OPTOMETRY

OFFICE OF THE PRESIDENT

## MEMORANDUM Institutional Goals *-2013/2014-*



## SUNY Optometry – Institutional Assessment



# Key Goals

- We will deliver effective and compassionate eye and vision care in an innovative and accessible way:
  - Goal 5: Make the UEC more accessible to the public
  - Goal 6: Increase UEC patient visits and develop new revenue streams while providing the highest quality patient care within the context of the Affordable Care Act of 2010



# Key Categories

- Improving patient lives:
  - Embracing new technology(s)
  - Providing exceptional general and specialized care
  - Practicing evidenced-based care
  - Promoting professionalism
  - Abiding by all HIPAA rules and regulations
  - Adopting the tenants of “health care reform”
  - Incorporating Interprofessional care into the clinics



# Key Categories

- Make the UEC more accessible to the public:
  - Patient portal
  - Self-referrals
  - 24/7 emergency care
  - Community outreach
  - Update website
  - Communication and marketing plan



# Key Categories

- Increase UEC patient visits and develop new revenue streams while providing the highest quality patient care within the context of the Affordable Care Act of 2010 Make the UEC more accessible to the public:
  - Deliver patient care services efficiently and cost-effectively:
    - Increase patient volume
    - Increase patient referrals from the community
    - Render student and residency education in a cost-effective manner
    - Incorporate new technologies
  - Implement the new EHR and practice management system manner



# Programs to achieve goals

- Improving Patient Lives
  - Outside consultants
    - Pediatric Review
    - Primary Care Development Corporation
  - Customer Service
    - In-service education programs for staff
  - Website Update
    - Update educational material on the website
  - Newsletters
  - Marketing plan



# Categories of Key Performance Indicators for the UEC

- Enhancing public health through education and service to a broad range of communities
  - Community screenings
  - Community lectures
  - Community expansion:
    - Bowery
    - Gouverneur Hospital

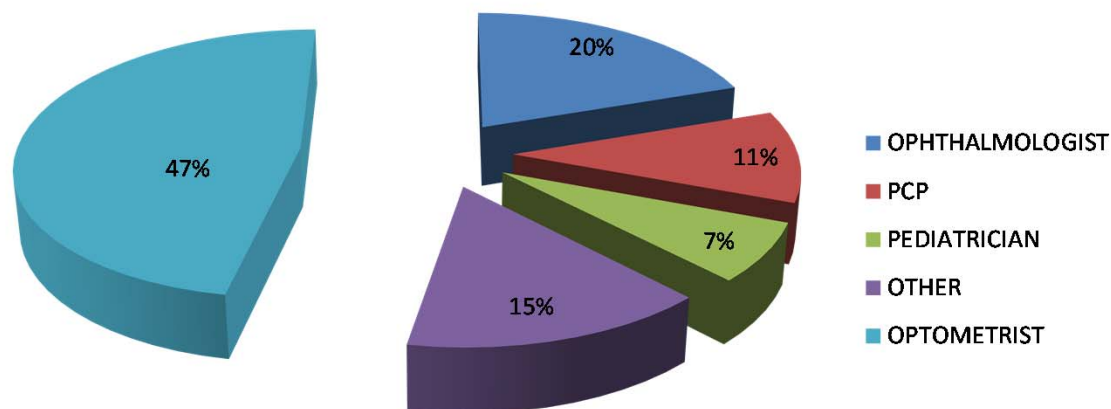


# Programs to Achieve Goals

- Increase the number and type of referrals from community providers for patient consultation/clinical care



## REFERRING PROVIDER DATABASE



The process of identifying referral sources began in March 2008. All new referral sources are entered in the Referral Physicians Dictionary of our IDX system. Based on the provider's NPI number and corresponding Taxonomy Code, the provider's specialty is identified. The following list of specialties was compiled based on referrals to UEC:

ALLERGY & IMMUNOLOGY  
 AUDIOLOGIST  
 CARDIOLOGIST  
 CHIROPRACTOR  
 DERMATOLOGIST  
 EAR, NOSE, & THROAT  
 GYNECOLOGIST  
 LEGAL MEDICINE  
 NEURO-PSYCHOLOGIST  
 NEUROLOGIST  
 NEUROMUSCULOSKELETAL  
 NUCLEAR MEDICINE  
 NURSE  
 OCCUPATIONAL THERAPIST

OPTOMETRIST  
 OTOLARYNGOLOGIST  
 PATHOLOGIST  
 PEDIATRICIAN  
 PHYSIATRIST  
 PHYSICAL THERAPY  
 PODIATRIST  
 PRIMARY CARE PHYSICIAN  
 PSYCHIATRIST  
 REHABILITATION  
 RHEUMATOLOGIST  
 SOCIAL WORKER  
 SPEECH & LANGUAGE PATHOLOGIST  
 SURGERY



- Ensure compliance with health care models that may add additional revenue to the UEC
  - PQRS
  - E-prescribing
  - Meaningful use



# Priorities for 2014

- Clinical Affairs
  - Strengthen Workforce Engagement:
    - Adopting the recommendations of outside consultants
    - PCDC - 5 committees focus work groups:
      - Pre-Appointment Workflow
      - Check-in/Arrival Workflow
      - Examination Workflow
      - Material Services and Dispensing -
      - Check-out Workflow



# Priorities for 2014

- Clinical Affairs
  - Pediatric Review
  - Community Involvement
  - Begin to think about incorporating interprofessional care into the clinics
  - Practical applications of patient care management within the context of an educational setting



# Priorities for 2014

- Faculty
  - Clinical faculty mentoring
    - Service Chiefs, Chief of Staff, VP for Clinical Affairs
  - Recruitment for open positions
    - Several searches underway including section chief of pediatrics and assistant chief of advanced care
    - Faculty searches



# Priorities for 2014

- Make the UEC more accessible to the public:
  - Ocular emergencies
    - Not quite 24/7
  - Community outreach, including screenings and educational seminars
    - Bowery
    - Gouverneur
    - Outreach coordinator



# Goals for 2014

- Make the UEC more accessible to the public:
  - Ensure UEC website is up-to-date
  - Revise UEC policies to comply with health care reform as they relate to increasing patient access
  - Develop a communication/marketing campaign



# Goals for 2014

- Health Care Reform



# Health care reform and its relationship to coffee



# Keys: Goals of the ACA of 2010

- Three Core Goals:
  - Insure all Americans
  - Lower the Cost of Health Care
  - Improve the Quality of Health Care



# Status of New York Implementation of ACA



- New York's named its exchange and is ready for 10/1/13 implementation
- Phone bank already operational
- Rates were viewed as competitive
- Confusion, concern abounds: website crashed yesterday



# Participating Insurers (so far)

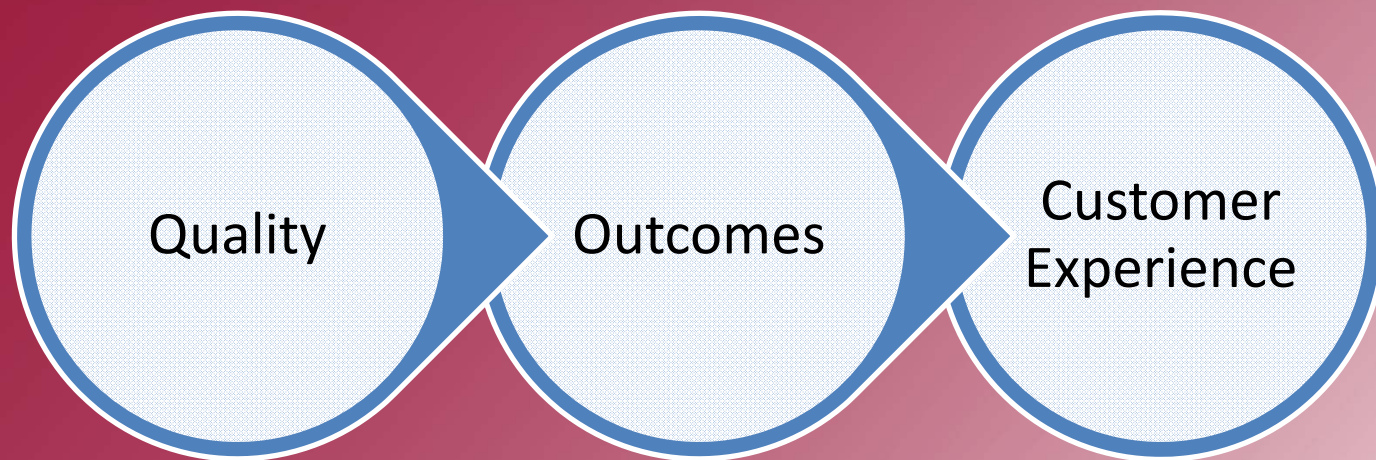
- Affinity Health Plan, Inc. \*
- American Progressive Life & Health Insurance
- Capital District Physicians Health Plan, Inc.
- EmblemHealth
- Empire BlueCross BlueShield\*
- Excellus (and Univera in Western NY)
- Fidelis Care \*
- Freelancers Co-Op
- Healthfirst New York \*
- HealthNow New York, Inc.
- Independent Health
- MetroPlus Health Plan \*
- MVP Health Plan, Inc.
- North Shore LIJ
- Oscar Insurance Corporation
- United Healthcare of New York, Inc. (United, Oxford)\*

Complexity and difficulty obtaining accurate information from the patient and the plans!!!

\* UEC Participation



# Value



## Conclusion:

- ODs will need to adapt to the following changes in Health Care Reform:
  - Health care that is “Patient Centric”
  - Health care that is “Team Based”
  - Health care that is “Technology Based”
  - Health care that embraces “Quality Care”
  - Health care that “Contains Costs”

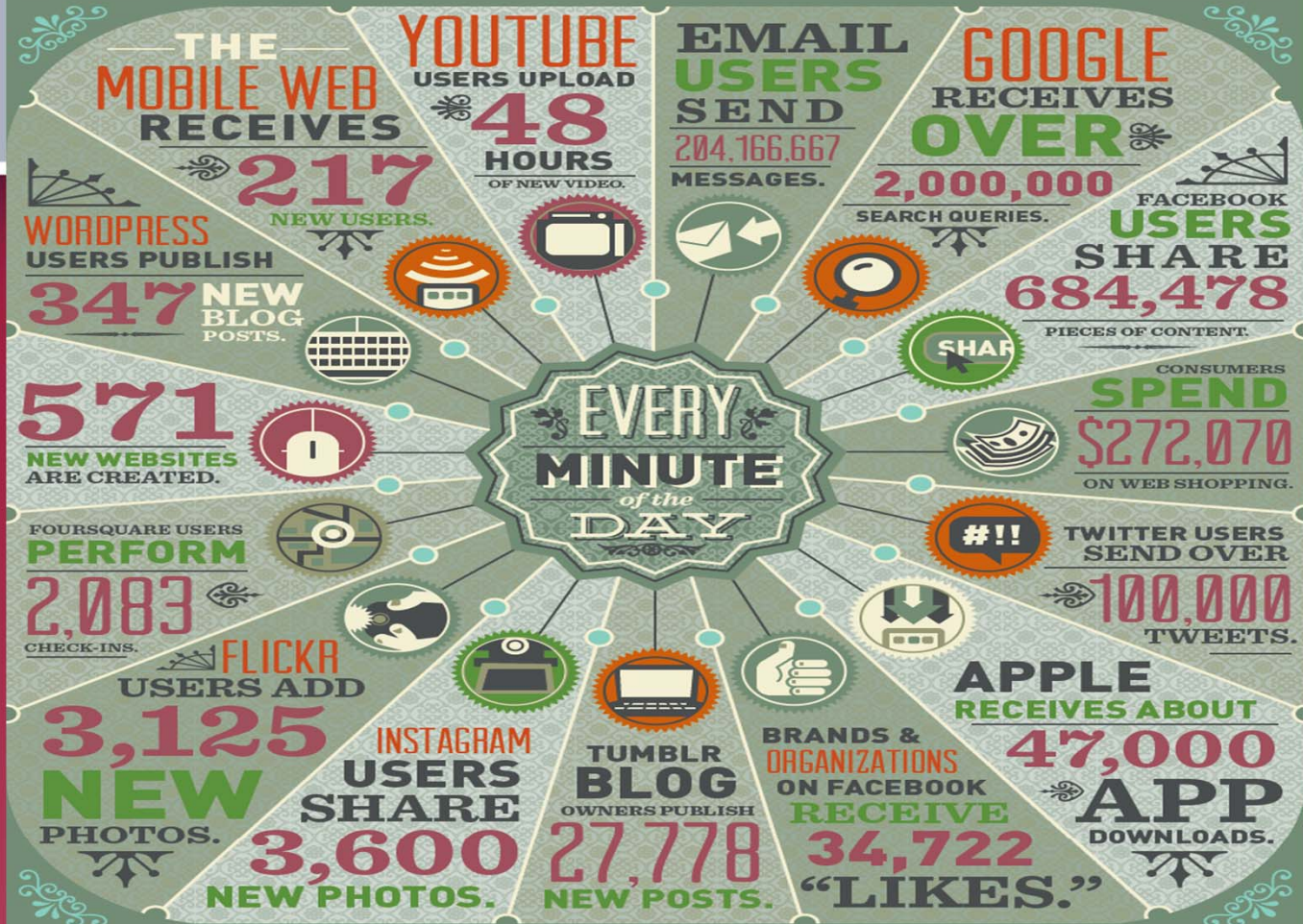




# DATA NEVER SLEEPS

How Much Data Is Generated Every Minute?

Big data is not just some abstract concept used to inspire and mystify the IT crowd; it is the result of an avalanche of digital activity pulsating through cables and airwaves across the world. This data is being created every minute of the day through the most innocuous of online activity that many of us barely even notice. But with every website browsed, status shared, or photo uploaded, we leave digital trails that continually grow the hulking mass of big data. Below, we explore how much data is generated in one minute on the Internet.



## WITH NO SIGNS OF SLOWING, THE DATA KEEPS GROWING

These are just some of the more common ways that Internet users add to the big data pool. In truth, depending on the niche of business you're in, there are virtually countless other sources of relevant data to pay attention to. Consider the following:

The global Internet population grew 6.59 percent from 2010 to 2011 and now represents

## 2.1 BILLION PEOPLE.

These users are real, and they are out there leaving data trails everywhere they go. The team at Domo can help you make sense of this seemingly insurmountable heap of data, with solutions that help executives and managers bring all of their critical information together in one intuitive interface, and then use that insight to transform the way they run their business. To learn more, visit [www.domo.com](http://www.domo.com).

SOURCES: [HTTP://NEWS.INVESTORS.COM/](http://NEWS.INVESTORS.COM/), [ROYAL.PINODOM.COM](http://ROYAL.PINODOM.COM), [BLOG.GROVO.COM](http://BLOG.GROVO.COM), [BLOG.HUBSPOT.COM](http://BLOG.HUBSPOT.COM), [SIMPLYZESTY.COM](http://SIMPLYZESTY.COM), [PCWORLD.COM](http://PCWORLD.COM), [BIZTECHMAGAZINE.COM](http://BIZTECHMAGAZINE.COM), [DIGBY.COM](http://DIGBY.COM)

DOMO



# UEC - Key Performance Indicators

- charitable care
- new referring provider
- payor mix
- public service by year
- number of screenings/educational seminars per month
- referral center encounters by year
- total, new and established patient encounters by year
- total revenues by year
- new UEC patients by year
- patient visits by service by year
- provider participation in MCPs
- revenues by service



# UEC - Key Performance Indicators

- number of website hits per month
- waiting time for 3<sup>rd</sup> next available appointment for service units
- number of new patients from marketing campaigns
- number of completed patient surveys and results as they related to patient satisfaction
- number of pediatric patients (when mandatory pediatric benefit begins)
- PRQS data
- flagged records from QA Committee regarding evidence-based care



# UEC - Key Performance Indicators

- number of website hits per month
- number of patients recruited for ongoing CVRC clinical research projects from UEC clinics
- number of group managed care and individual provider plans in which the UEC participates
- number of faculty members who have attained fellowship, diplomate or board certification status
- number of peer-reviewed articles and presentations by clinical faculty members
- number of faculty and staff who attend professional development programs



# Questions?





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