Remaking Health Care
Nurse Practitioners
and
Health Insurance

Geoff Annals
Health Funds NZ Chair
Chief Executive Accuro Health Insurance
Nurse
Presentation plan

Health insurance business

Health care or health business

History of everything

Philosophy

Remaking health care
Health Insurance Yesterday

Set up by doctors for doctors

1961 Southern Cross Medical Care Society

- 1979  Unimed
- 1987  NILH/Tower/nib
- 1989  Sovereign/AIA
- 1994  Police Health Plan
- 2001  Accuro
- 2011  Partners Life

Group Health Insurance
Health Insurance Today

Model largely unchanged

Price/value challenge

• Restrictions on cover
• Financial caps on payments
• Service provider contracting
• Innovation

Business Health

• Insurer exits
• Diminishing coverage

Recreating health care
Health Insurance Needs

1. Risk - relatively predictable uncertainty of need

2. Relatively predictable cost

Health insurers need to understand how health care works and to anticipate change
Drivers of Change

Health care cost inflation

Personalisation of diagnosis and treatment

IT enabled clinical decision making

IT enabled consumer access to health knowledge and treatment
Health Insurance Business Impact

Health risk eliminated
nothing to insure

Status Quo
nobody to insure

Paradigm shift
healthy care

Status quo is maintained by

• Consumers  
  doctor knows best
• Payers  
  doctor knows all
• Providers  
  doctor is all
Business and Health Care
Darkness and Light

Health has higher social value and moral authority than the market

Health care is not and cannot be delivered through the marketplace

Health care is mission not business
History of Medicine

Ancient World

Philosophy

Consumer consulted medic and received advice and treatment
Consumer consulted medic and received advice and treatment.

Often referred on to another medic for specialist advice and treatment.
Consumer consults medic and receives advice and treatment including technology reliant treatment.

Referral for specialist advice treatment and technology reducing.
History of Medical Trading

Ancients
Medic as Trader

Last Century
Market Adviser and Market Keeper

Today
Market Adviser, Market Keeper and Market Player
   Patient dependent on Expert

Tomorrow?
What if consumers had direct access to suppliers?
History of Knowledge Transfer
History of Computing
Personal Computing

- **1980**: Laptop Computer
- **1990**: Mobile Computer
  - Mobile available to masses
- **2000**: Personal Digital Assistant
  - Reinvented interface
  - Consolidation into smart phone
- **2010**: Ultrabook emerges
- **2013**: Netbook emerges
  - Tablet computing
  - Consolidation of tablet and mobile phone
What if computers could think?
Cognitive Computing

We Have Entered a New Era of Computing...

...Enabling New Opportunities and Outcomes
IBM Watson

Watson combines transformational capabilities to deliver a new world experience using cognitive computing

1. Understands natural language and human style communication

2. Generates and evaluates evidence-based hypothesis

3. Adapts and learns from training, interaction, and outcomes

Watson:
- Understands me
- Engages me
- Learns and improves over time
- Helps me discover
- Establishes trust
- Has endless capacity for insight
- Operates in a timely fashion
Managing the knowledge and technology to treat cancer

Watson Decision Advisor helping oncologists treat cancer

Attacking the cause of ¼ of deaths

Business problem:
Need better individualized cancer treatment plans

Solution:
• Evidence-based suggestions to inform oncologists’ decisions
• Analyzes patient data against massive volumes of medical literature
• Evolves with the fast-changing field
Cognitive computing enables easier management of knowledge and technology.
Growth of Health Knowledge and Technology

Ancient World
One person could know everything

Last Century
One person could know about everything

Today
One person can never know enough
The Medical Record

Notes and diaries

Department notes

National health record

Informal health record

Owned health record
The Informal Medical Record
F****, asthma flaring up and I forgot my f***n ventolin
Interconnectivity enables more complete management of personal information
Consumers don’t have direct access to suppliers. . . YET

Access to health knowledge is the tradeable service in the health marketplace

Easy access to:
• Health knowledge
• Personal health information
• Expert displaced as market keeper
The Next Level of Person-centred Care

Consumer in charge of:

- Their own personal information
- Access to health knowledge
- Choice of treatment
- Who can access their complete health record
The unique function of the nurse is to assist the individual, sick or well, in the performance of those activities contributing to health or its recovery (or to a peaceful death) that he would perform unaided if he had the necessary strength, will or knowledge. And to do this in such a way as to help him gain independence as rapidly as possible.

Virginia Henderson
Prevention versus cure

With the patient versus to the patient

Human need versus disease classification
Philosophy

People and human needs

Attendances

Discharges

Clinics

Departments

Hospitals
Being Nursing

With the patient **NOT** to the patient

What Matters to the Person **NOT** what is the matter with the patient

Nursing focuses on what matters to the person, to their whānau and to their community
Remaking Health Care

from Expert and Patient
to Health Care Partnership

Ancients
Medic as Trader

Last Century
Medic as Market Adviser and
Market Keeper

Today
Medic as Market Adviser,
Market Keeper and Market Player

Tomorrow
Medic as Healthy Care Partner
Nurse Practitioners Tomorrow

Today
Nurse Practitioner as Trader

Tomorrow
Nurse Practitioner as Healthy Care Leader
Health Insurance Tomorrow

Set up by consumers for consumers

Managing health care access risk

Health care partnership model
Leading Change
towards
Healthy Care

Healthy care requires that people have access to information and options that will deliver the health outcomes that matter to them

Status quo is maintained by

- Consumers  
  medicine knows best
- Funders  
  medicine knows all
- Providers  
  medicine is all

The leaders for change will be consumers, payers and providers
Remaking Health Care

Nurse Practitioners and Health Insurance
The question is not when this will happen but how