

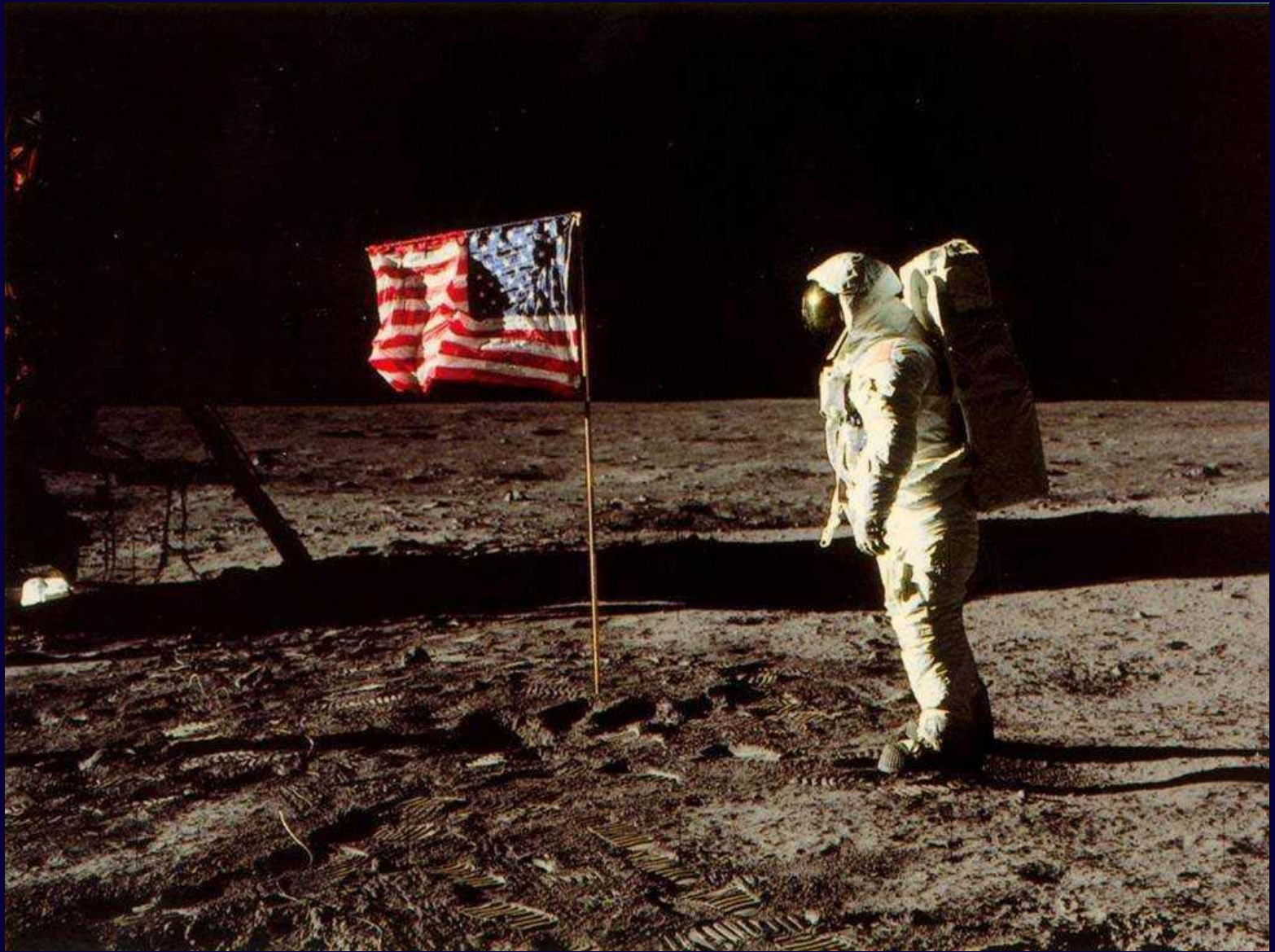
# HVMA Knowledge Challenge

## Bentley College

**September 27, 2005**

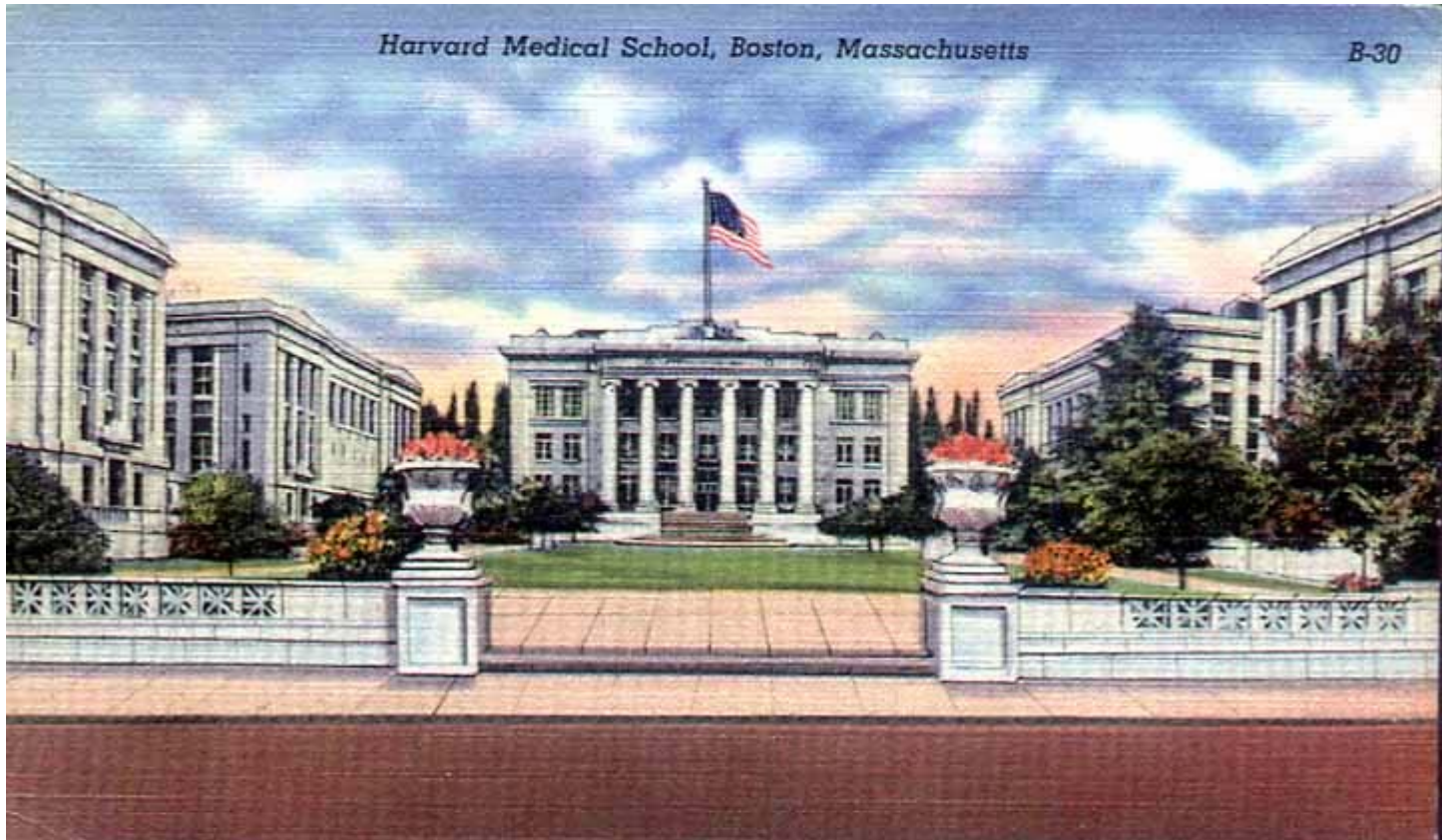


**Timothy Wemple**

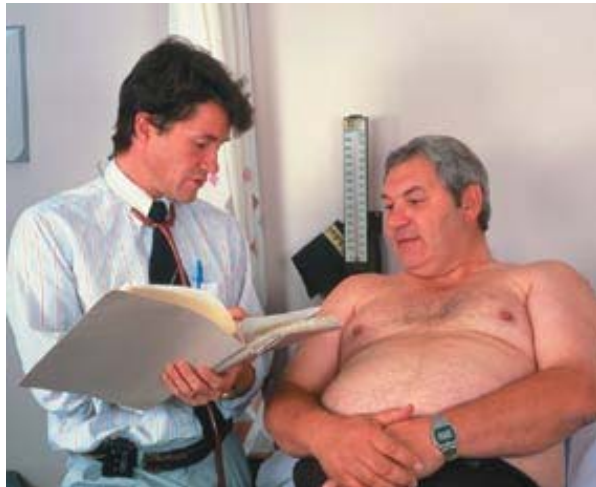
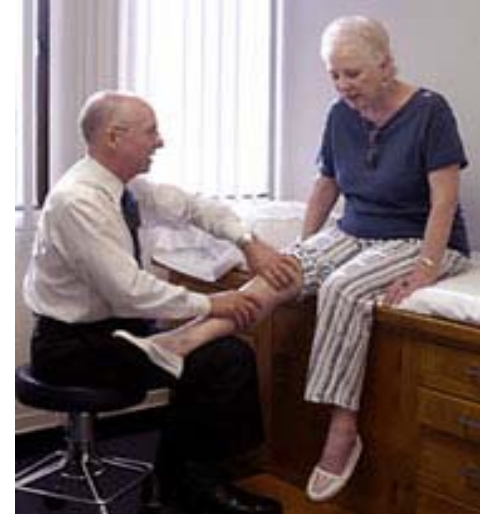


1969

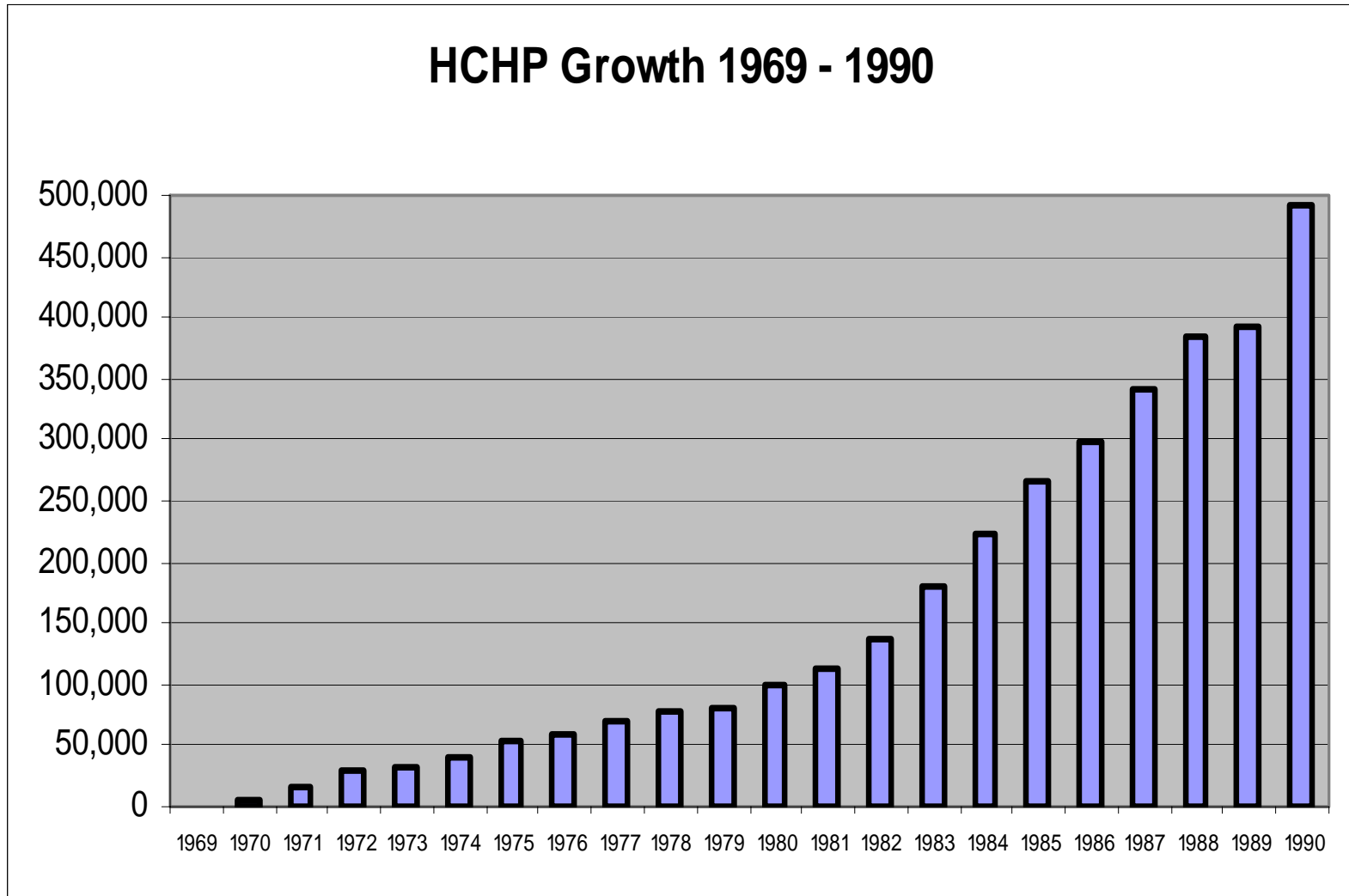
# Harvard Community Health Plan is born



**Our patients and HCHP prospered as we took care of patients  
regardless of their race, ethnicity, creed, origin,  
health status or income**



# Our early growth was impressive...



## 1990s...

- Growth slows
- Marketplace changes
- Patients demand more choice
- Harvard Community Health Plan merges with Pilgrim Health Care



## **1998 Harvard Vanguard was born as a separately incorporated non-profit**

- Our 14 multi-specialty sites began focusing on our core competency, delivering the highest quality care to our patients
- In 2000, we began accepting patients on a fee-for-service basis

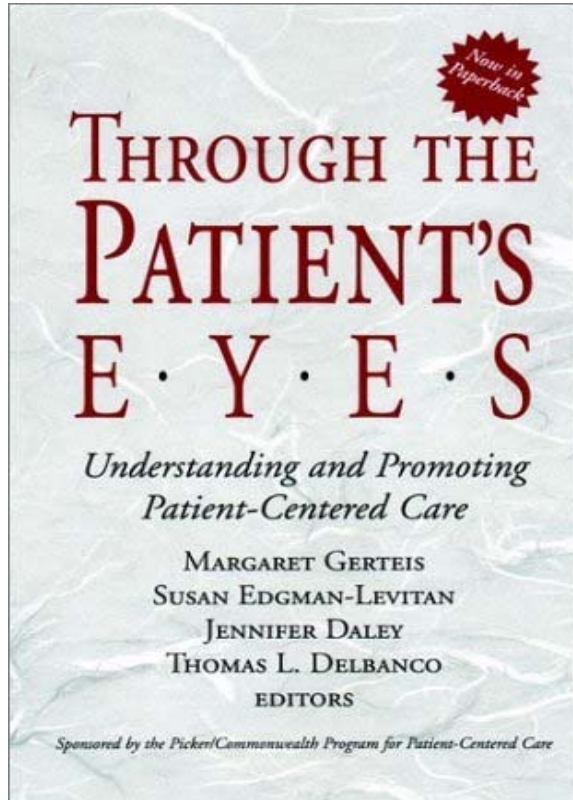


## **Major market and patient trends demand our response**

- Boston urban market not growing and our competitors are meeting us on quality and innovation
- Huge consumerist movement reaching the “tipping point”
- Government pushing for innovation in quality and cost – electronic health records, pay-for-performance, Institute of Medicine “Crossing the Quality Chasm”
- Employers and payors demanding accountability in quality and cost



# Our response... Patient Centered Care...



# Harvard Vanguard's Patient Centered Care

## Imagine if...

- Each patient was known as an individual by their doctor and care team and the patient's stated and anticipated concerns actively addressed
- Our teams, supported by innovative technology, deliver care seamlessly
- Our quality outcomes and patient experience make us market and national leaders
- Our quality of work life make Harvard Vanguard the most desirable workplace for doctors, nurses, and all supporting care givers

**As a member of our practice, each patient  
will receive comprehensive care  
targeted to his or her needs**

- Preventive medicine to maintain wellness
- Evidence-based care of chronic conditions to conserve well-being and promote self-management
- Coordinated care of multiple conditions
- *And, regardless of condition, care that is proactive and timely*

# How do we leverage our knowledge management capabilities to accomplish our goals?

- Provide breakthrough performance in quality outcomes
- Lead the market in patient experience scores
- Recruit and retain the best clinical and support staff
- Meet our financial performance expectations