

The Healthcare Agile Project Manager

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The Healthcare Agile Project Manager

- * Review historical approaches to implementation and deployment of healthcare initiatives
- * Review growing trends & industry demands
- * Review of waterfall and agile methodologies
- * Examine the industries transformation to Agile
- * Review the value of agile project management

We are all Healthcare Consumers

The Patient Journey Can Be Overwhelming



“It’s not just the young who expect healthcare to modernize its seemingly stodgy, physician-centric design and big queue or waiting room ways — and to do so at lower and transparent cost.”

Evolution of Healthcare – Indemnity Era

Phase 1- Indemnity/FFS plans

An indemnity plan reimburses you for your medical expenses regardless of who provides the service

How the benefit amount calculated with an indemnity plan varies and includes:

- Reimbursement--actual charges*
Reimburse you for the actual cost of specified procedures or services, regardless of how much that cost might be.
- Reimbursement--percentage of actual charges*
Reimburse you for a percentage of the actual charges for covered procedures and services, regardless of how much those procedures and services cost or a specified amount per day

The Consumer Experience – In the Indemnity/FFS Era



The consumer visits a healthcare provider



Weeks pass with no communication to the consumer regarding payment



The claims are adjudicated and the consumer receives an EOB (explanation of benefits) from the payer



Frequently, this results in phone calls from the consumer to the provider and/or payer



More time passes with no communication to the consumer regarding payment



The consumer receives a paper statement from the provider, which the consumer must pay

Evolution of Healthcare– Managed Care Era

Phase 2- **HMO or Managed Care plans**

An HMO plan reimburses the provider based on pre-negotiated fee schedule for specified procedures

How the benefit amount calculated with an HMO plan includes:

- Flat Fixed PMPM (per member, per month) fee for routine medical care administered by a pre-selected Primary Care Provider
- Reimbursement is pre defined by pre-negotiated fee schedules with a network of providers for specialty care

The Consumer Experience – *In the Managed Care Era*

Stay in-network



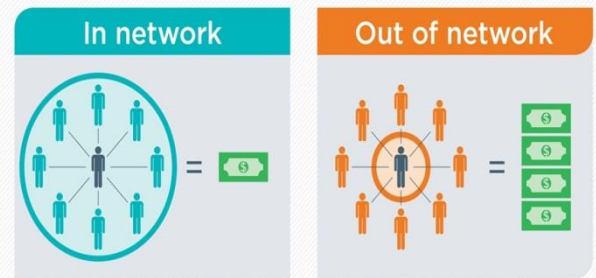
Go to your Primary Care Physician in your Medical Group first



Get a referral for a specialist*



Use the ER for emergencies only



 BlueCross BlueShield of Illinois

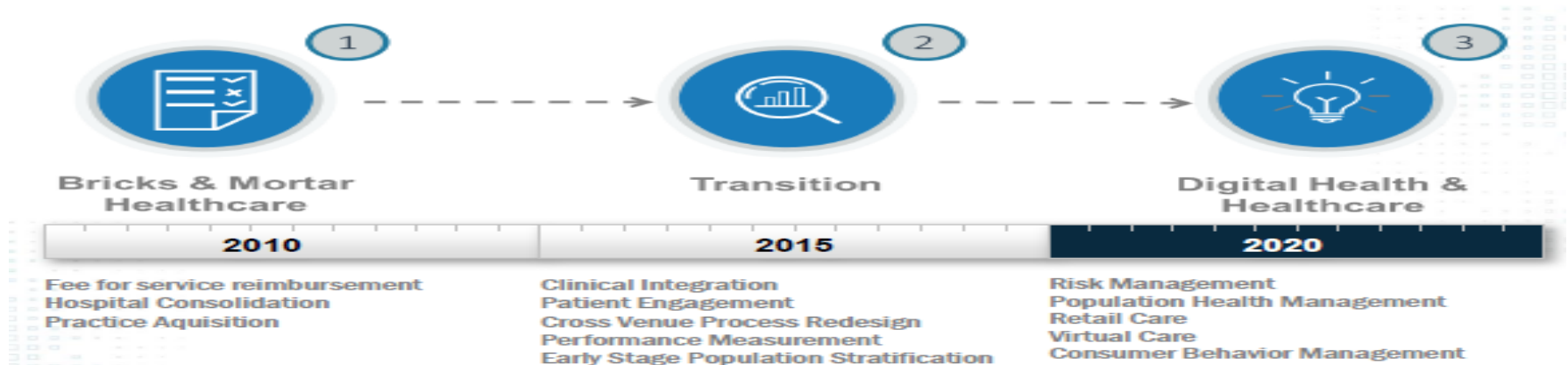


Evolution of Healthcare – CDHP & Beyond

Phase 3- Consumer Driven Health Plan (CDHP)

In the CDHP plan, the insurer and the consumer shares in the costs of medical care administered. CDHP plans are characterized as:

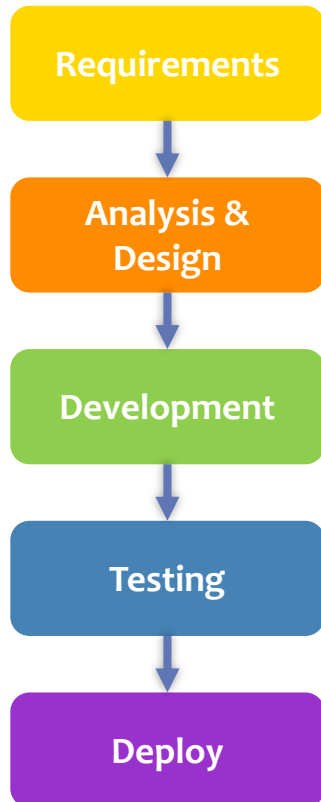
- * Health Savings Account (HSA)
- * Flexible Spending Arrangement (FSA)
- * Health Reimbursement Arrangement (HRA)
 - ❑ These plans typically have a higher deductible and lower monthly premiums.
 - ❑ *Reimbursement--percentage of actual charges after a deductible is met*



The Consumer Experience – CDHP Era & Beyond



Traditional Waterfall SDLC



Qualities of Traditional Waterfall SDLC:

 Executed Sequentially



Fixed Requirements



Heavily Documented



Formal Approval & Sign Offs



Tightly Controlled



Agile

Qualities of Agile



Executed Continuously



Limits Process



Limits Documentation



Focus on People



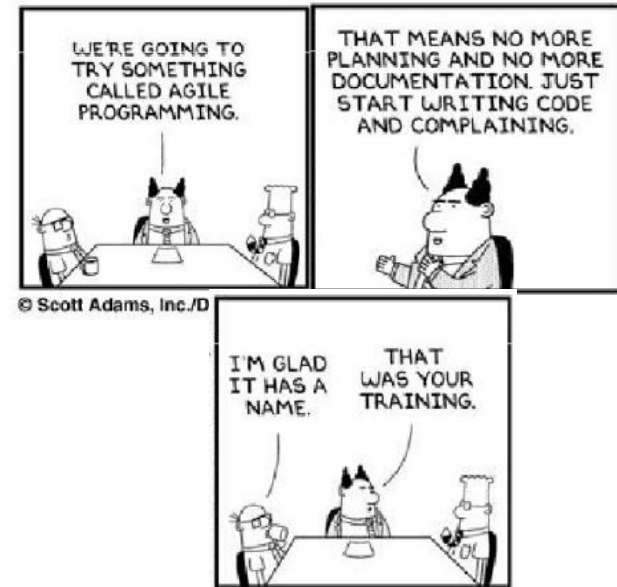
Collaboration over contracts & negotiation

Continuous
Exploration

Continuous
Integration

Continuous
Deployment

Release on
Demand



The Value of Agile Project Management

Individuals and Interactions

OVER

Processes and Tools

Working Software

OVER

Comprehensive Documentation

Customer Collaboration

OVER

Contract Negotiation

Responding to Change

OVER

Following a Plan

- ✓ Keep the focus on expressing business value as expressed by from the Consumer Experience
- ✓ Avoid introducing detail too early (which would prevent design options and inappropriately lock developers into one solution)
- ✓ Invite collaboration and movement
- ✓ Leave the technical functions to the architect, developers, testers, and so on...

Focus on Consumer Centricity *in Healthcare Agile Project Management*

