The Healthcare Agile Project Manager

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- 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.”

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

1. The consumer visits a healthcare provider

2. Weeks pass with no communication to the consumer regarding payment

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

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

5. More time passes with no communication to the consumer regarding payment

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

1. Executed Sequentially
2. Fixed Requirements
3. Heavily Documented
4. Formal Approval & Sign Offs
5. 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

- 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

1. Establish Vision
2. Create Culture of Engagement
3. Employ the Right Technology
4. Empower Patients
5. Be Ready to Evolve

Patient Engagement