

The background of the slide is a close-up, slightly blurred image of the Canadian flag, showing the red maple leaf and the white and red stripes. A semi-transparent grey rectangle is overlaid on the center of the image, containing the title text.

Canadian Model for Health System Innovation:

Transformational Care for Aging Populations

Dr. Anne Snowdon
Chair



IVEY

International Centre
for Health Innovation

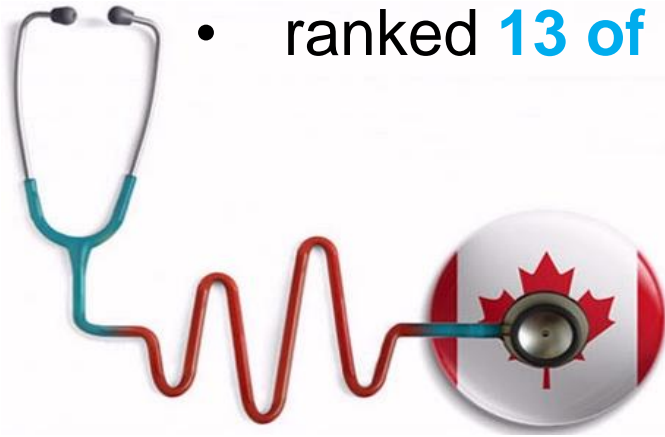
Health Care in Canada

- Health Care is a deeply embedded in the Canadian identity.
- Sustainability is a significant challenge
- Aging population and rising rates of chronic illness
- Growing consumer influence on health care.



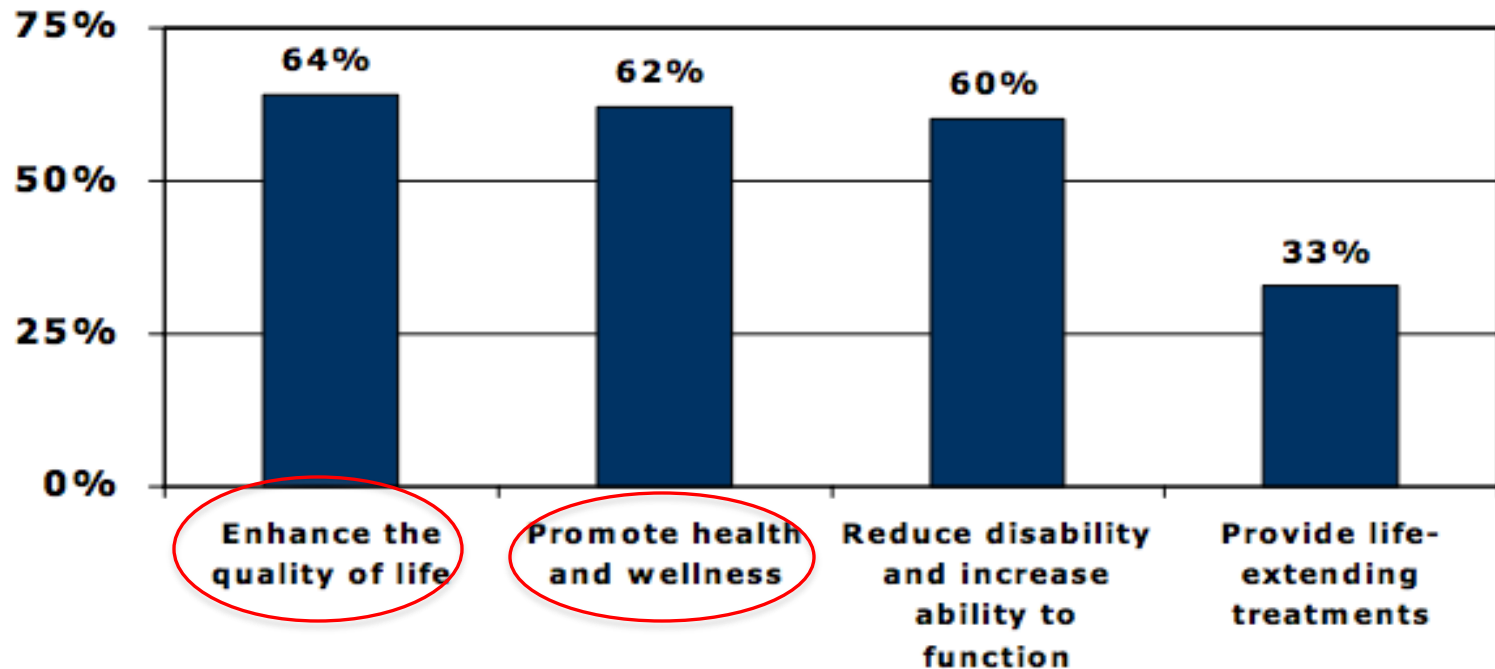
Canada's Performance to Date

- healthcare consumes **50%** of tax revenues
- among the **highest** cost/capita of OECD countries
- wait times and ALC rates remain a challenge
- **lowest** EMR adoption in the world
- increasing rates of chronic illness
- ranked **13 of 17** in use of innovation



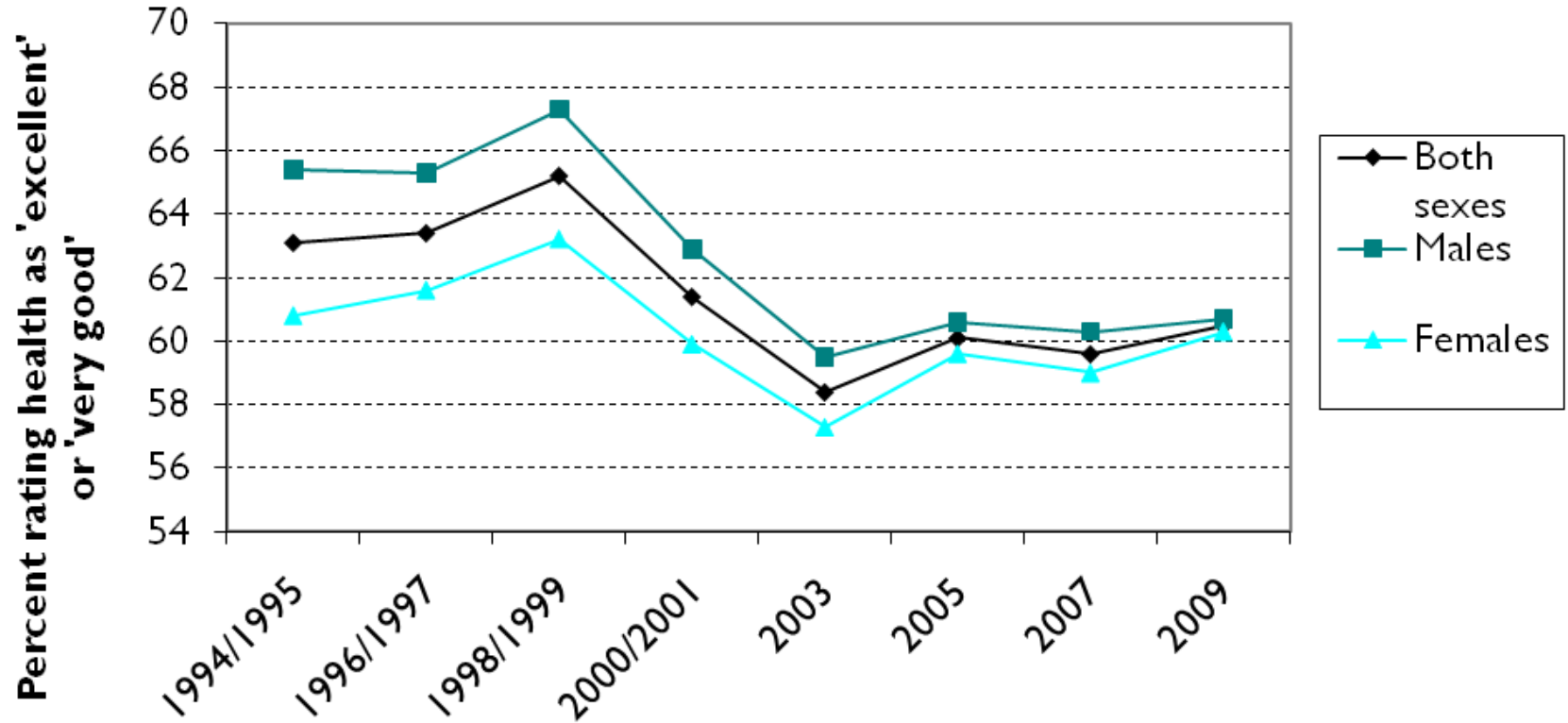
Health system goals viewed as very important

Percentage saying the goal should be “very important.”



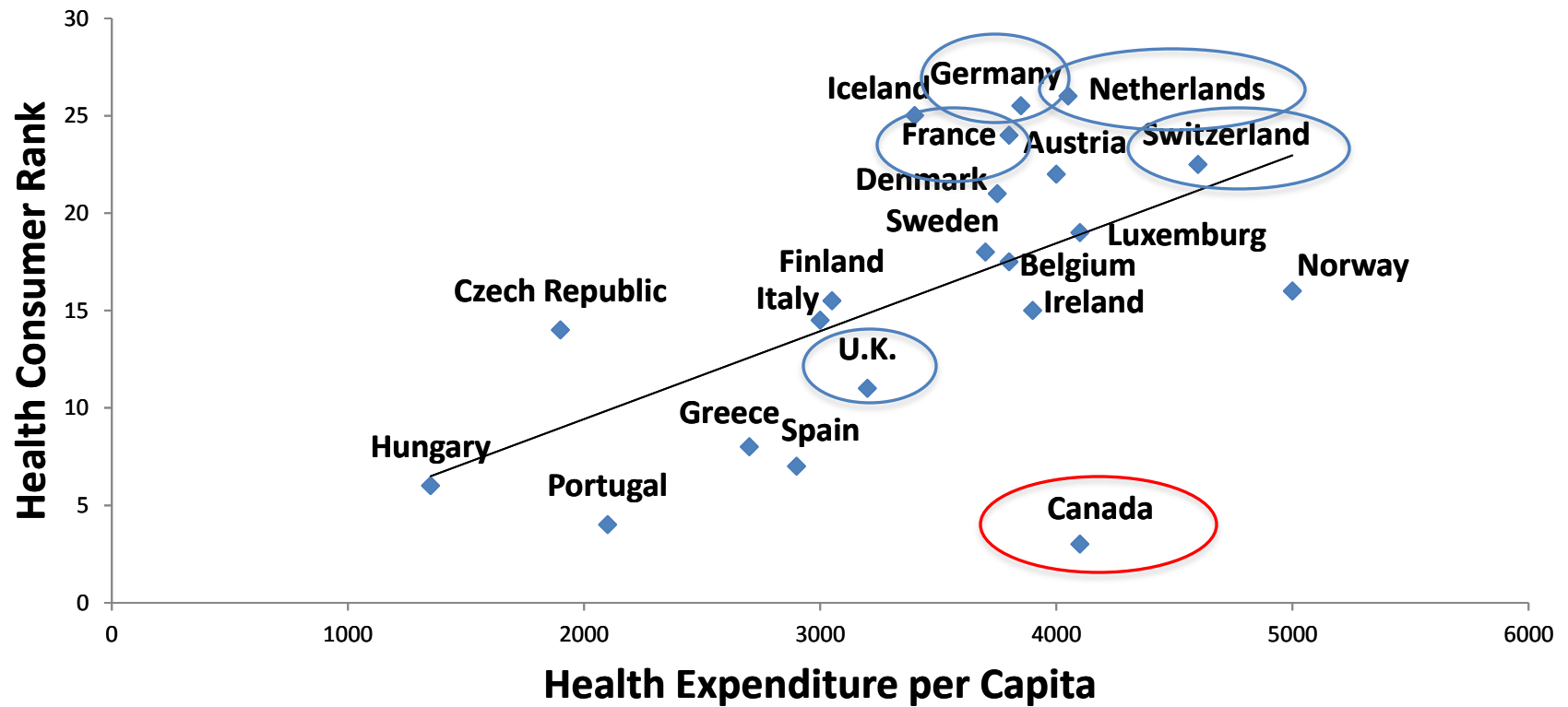
Source: Mendelsohn M. Canadians' thoughts on their health care system: preserving the Canadian model through innovation. Commission on the Future of Health Care in Canada; 2002 June. Figure 87, How important should each of the following goals be for the health care system; p. 68

Self-Reported Health Status by Sex, 1994/1995-2009



Canadian Index of Health and Wellbeing, 2010

Cost vs. Quality



Collision of supply and demand drives up healthcare costs

New, more expensive therapies and diagnostic tools

Major information projects

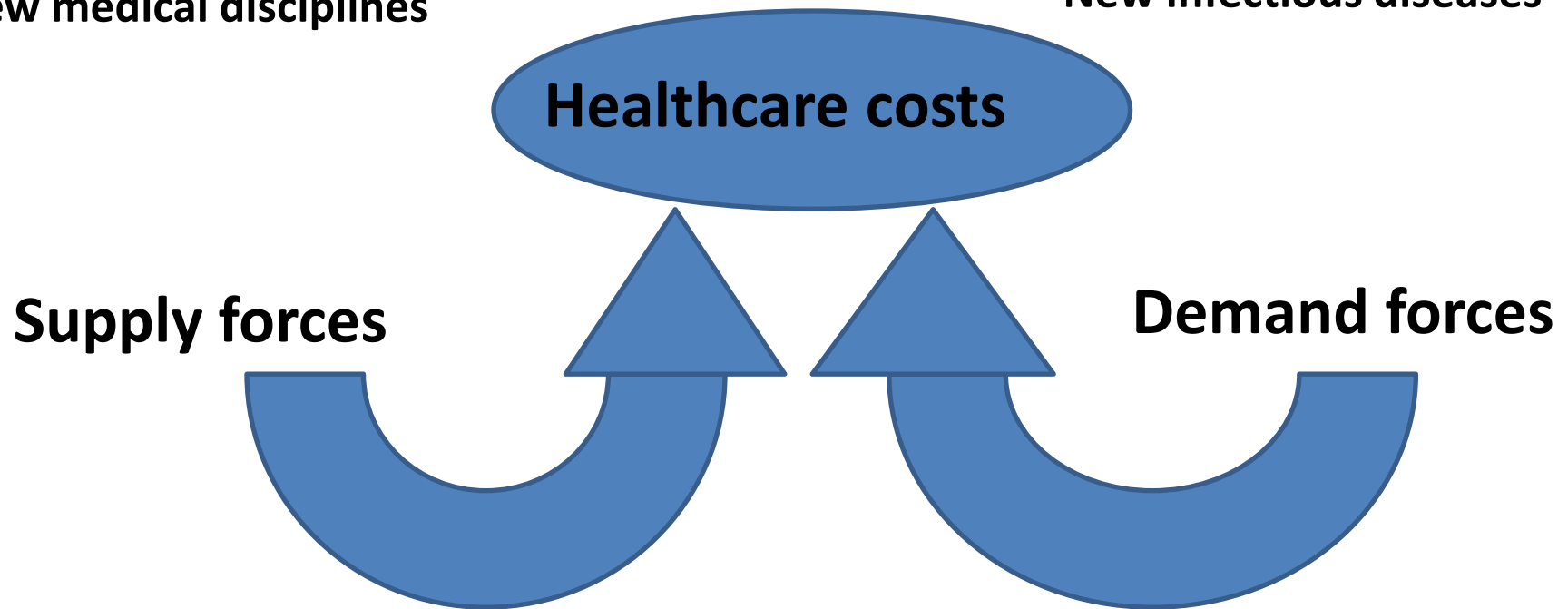
New medical disciplines

Higher expectations

Aging populations

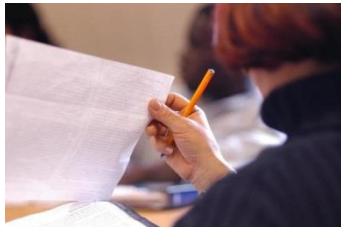
Lifestyle-driven disease

New infectious diseases



What do Canadians Value?

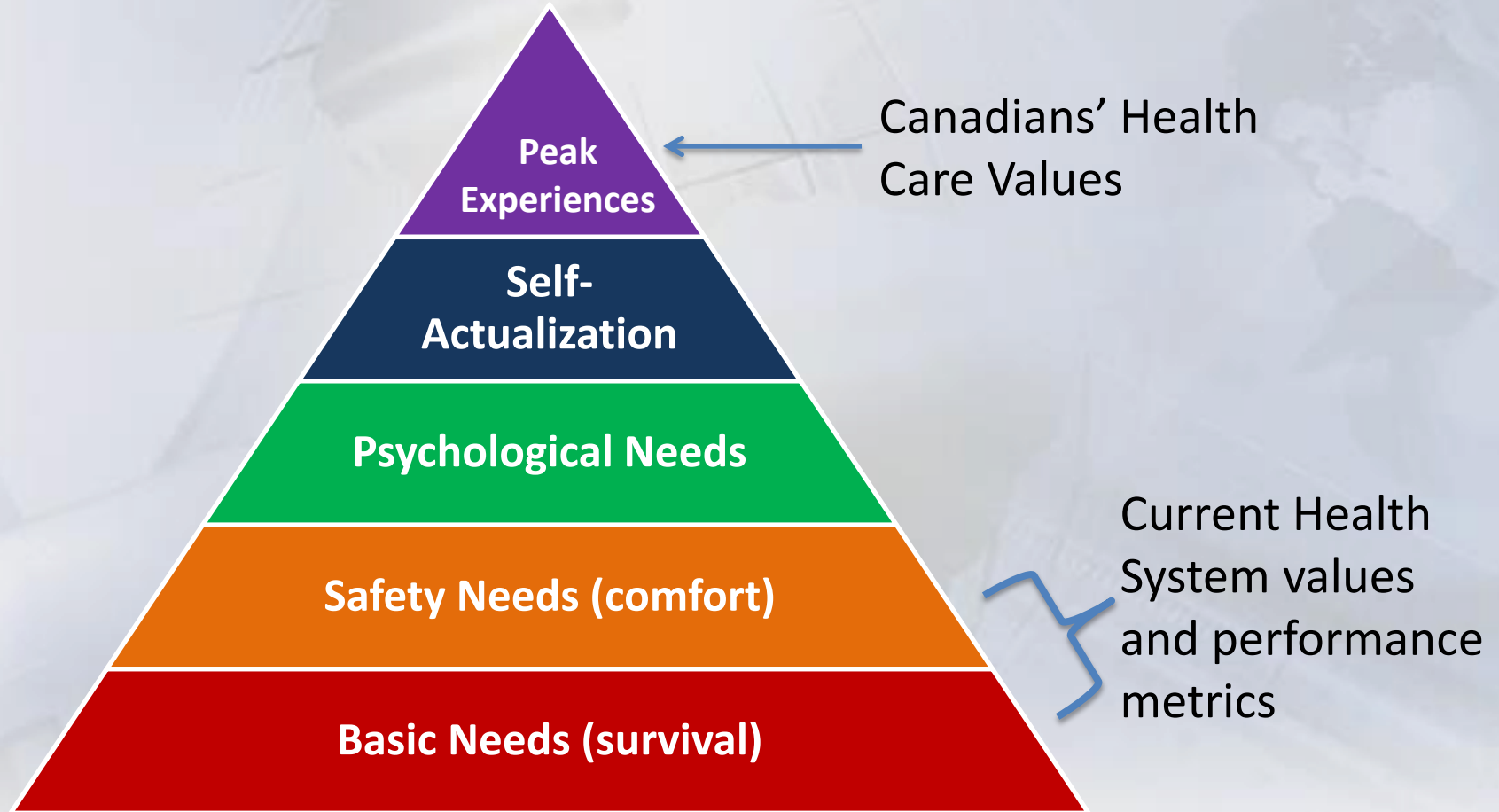
Patient
Experience,
Stewardship,
Teamwork



Leader of Quality
Advocacy,
Professionalism



Are Health Systems delivering on the Value Proposition to Canadians?



How Performance Metrics Align with Values

Canadians' Values	Performance Metrics
Excellent Care	Safety (falls, infections, pressure ulcers, mortality)
Organizational Reputation	Survey item: "would you recommend this hospital?"
Sustainability	Cost/case, total margin
Community: equity, access	Wait times for ED, surgery
Health System Stewardship	Expenditures as % GDP

INNOVATION TRENDS IN HEALTH CARE



Consumer Trends

Aging Population:
“Boomers”

Drive to Achieve Value in
Health systems

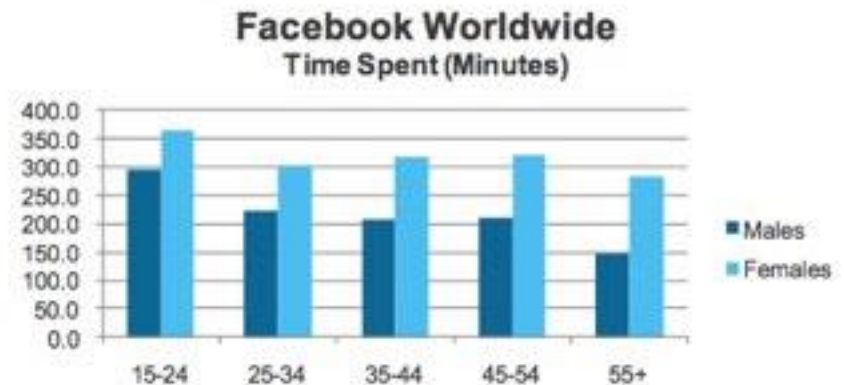
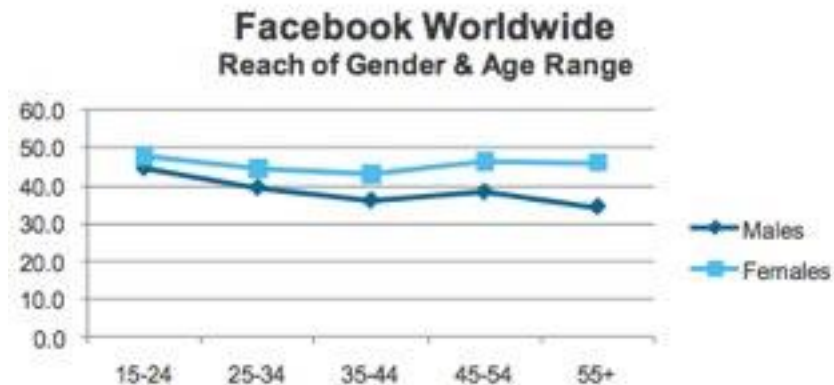
Consumers who will Transform Health Care: Women and Baby Boomers



- Women, 48 years old make majority of health decisions for families
- 7 million women in Canada provide care for both children and aging parents
- Need to transform from provider focused to **consumer focused**

Consumer Drive towards Mobile health

- Women 45 years old and older are the group most responsible for growth in social media site usage
- Women spend 24.8 hours per month online
- Women and people between 35 and 54 years old are most apt to perform social networking activities via mobile device



Consumers of the Future?

- People 45-plus account for **43%** of all Canadians
- Baby boomers are responsible for **over half** of all consumer spending in the United States
- The very first baby boomers turned 65 in January 2011
- **Four million** boomers will retire each year for almost two decades
- There are now more people in Canada over 65 than under 14
- **279,000** Canadians have recently, or expect to become, caregivers to an elderly relative



The world in which Boomers grew up conditioned their expectations for the future



Economic prosperity and affluence

Boomers grew up during a long period of economic prosperity and relative wealth.

Cheap energy

The affluent middle-class lifestyle that defined the American made possible by the low price of oil, made car ownership a possibility for most.



Material security

Boomers are used to a high standard of living and material comfort, with easy access to credit and low interest rates.

Easy access to goods and services

Few Boomers have ever known shortages of goods or services.

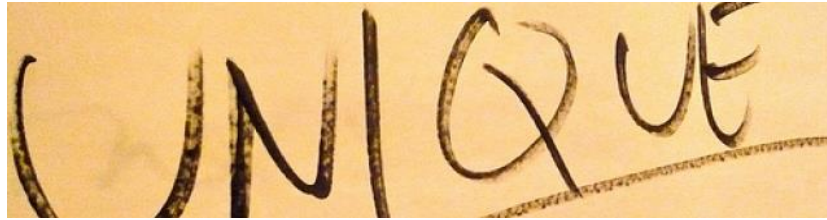
Social optimism

The victory in the Second World War and the sustained scientific and technological innovation, boomers are optimistic about society's ability to advance and progress.



Baby Boomers: Core Values

Individuality



“I don’t want to be like anyone else.”

Self-Focused



“My fulfillment comes first.”

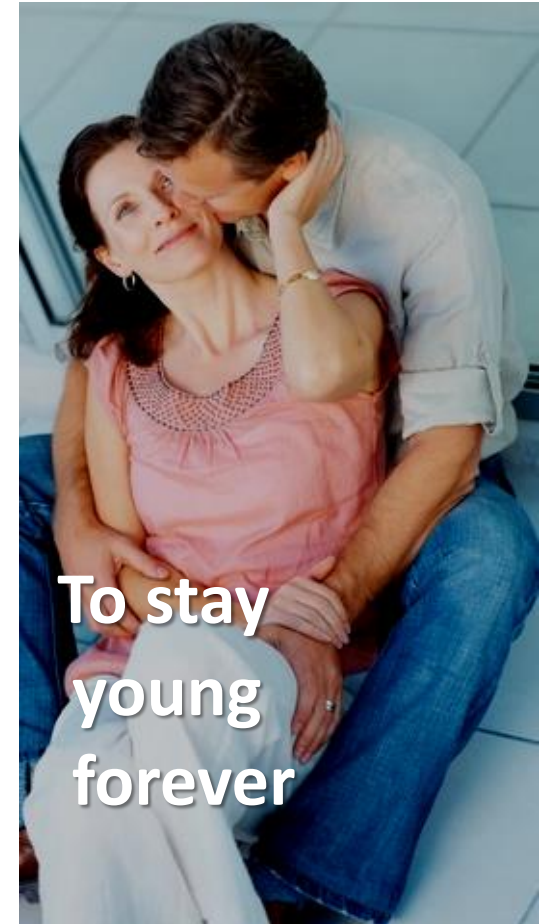
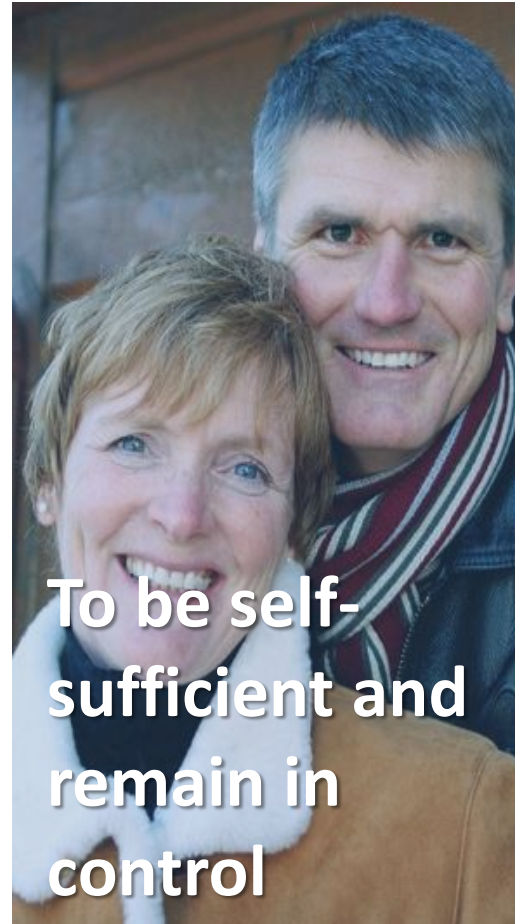
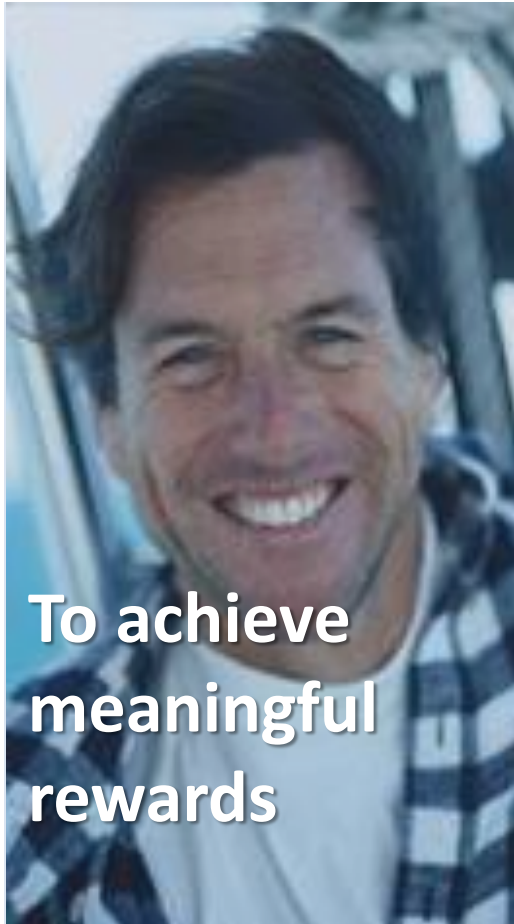
Agelessness



“I will continue to be active on all fronts, no matter how old I am.”

Magna, 2012

Given these core values, Boomers are constantly striving to meet these goals



Baby Boomers: Dominant behaviors

- Always **looking for the next adventure** (and buying it)
- Searching for/spending that aid their **never-ending self-exploration** journey
- Looking for experiences that make them feel **special, unique, and respected**
- **Instant gratification**, living in the moment
- Strive feel on top of things, **in control**, and not missing any information – Boomers ***hate not knowing things***



How do we deliver on the Value Proposition for the Population?

Health System
Innovation

Leverage
consumer
engagement to
drive innovation
and change

Measure impact
in terms of
value

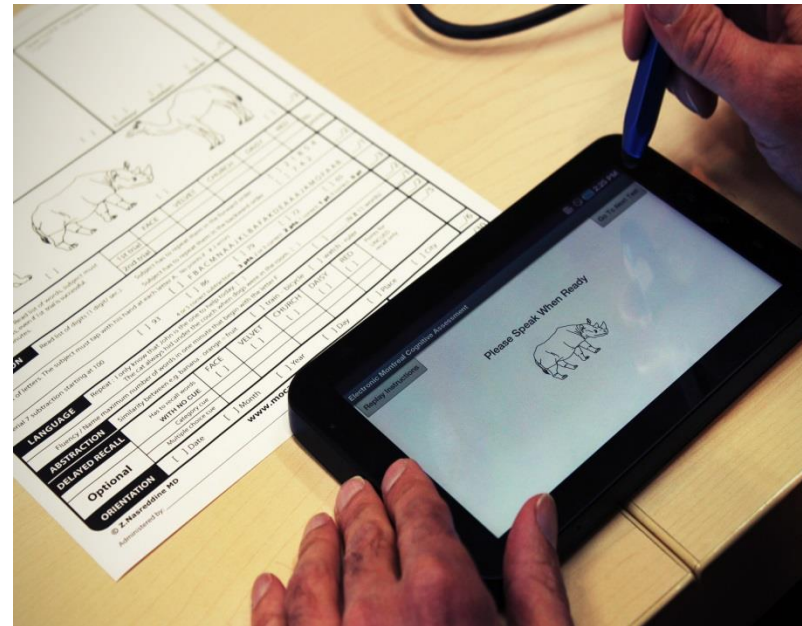
How do you Transform the Health System? Move Care Upstream, in “the palm of your hand”

- Personal Health Records empower consumers to manage health and wellness
- Give people the tools to manage their own care and communicate with providers
- Use Hand-held, point-of-care devices to redesign how care happens

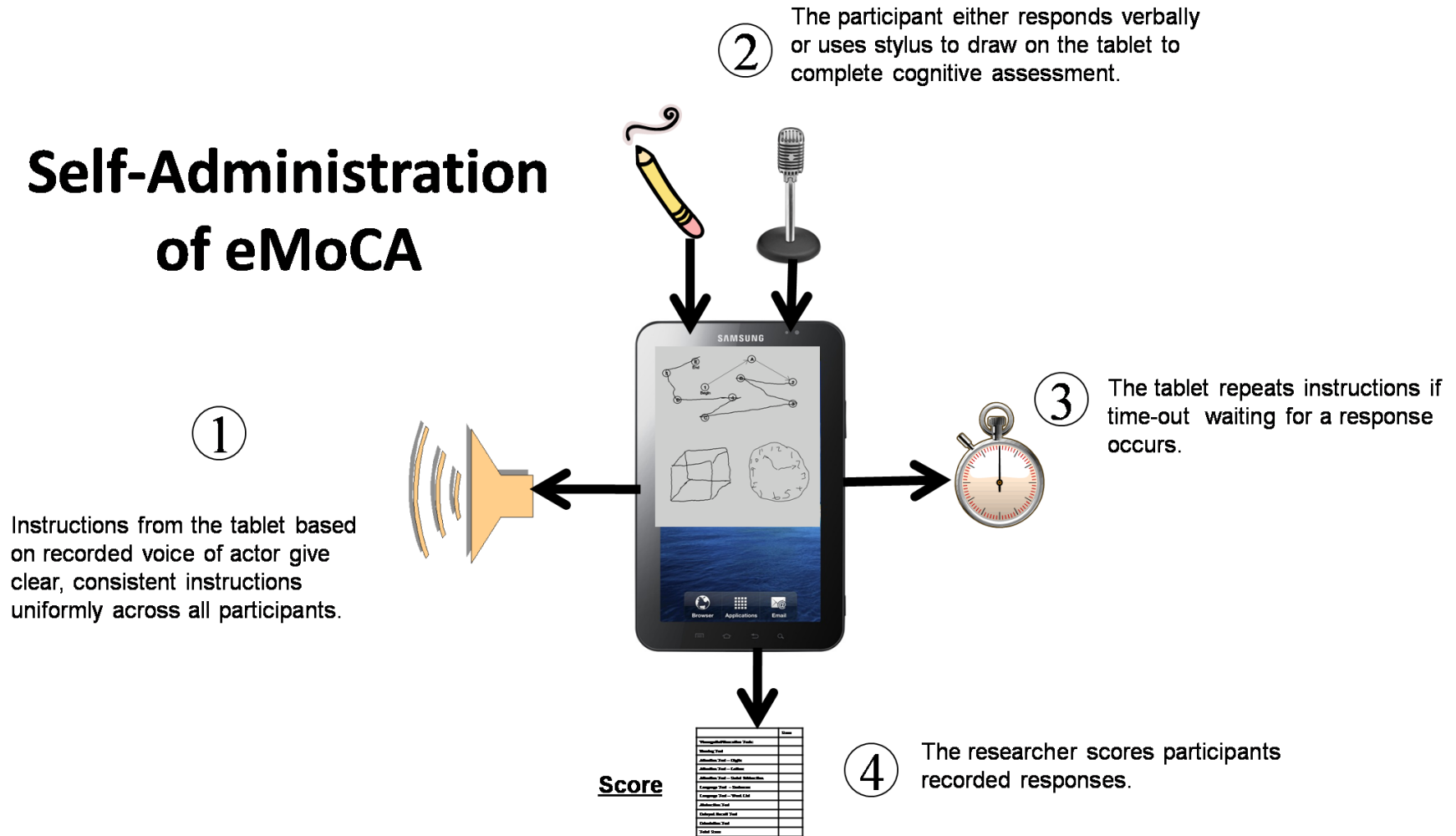


Mobile Health Tools: the eMoCA

- Study: created electronic version of MoCA test, tested on 400 adults.
- No significant difference in average test scores between two groups.
- Time for test completion accounted for difference in scores
- eMoCA may offer easy screening for cognitive changes in primary care practices



Self-Administration of eMoCA



This version of the eMoCA was developed by the authors of this poster.



AngioDefender™



“The best early indicator of cardiovascular risk that impacts both heart health and vascular dementia.”



Everist Genomics – helping Ivey lower cost and improve outcomes.



Lord Howe is amongst the attendees at Healthcare Innovation Expo, London, 13-14 Mar 2013, seeking information about AngioDefender

Caregiver Burden of Alzheimer's and Dementia: Opportunities for Innovation

- By 2038, 561,000 Canadians with Alzheimer's disease (AD)
- Cumulative cost = \$153 billion
- Home care services: underfunded (3.5% system costs)
- Emerging findings:
 - Caregivers need Coaching, navigating system
 - Social networks, respite critically important to reduce risk of burnout
 - Substantial private costs to families spent on purchasing support services



Innovation in Dementia Care: “Innovation Laboratory”



- 45 bed retirement home for people living with dementia
- Leverage innovations to create personalized models of care and supportive environments for quality of life:
 - Sensor surveillance and personal communication systems
 - Electronic access to social network
 - Agitation prediction sensors
 - Caregiver training protocols

B'nai Brith Centre of Innovation
Excellence for Alzheimer's Care

An Expanded Model of Pharmaceutical Care in the Grocery Environment

- Grocery retail environments are shifting towards health and wellness market
- Pharmacists are most trusted and most accessible, viewed as “surveillance” for quality care
- collaboration with dietitians, offering a comprehensive management of disease risk.
- Emerging focus on chronic illness, diet and lifestyle



Trends in Innovation Research

- Value based health care
- Personalization of health services to achieve health and wellness outcomes
- Shift from hospital dominant to Integrated community services to achieve value for Canadians
- Move health care “upstream”, shift from provider centric to consumer centric



Shift Performance metrics from Provider Centric to Consumer Centric

Provider



MD Costs

Procedure
&
Equipment
Costs

Adverse
Events,
Mortality

Wait
Times

Consumer



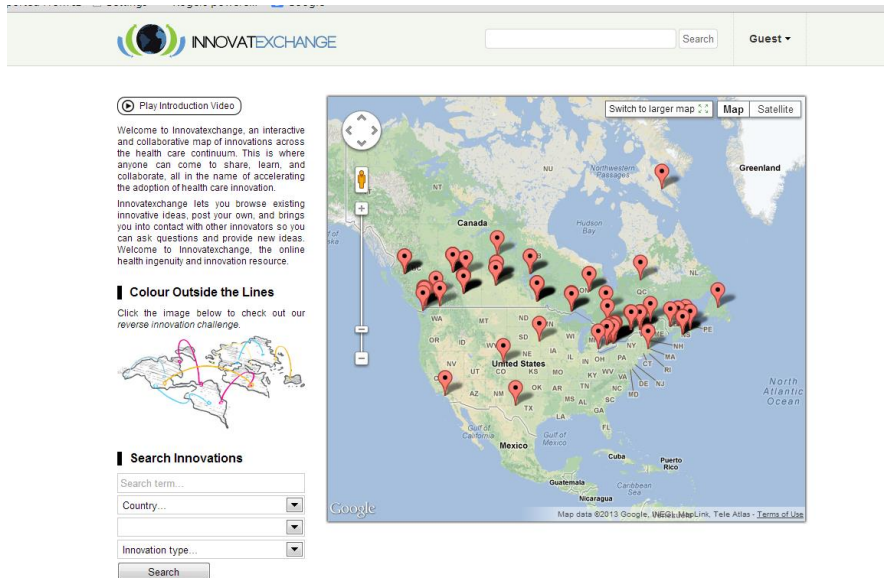
Quality of
Life

Community
Engagement

Care
Coordination
Integration

Equity &
Access

Sharing Lessons Learned



www.innovatexchange.ca



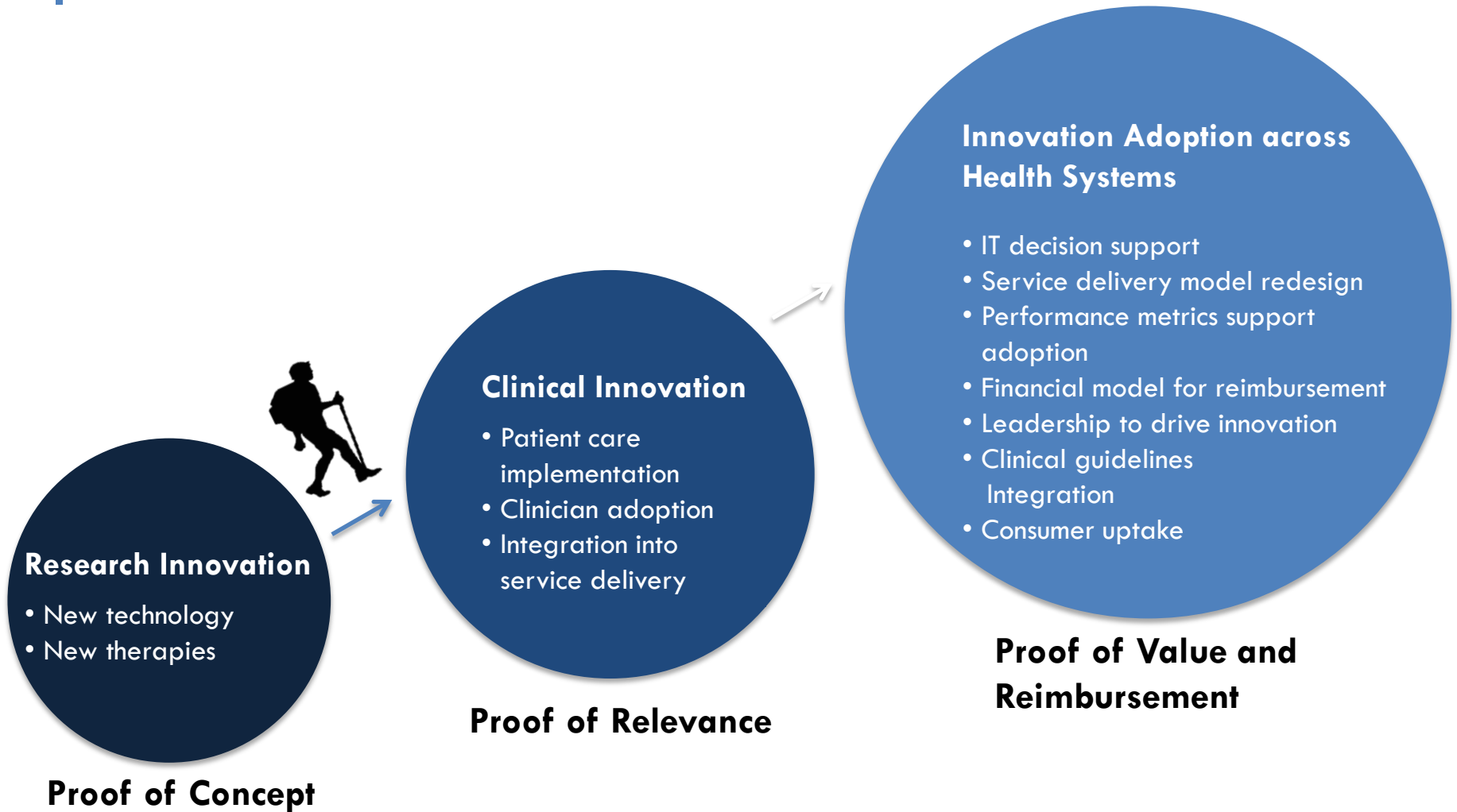
LINKS e-Portal

Our Unique Approach & Business Model

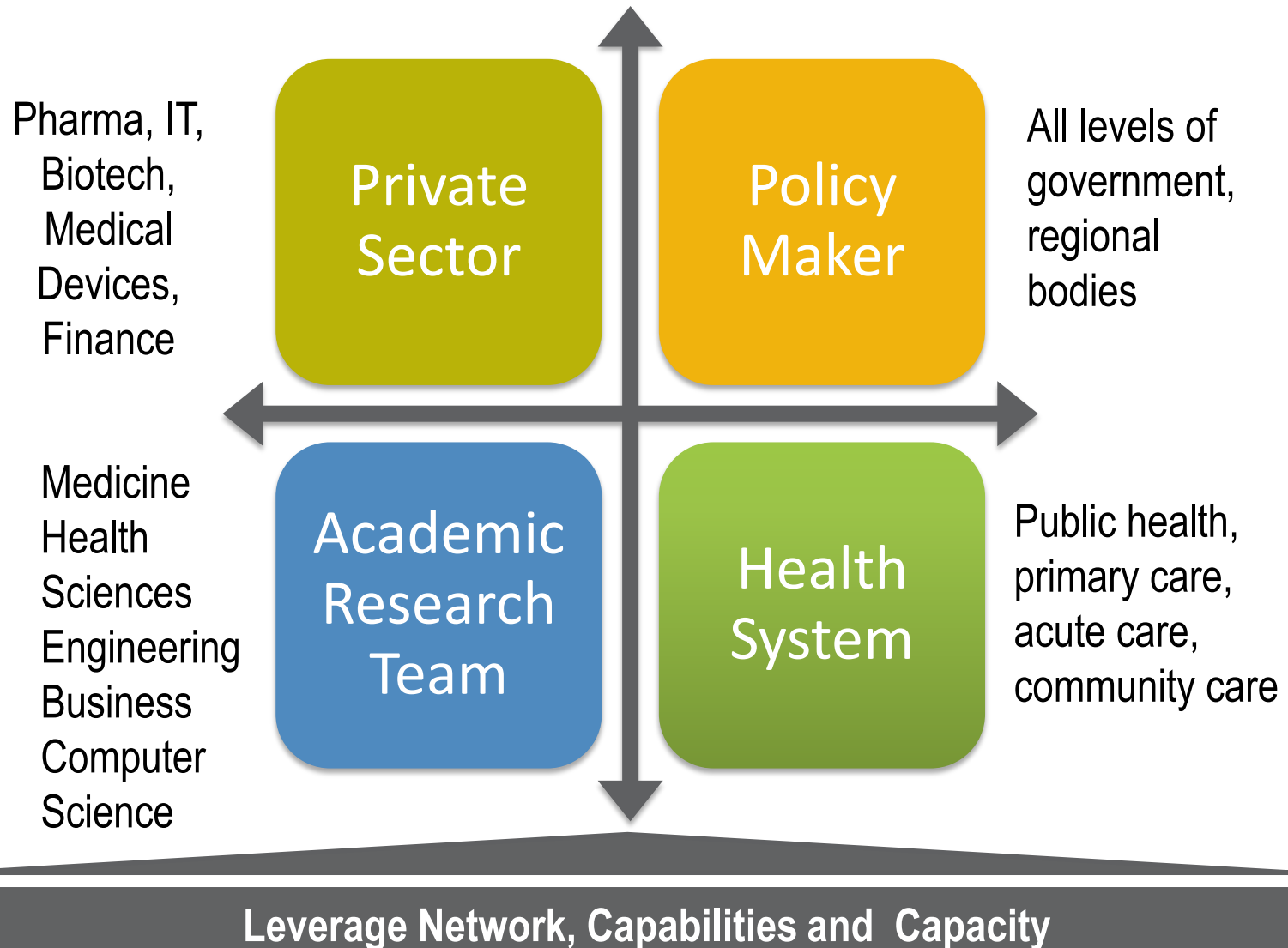


International network, resources and talent

BUILD THE EVIDENCE FOR INNOVATION ADOPTION

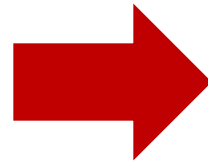


Our Innovation Model



Creating Culture of Innovation

- Create **Cultures of Innovation**
 - “Living Laboratories”
- Build **Leadership Capacity** for innovation and entrepreneurship
- Build **Collaborative Networks** to develop and test new or existing technologies in the health sector



Outcomes:

- ✓ Strengthen health system productivity and sustainability
- ✓ Build innovation capacity



Conclusions

“Strive not to be a success, but to be of value”

- Albert Einstein

- Transform Canada’s health systems to achieve Canadian values of health, wellness and quality of life
- Measure success of health systems in terms of values, sustainability and innovation
- Disseminated and collaborated across health systems to accelerate innovation – global innovation pipeline



Thank You

www.ivey.ca/healthinnovation

asnowdon@ivey.ca



IVEY

International Centre
for Health Innovation