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A Message from Lilly: Creating Better Connections

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Prescriptions for Excellence in HEALTH CARE

A COLLABORATION BETWEEN JEFFERSON SCHOOL OF POPULATION HEALTH AND LILLY USA, LLC

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A Message from Lilly Creating Better Connections

By *Alex M. Azar, II*

Many of us pride ourselves on doing more with less and being able to multitask ad infinitum. In reality, it's difficult to produce quality while chasing after too many "priorities." At Lilly Managed Healthcare Services, we respect our customers' role in the health care system and strive to build stronger relationships by centering on patients and meeting the health care needs that will improve the health care system overall.

With increased pressure to produce quality health care under the current health reform, we expect to intensify our push for new and innovative solutions. While we recognize that the problems are not solely ours, Lilly is committed to shifting its emphasis to the needs of a connected health care system. We want to be part of a new paradigm in health care, raising the bar on great leadership, engaging and motivating our own employees, and focusing relentlessly on our patients and our customers who serve our patients. Our road map will be guided by our vision: Improved Outcomes for Patients.

Improving patient outcomes is one of the goals of health reform. There is

no one clear path to achieving these outcomes; however, the Centers for Medicare and Medicaid Services and private payers have been piloting programs that are transitioning to pay-for-performance programs. The patient must be at the center of these programs, ie, consideration must be given to the episode of care as the patient will experience it. Within each episode of care are transition points from one site of care to the next (eg, to hospital from home, from hospital to skilled nursing care). One way to improve transitions within our health care system is to create better connections between the points of care by assuring the delivery of high-quality customer/patient service at every step of the process.

If you think about the difference between a 3-star hotel and a 5-star hotel, it is not the basics such as having a bed, clean sheets, and a coffee pot in the room. The difference is the level of service you receive, and it is the little things that set superior organizations apart. Employees of 5-star hotels anticipate your needs. They greet you by name at check-in and, upon your return visit, remember what kind of soda

you prefer. If each person involved in the continuum of care for a patient were to think about providing excellent customer service - similar to that of a 5-star hotel - imagine how we could improve the patient experience and the transitions across the continuum of care.

A 5-star care continuum would require mapping out the patient flow and transition processes, identifying the major destinations for the patient, and designing critical interventions to create better connections at each transition point to prevent gaps in care and to enable a more positive patient "experience" in what is an unpleasant and vulnerable time for any individual. Delivering positive health outcomes *and* superior patient experiences is not only the right thing to do; it will lead to more engaged and self-actualized employees who are connected more directly to the mission that originally drew them to health care.

Let us all strive to move the bar higher. We at Lilly are focused on creating better connections in health care that will expand our thinking and push us to act

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in new and positive ways for the benefit of our patients. We are constantly looking at how we will connect the right patients to the right medicines and drive better patient outcomes. Our approach will be simple and time tested: to improve and exceed expectations

at multiple steps through service to the multiple stakeholders in the system. Most important is stepping up to the challenge of improving experiences and connecting the dots for our patients so that quality is an experience they will know and expect.

Alex M. Azar, II, is Vice President Managed Healthcare Services and Puerto Rico, Lilly USA, LLC.