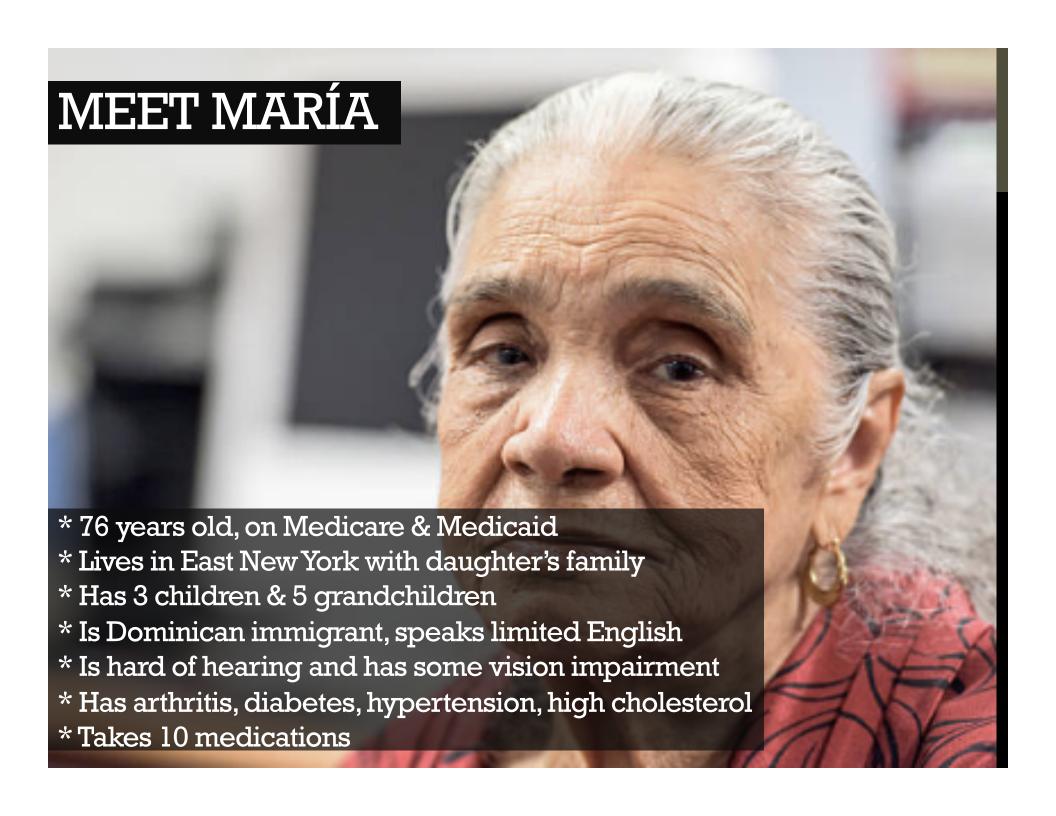
SAVING LIVES

BELINDA JU...AND YOU! | 2017.07.21





JOURNEYMAP

HOME

- Fell
- Found 8h later by daughter
- Got complex hip fracture, pneumonia, dehydration

HOSPITAL

- Went via EMT
- Had ORIF surgery
- Received IV antibiotics & hydration
- Diagnosed with sacrum bedsore
- Discharged lw later with care notes in English, walker

HOME

Experienced delirium and fever

HOSPITAL

- Readmitted for delirium
- Urine analysis detected UTI (which OA present atypically)
- Realized
 discharge
 paperwork didn't
 state restart at
 increased dose
 for anti hypertension
 medication

ROOT CAUSES

MARÍA

- Was disoriented from fall upon ER admission
- Depended on daughter's translation
- Daughter didn't know complete list of medications;
 María wasn't in condition to answer;
- Daughter had to leave for work

was never asked again

- Depended on poor translation technology
- Frictionful UX meant fewer questions & education

HOSPITAL

- There was incomplete medication reconciliation
- María's doctor was called once which went to voicemail and never called again
- Had EMR unintegrated with any other
- Was shortstaffed so couldn't turn her every 2 hours as recommended
- Designed to treat single disease at a time
- Specialists aren't familiar with other specialties
- Geriatric specialists aren't employed
- Assigned attendant who hadn't slept in 24h



"Your life is surrounded by appointments"

"They assume that 93 means senile."

"You don't know what's going on unless you get their mobile number and you hound them"



Medical error is the third leading cause of death → directly causing \$17B and indirectly causing \$1T

100,000 people die from infections that they pick up as a result of their hospital care.

One in six hospital admissions of older adults is because of an adverse drug event.

For Medicare patients, one in five is rehospitalized within 30 days (at \$17.4B/yr), one in three within three months.

OPPORTUNITIES

PRODUCTSNONTECH OPPS

- Checklist for OA/ CG
- Dignity Manifesto
- Shirt: "I'm older, not dumb"
- Quiz: How Well Do You Know Your
 Older Patient
- Volunteer force of medical students to adopt an OA
- Blanket advocacy services for an OA per HCZ model
- Telemedicine chat roulette for advocates

PRODUCTCARE MANAGEMENT

- Focus on the 30day postdischarge window
- Rides on
 Affordable Care
 Act which has
 penalized
 hospitals

PRODUCTTHE PHARMACIST

- InputsDiagnoses
- Outputs
 - Recommendedmedication do'sand don'tsTakes into
 - account comprehensive drug interaction

combinations

PRODUCT VIRTUAL PATIENT NAVIGATOR

- Patient navigators charge \$50-\$450/ hour.
- We will do it for a reasonable fee.
- We start manually but eventually use analytics & machine learning to identify patterns & lower costs over time.
- Bizmodel: upcharging

