

SENSE AND RESPOND: THE INFLECTION POINT



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Changing the Perception of Healthcare - Taking the Smart Risk

Raising the Bar : Creating The Model for Customer Service in Healthcare

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FOUNDATION PRINCIPALS

Say it out loud !

- 1. Health Insurance is not Health Care**
- 2. Doctors Provide Care**
- 3. Health insurance is personal bankruptcy protection**
- 4. Doctors are not a spoke in the healthcare wheel, we are the axle. We are the collective wisdom that enables the wheel to both turn and exist.**

HEALTH CARE CAN BROADLY BE DIVIDED INTO TWO CATEGORIES

#1 - Where Care Occurs - Doctor/Patient Relationship

- Two people sitting in a room talking

#2. Where Care does not occur or the ‘Medical-Financial-Industrial-Complex’

- Where big pharma, medical devices, insurance, brokers, pharmacies, hospitals, benefit managers, lobbyists all suck money from #1

THE FREE MARKET OF MEDICINE

PERCEPTION

- **If we want to be recognized as a market, then we have to look like one**

NOMENCLATURE

- **If we want to sound like a free market - Talk like one**
 - Stop using the word Cash - we're hurting ourselves (Self-Pay, Fee-for-service)
 - Use words like convenience, availability, access

BEHAVIOUR

- **If we want to look like a free market - Act like one - Service**
 - Consumers use the internet - Have a decent Website
 - Publish your rates
 - Explain your philosophy - patients bill of rights
 - Invest in nice waiting room chairs and art - add internet
 - Give them value for their money.
 - Patients are paying for service, make absolutely sure you give it to them. Call them the next day.

HOW DOES IT LOOK FROM THE THE PATIENT PERSPECTIVE

Fortress Medicine vs. the Embassy Suites

difficult to access vs. easy reservations

difficult to get answers vs. operators at the ready

poor coordination of care vs. room service

cumbersome to maneuver once inside vs. concierge

poor job of timely follow up vs. thank you note

Dollar vs. Minute

Patients value their time as much as you do

All people ultimately vote with their wallet

On Call Medical Group - A case Study

Breaking News: Man dies in ER while waiting - Ruled Homicide - Sept 16th

San Francisco On Call vs. the Emergency Room

	SF On Call	ER
Avg. Price of Visit	\$255.00	\$150 co-pay (+deductible)
Avg. Time with the doctor	As long as you need	Average 10 minutes
Avg. Wait Time	1 hour (for 'urgent' visit)	5 hours
Location	Your home or office	A crowded waiting room
Convenience Factor	On-site treatment	Travel & wait in pharmacy
Convenience Factor	Always available for questions	Cannot contact ER doc
Convenience Factor	Stay in bed until well	A whole day getting care

Key Initiatives for our Building Brand Equity

- Become the Standard
- House Calls – Investing in our Core Business
- Creating the “Right” Partnerships
- Extraordinary Customer Service
- Consistency in our Marketing/Branding Message
- Market Leading in Innovation
- Quality at competitive Cost
- Price, Convenience & Superior quality

Execution of Initiatives in 2006

- Customer Service Guidelines
- Marketing and Branding
- Website
- Loyalty program
- HSA/Payment - Quality in Cost



EMPOWER YOUR PATIENTS

They will empower you !

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