

Clinically Integrated Supply Chain: Building a Winning Business Case

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HIMSS 21



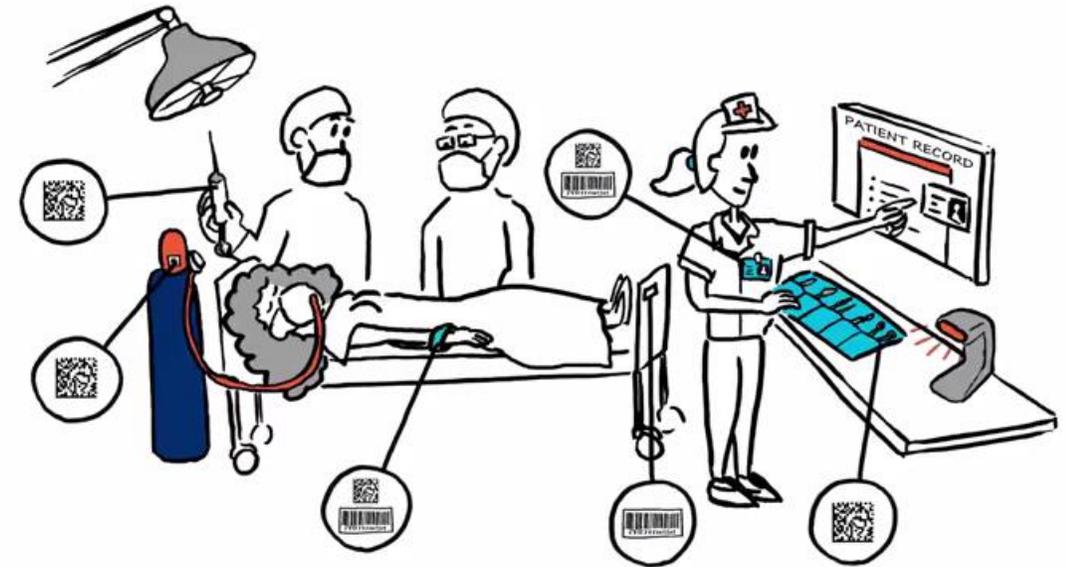
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Meet Our Speakers



Dr. Alex D. Mitchell

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Conflict of Interest

Alex D Mitchell, MD FRCSC CCPE CPHIMS-CA

Has no real or apparent conflicts of interest to report.

Healthy Management of Supplies (HMS) Project



Summary video: <https://vimeo.com/370080700/f285aa8985>

Password: nshahms

Future Goal

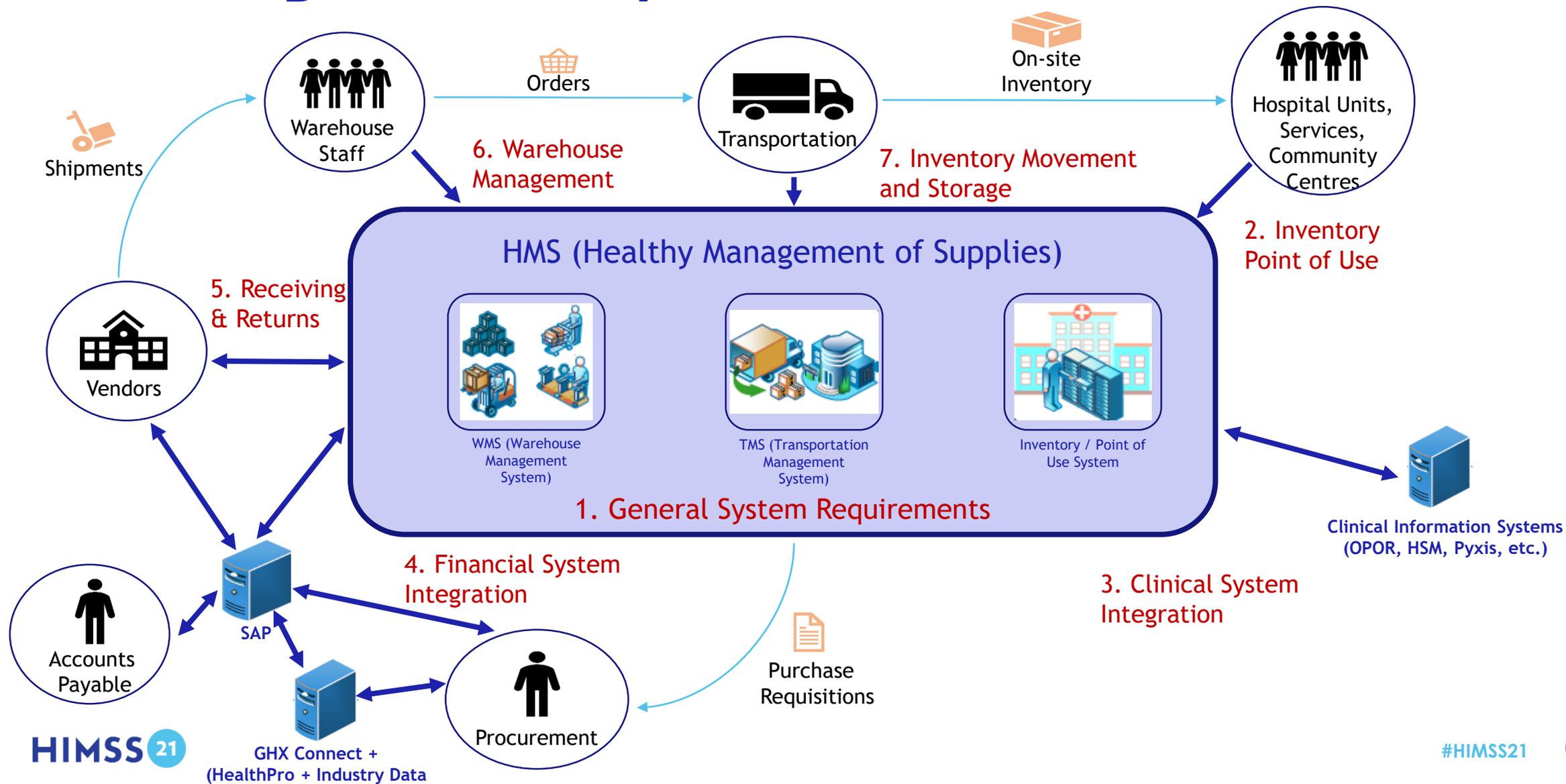
Long Term Vision

HMS Project Goal

Current Assessment

STAGE	 Clinically Integrated Supply Outcomes Model
7	Clinically integrated supply chain achieved enabling precision and personalized healthcare, traceability of care processes, and products used in care linked to patient outcomes to identify the conditions by which best outcomes are achieved for unique population segments
6	Transparency across patient journey of care supports automated traceability of patient care processes and products used in care; provider teams all linked to individual patient outcomes
5	Supply chain processes are automated and integrated at the point of care to enable complete traceability of products, care processes, and automated tracking of adverse events and product recalls
4	Integration of supply chain processes into clinical programs support optimization of inventory management linked to patient care needs
3	Supply chain strategy creates visibility of inventory across the organization, automates financial processes, and informs product standardization
2	Inventory tracking and automation focus on optimization of supply costs and inventory management
1	Basic supply chain processes are established as a business function for the organization
0	Inventory and supply processes are manual; there is no supply chain strategy identified for the organization

HMS – High Level Requirements



Components of a Successful Healthcare Business Case

Clear Value Proposition (What is in it for me?)

Show me the money! Real ROI...not cost avoidance

Prove it can be done

Delivered by a Physician Champion

Authentic and compelling story

Burning Platforms essential!

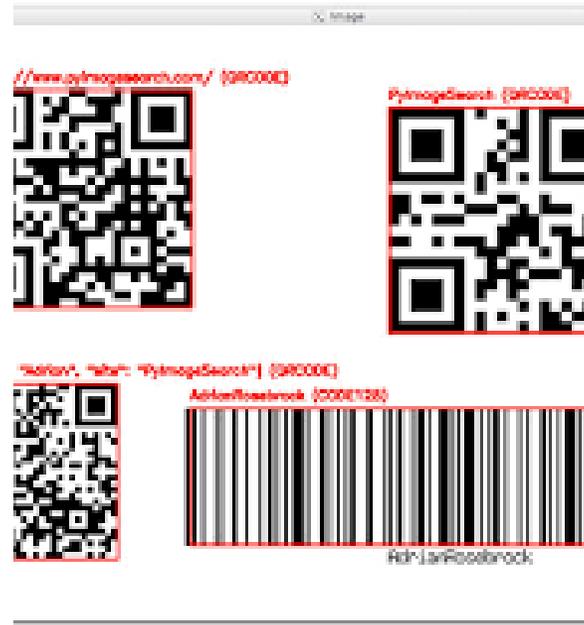
Be sure you understand...cover all the bases.

Executive level support is a must

MUST be delivered to those that control the budget

*Change
happens
when...*

- 1** We believe it has value for us (ME!)
- 2** We believe it can be done



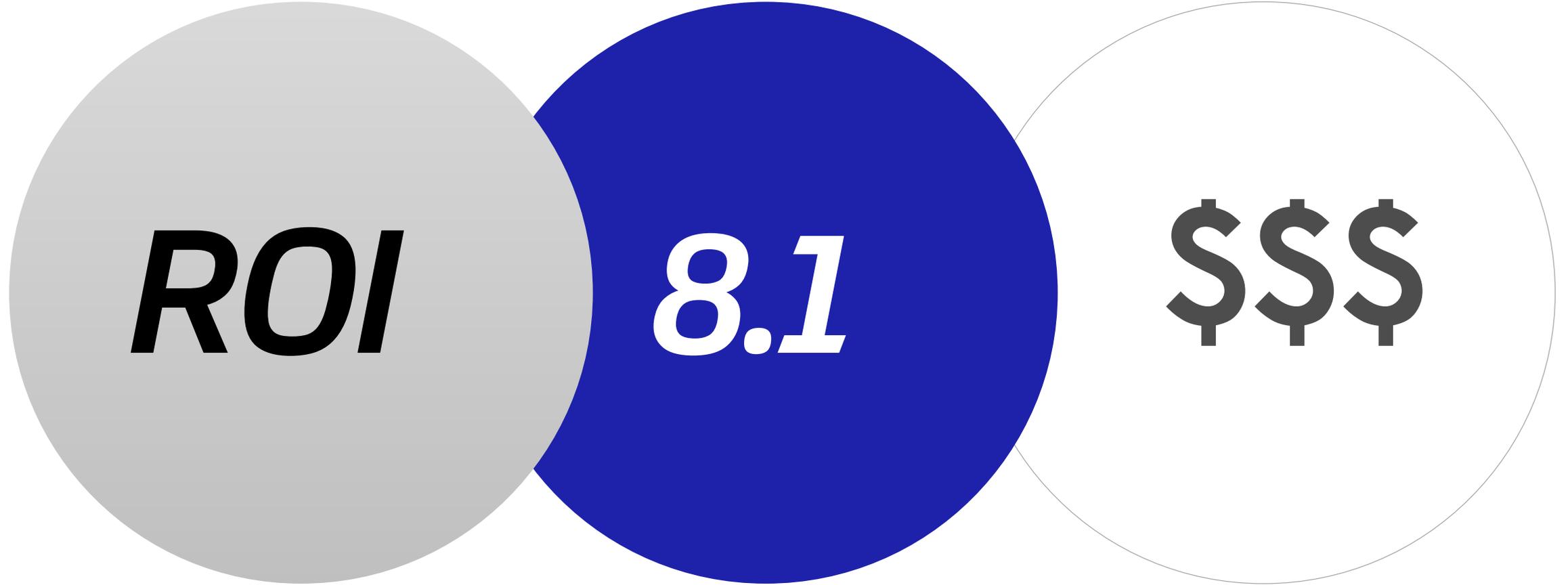
Our journey in Nova Scotia

Case Costing = Dumpster Diving





There has to be a BETTER WAY!



現地現物
Genchi Genbutsu - "Go and See"



- **GAIN KNOWLEDGE**
- **VICARIOUS or REAL EXPERIENCE**
- **TELL A STORY**
- **AUTHENTIC**



Call your friends...and go visit!

- UHN (Toronto, Ontario)
- Pierre Boucher (Laval, Quebec)
- HMMS (London, Ontario)
- HIMSS
- GS1 Canada
- GS1 Global
- Mercy Health
- Vendor Community

Physician Champions

- **Passionate**
- **Respected**
- *Immune to administrative hierarchy*
- **Make it safe for the non-physicians**
 - **Physician becomes the “punching bag”**
- **Opinion Leaders**
- **Social Pressure**





***“BIG” MART
story***

***The story is so
important***

Burning platforms

*Need to convince there
is a problem worth
solving*



Expired Goods Story

EXPIRED
=
WASTE



THE BLACK SWAN

- In Nova Scotia we have 7+ Billion Dollars in Healthcare Infrastructure Project spending in the next 5-10 years!
\$1000/sqft to build hospital spaces



THE BLACK SWAN

- Halifax Infirmary site...1.5 Million+ sqft of new hospital to be constructed.
- Supply Chain technology solutions and digitization reduces storage space needs by 35,000 sqft
- $35,000 \times 1000\$/\text{sqft} = \text{a lot of money for other things!}$



Intangibles

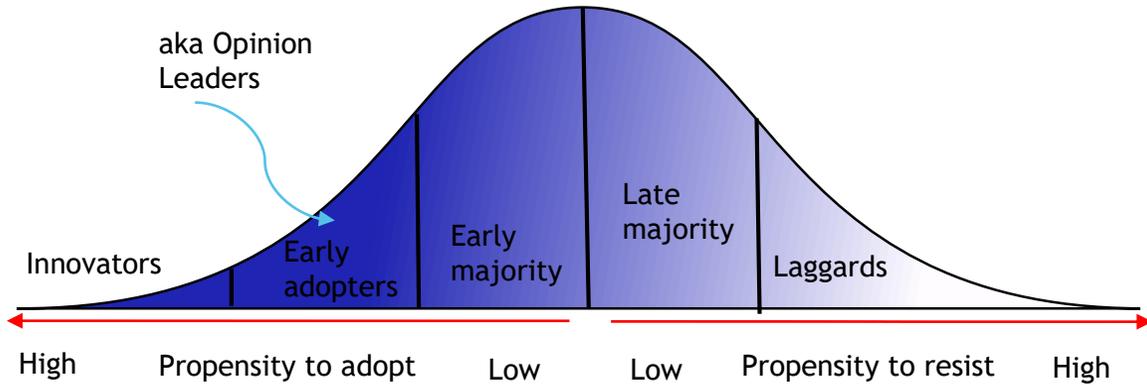
- They buy YOU!
- TRUST is everything!
- RELATIONSHIPS

“People do not buy goods and services...They buy relations, stories and magic” - Seth Godin

Patient Safety Did Not Sell

BETTER IS THE ENEMY OF GOOD





Sell to the right people



“Who Controls the money controls the world” - Henry Kissinger

The winning recipe

Business case with real ROI

Strong burning platform

Authentic Stories

Delivered by a respected champion

Supported by strong Executive Sponsor

Questions?

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