



SUMMARY NOTE

iFHP Big Ideas Week Connect | 19 – 23 June 2023

‘Right Care, Right Time: A Hybrid Approach to Personalised Care’

**Nicol Beswick – Senior Programme Manager
UPMC**



Nicole Beswick Senior Programme Manager, UPMC

UPMC Health Plan (USA) shared their approach for providing personalized care through a hybrid approach. Nicole Beswick, Senior programme manager, outlined the aims of this new model which aims to bridge the need between tele-health and in-clinic or hospital visits.

This new service, for those that qualify, has been made possible through the joint approach between UPMC Health Services Division and UPMC Insurance Services Division. The collaboration between UPMC Health Plan's health services division and insurance services division ensures streamlined co-ordination, the right technology and a holistic approach to healthcare. In essence it aims to bring care for those with non-urgent needs back to an “at home” setting after a tele-consultation.

The hybrid model of care offered by UPMC Health Plan provides convenience, personalized care, comprehensive evaluations, and preventative care and education. Patients are referred to the programme through various pathways, via the “Anywhere Care” telemedicine service available on table, phone or computer. If, after this initial consultation, the patient needs are non-urgent a team is deployed to arrive within 3 hours at the patient’s home.

Trained paramedics provide on-site assessments, tests, treatments, and monitoring. The programme aims to recreate the traditional house call and deliver sophisticated care directly to patients. Care givers can evaluate the patient and co-ordinate the follow up needs.

Early data (September 2021 – May 2023) indicates positive outcomes, with 88.4% of patients receiving care at home. Additional benefits, that Nicole’s team has witnessed, which become apparent after an at home visit, is understanding more about the patients living and social conditions. Other associated factors, such as diet, mental health and social

& economic factors are more visible giving a fuller diagnostic picture for the care giver.

From June 2023, the programme will be extended into two new pathways. introducing a next-day urgent care programme and launching an in-home short-term acute care (STCA) programme. The STCA programme will allow patients to continue care after discharge from a clinical setting at home. The benefits expect to be lower costs, and patients being able to receive the care in an environment allowing all the benefits of a hospital stay, but with the comfort of home.

Given the success in the early stages of this approach Nicole, highlighted the main challenge include improving awareness and knowledge of the service among patients and healthcare providers. Efforts are underway to increase marketing and education to overcome these barriers.

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For further information about the programmes at iFHP, and how you can join, please reach out to hello@ifhp.com.