

TERVEYDENHUOLLON TOIMIALALOGIIKKA, SEGMENTIT JA PROSESSITYYPIT

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The Logics of Healthcare

The Professional's Guide to
Health System Science

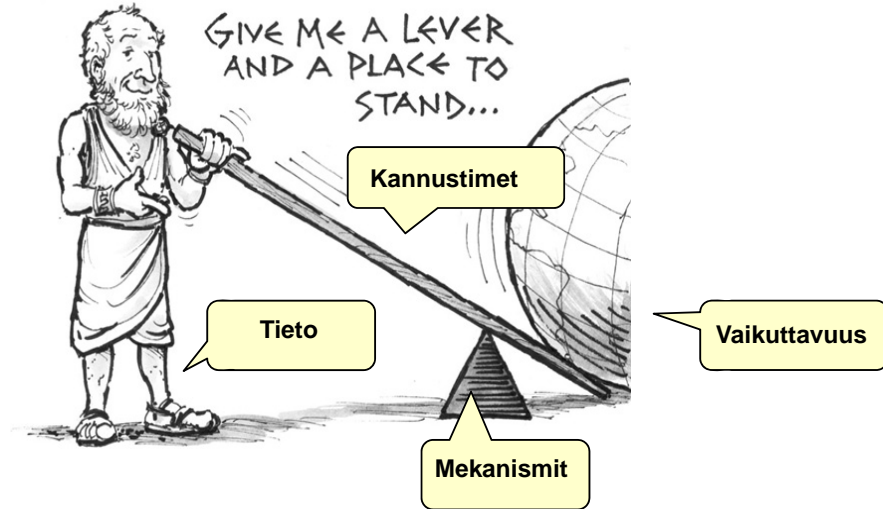


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 CRC Press
Taylor & Francis Group
A PRODUCTIVITY PRESS BOOK

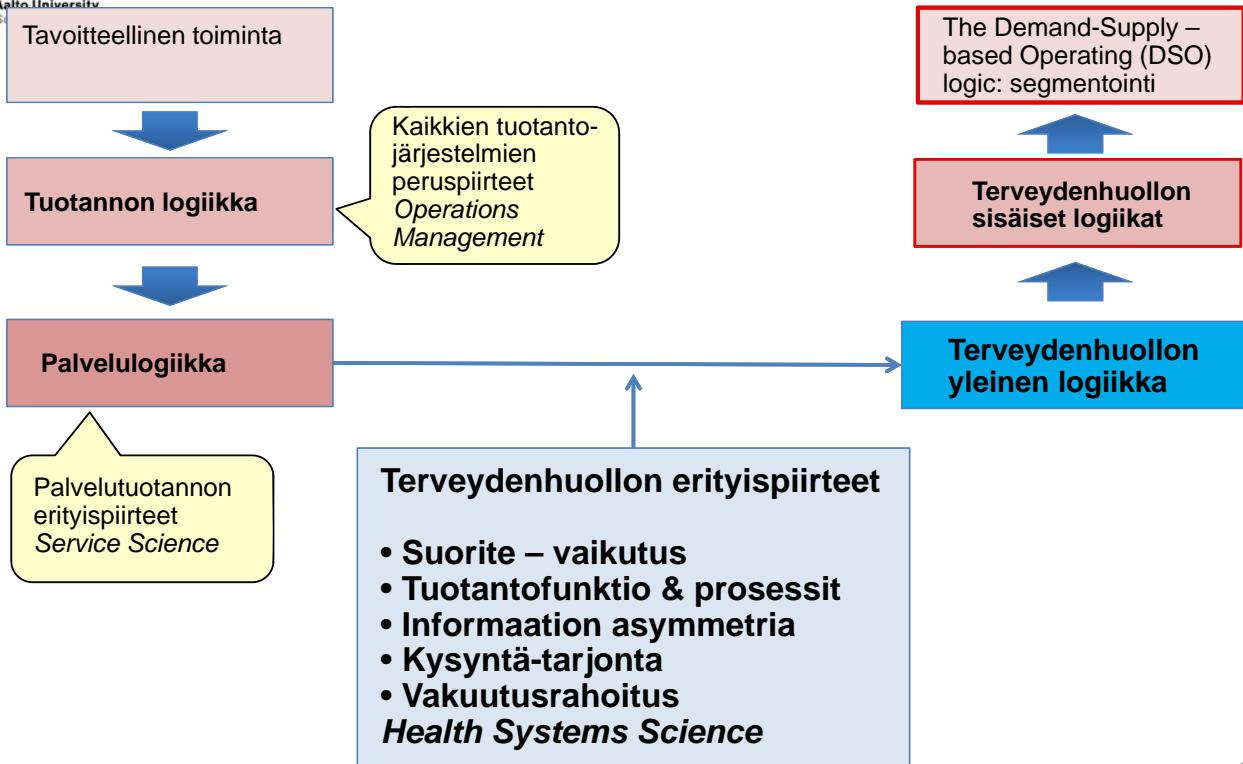
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MISTÄ VIPUA...?



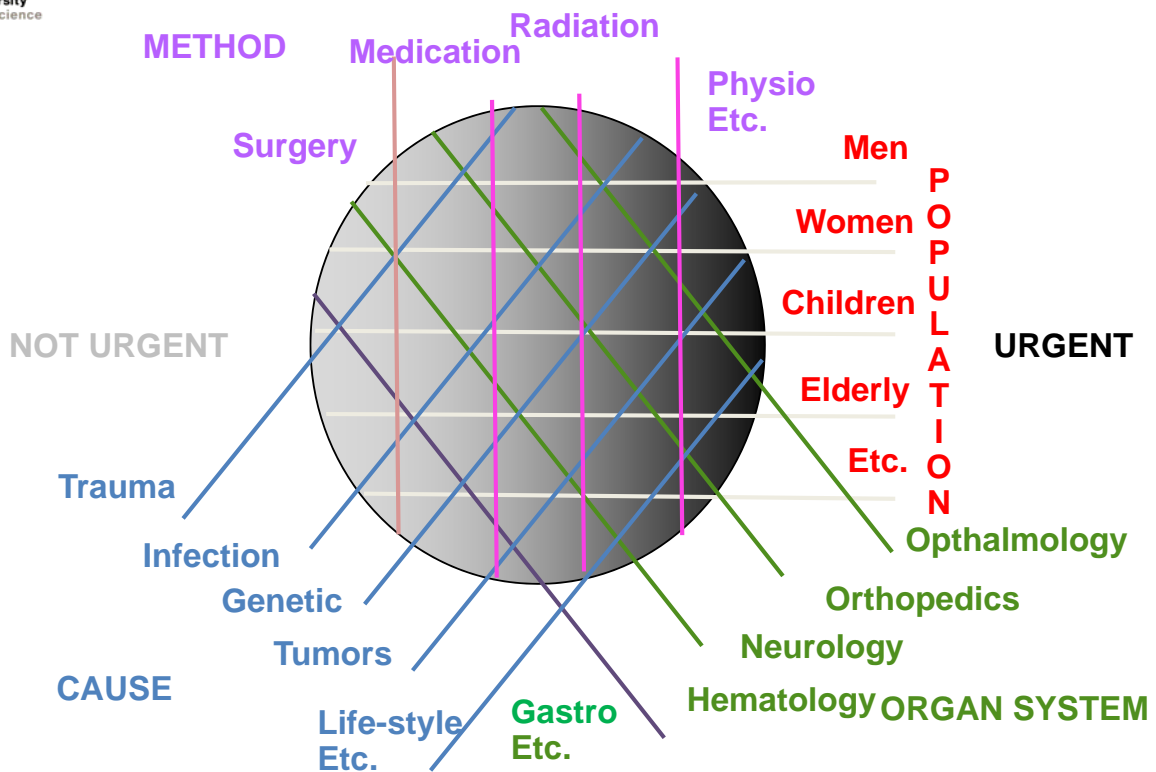
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TERVEYDENHUOLLON LOGIIKKA



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CLINICAL SEGMENTATION

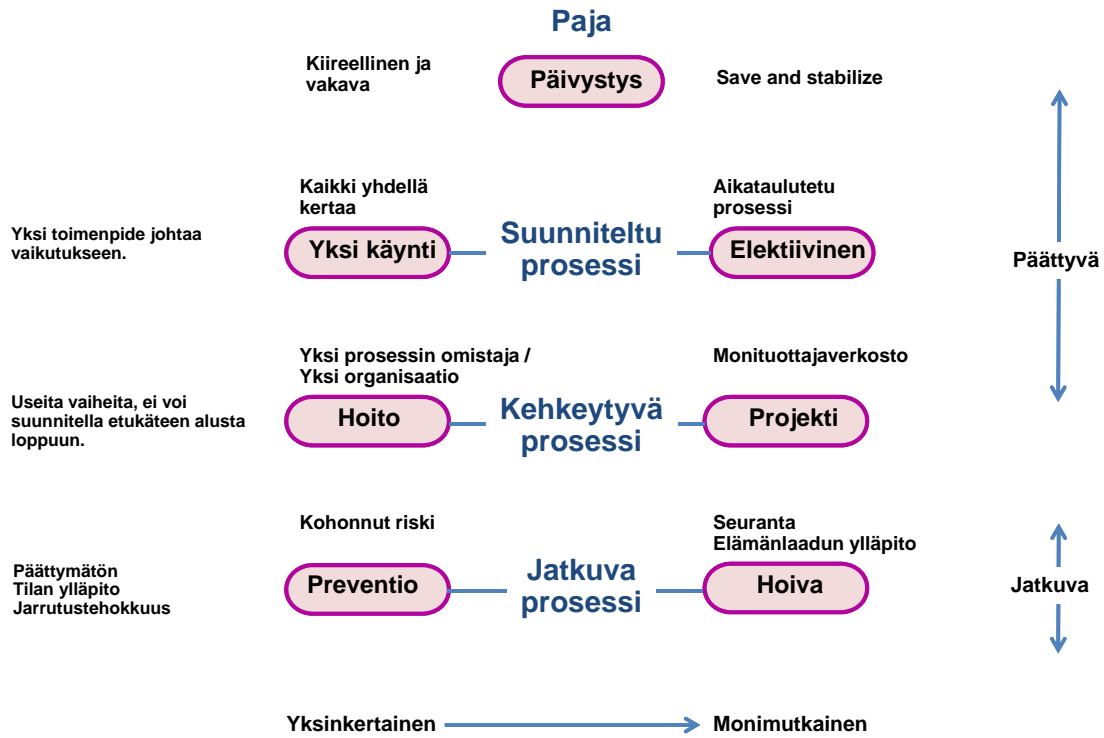


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DSO ALGORITMI



DSO –SEGMENTIT JA PROSESSIT



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LIIKETOIMINTAMALLI THE BUSINESS MODEL CANVAS (BMC)

KUMPPANIT	TOIMINNOT PROSESSIT	ARVOTARJOAMA	ASIAKAS- SUHTEET	SEGMENTIT ASIAKAS
	RESURSSIT		ASIAKAS- KANAVAT	
KUSTANNUSRAKENNE		ANSAINNAMALLI		

Eri asiakasryhmille tarjotaan erilaisia palveluja erilaisin prosessein.



EACH DSO IS A DISTINCT BUSINESS MODEL

	Value proposition	Segment	Customer relation	Customer channel	Key resources	Key activities Process	Key partners	Primary revenue model
Emergency	Save and stabilize	Urgent and severe condition	Paternalistic	Random arrival Call center Wheel-in Walk-in	Flexible multi-skilled teams	Job shop	Ambulances Hospital wards	Global budget
Prevention	Something that could happen does not happen	Elevated risk	Supported self-service	Screening Health promotion	Risk evaluation Monitoring Advice	Outcome stream with service encounters	Public health	Outcome-based
One visit	Solve minor problem at convenience	Mild, not urgent	Discrete event	Retail location Booking system	Modularized offerings Flow management	Connected flow, Queue management	Specialists	Out-of-pocket
Elective	Procedure with stepwise improvement	Pre-screened, precise diagnosis	Consultative Patient choice	Referrals Reputation	Clinical skillsets	Disconnected flow	GP Re-habilitation	Bundles
Cure	Solution to complex problem	Difficult diagnosis	Ongoing collaboration	Referrals Reputation	Diagnostics and therapies	Explorative	Clinical specialties	Fee-for-service
Care	Arrest decline, Disease management	Chronic and terminal conditions	Ongoing collaboration	Referrals	Continuous care	Monitoring Re-habilitation	Housing Social services	Regular fee
Project	Orchestration	Complex Multi-morbidity	Case manager	Referrals	Integration and coordination	Case management	Supply chain partners	Fee-for-service

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RAHOITUSMALLIT PER DSO

Terveydenhuollon rahoitus

Rahoitusmalli	Pro	Con	Säätöjä
BUDJETTI <i>Global budget</i> Maksetaan kapasiteetista	Saatavuuden tas... Yksinkertainen	... Päivystys ... Alihoito	BONUS / SAKKO <i>Shared savings (SS); Pay-for Performance (P4P)</i> Sovitut tavoitteet Kannustaa normin
SUORITEMAKSU <i>Fee for Service (F4S)</i> Maksetaan toimenpiteistä	Kannustimet tuottaa Yksi käynti	Ylihoito Kustannusinflaatio Hoitopolkujen pirstaloituminen	Projekti ... asetanta vaintelevaa
JÄSENMAKSU / KAPITAATIO <i>Fee for membership, Capitation</i> Raha seuraa potilasta	... Hoito Valinnanvapaus, kilpailu	Alihoito Kermankuorinta Läheteralli cost-shifting	PAKETTIHINTA <i>Fee for episode, bundled payment</i> ... Elektiivinen Rajoitettu soveltuvuus (elektiiviset, ennustettavat)
VAIKUTTAUVUUS <i>Value-based care (VAB)</i>	... Preventio ajan etu	... Hoiva Monimutkainen Siirtää riskiä tuottajille	

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