Who is Cerner?
The Solution that Started it All
Strength for the Future

13,000+ Associates
  21% Development
  13% Clinicians
  10% Managed Services

Solutions licensed at 10,000 sites in 24 countries

Cumulative R&D exceeds $2.6B

2012 revenues of $2.6B

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The Health Care Environment
The New Normal

Reimbursement down
Health care reform
Aging population
Physician shortage?
Escalating costs
Shift from Volume to Value

Value driven care
Historical and Current Fee-For-Service

Value-Based Payment and Population Health Management
Transparency, Accountability, No outcome, No Income
Evolving Health Care System

Organization’s Response

Focus on Health & Prevention

Optimize Care Delivery

Decrease Costs

Securing Income

Organization's Response
Managing populations

KNOW

...what is happening & will happen

ENGAGE

...those they can help

MANAGE

...to improve their quality of life
True Interoperability

Care across the Continuum

- Primary Care Provider
- Lab
- Specialist
- Pharmacy
- Extended Care Facility
- Remote Access
- Hospital
- Home
- Rehab
The Path That Led Us Here
Healthe Intent: Living Labs

Healthe @ Cerner
-3% YoY $s

Healthe Intent

University of Missouri

Healthy Nevada
Rural Health Care

Kansas City – Primary Health
Employers, PCP Network, Retail Health

Vancouver Island
Health Authority
The Path That Led Us Here...
Nevada, Missouri

Population
- Vernon County: 20,127
- Nevada: 8,312

Age
- 14 & Under: 21% (20%)
- 65 & Older: 16% (13%)

Economics
- Median HH Income: $33,161 ($46,005)
- Average Wage: $30,874 ($40,856)

Education
- High School Graduate: 84% (86%)
- BA Degree or Higher: 14% (25%)

Health Rankings
- 2012 Robert Wood Johnson County Health Rankings
  - Health Outcomes: 88 out of 115
  - Health Factors: 77 out of 115
- Missouri Information for Community Assessment
  - 70th out of 99 Rural Counties

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Nevada, Missouri

- Ready to undergo a transformation
- Strong evidence of community’s ability to work together
- Stable local hospital
- Professionals and broad overall skillsets
- The community understood what we are trying to do
- Room for improvement - food desert, lack of healthy restaurants, excessively high chronic condition rankings
Healthy Nevada
Disparity

What Makes Us Healthy

Genetics 20%
Environment 20%
Healthy Behaviors 50%
Access to Care 10%

What We Spend On Being Healthy

88% Medical Services

Healthy Behaviors 4%
Other 8%
Healthy Choice is the Easy Choice

- Safe streets, sidewalks and housing
- Clean environment
- Parks, bike paths
- Accessible, safe public transportation

- Affordable, high-quality early childhood support
- Healthy food in neighborhoods/schools
- Opportunities to participate in community life
- Affordable, high-quality health care

- High-quality schools
- College/community college access
- Opportunities for good jobs

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If the goal is improving health, how do we succeed?

- Environment
- Engagement
- Policy
- Sustainability
NEW MODEL

COMMUNITY !!!
Environment & Policy Change - “Raising the Bar”

* Education
* Income
* Health

IT'S PERSONAL

HEALTH - CARE - SUSTAINABILITY - TECHNOLOGY
Healthy Nevada Video

http://www.youtube.com/watch?v=kdcrKbRH668
Logistics

- 5 - Year program
- Implementing sustainability and repeatability from the beginning
- Private investment to seed opportunities
- Healthy Nevada Innovation Center
- Cerner, Local, and 3rd Party staff
2012-2013 Strategy (Yr. 1)

Governance
Marketing
Awareness & Education
Community Capacity
Benchmarks
Strategic Relationships

- Nevada
- COTTEY college
- NRMC
- PedNet
- University of Missouri Extension
- Seal of the State of Missouri

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Analysis and Evaluation Model

Analyze Baseline Data
(Identify Gaps and Trends)

Identify benchmark & outcome indicators

Implement projects & initiatives

Analyze Summative Data
(Measure Change and Trends)

Model analysis informs Future community selection

Project & initiative evaluation informs interventional selection

Health Care Economic Factors

Socioeconomic
Employment
Education
Economic

Clinical care
Access
Cost
Prevention
Behavioral Health

Community Factors

Local economic analysis
Clinical data
Attitudinal data

Community health research lit.

County health ranking
BRFSS

Health behavior
Physical activity
Smoking
Nutrition

Environment
Nutrition
Recreation
Public safety

Analyze Baseline Data
(Identify Gaps and Trends)

b) Project & initiative monitoring and evaluation

a) Community health and economic monitoring

Align initiative to benchmark & outcome indicators for model analysis
Off and Running – Healthy Eating

Vernon County Farmers Market
Buy Fresh
Buy Local
Active Lifestyle - #1 in Missouri!

Healthy Nevada
Bicycle and Pedestrian Master Plan
December 1, 2012

PREPARED BY:
PEDNET COALITION, INC.

PREPARED FOR:
CITY OF NEVADA, MO

IN COOPERATION WITH:
Cerner Corporation

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Sustainability & Policy
Technology – Community Works  (Live with 40+Solution in 12months)
Mental Health

Key Changes

- Creation of mental health committee comprising of local mental health, legal and community safety professionals
- Establishment of Mental Health Court to provide best outcomes for mentally ill persons in court system
- CIT – Crisis Intervention Team and improved Mental Health First Aid Training
- Collaboration with primary health providers to improve diagnosis and treatment plans
2014 – Marketing Campaign!

IT’S ABOUT ME
GET WELL. STAY WELL. LIVE WELL.
To learn about Healthy Nevada visit: healthynevada.net
facebook.com/healthynevadamo

HEALTHY STARTS HERE!
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VERN DOES IT. DO YOU?
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12345 Fit-Tastic!

- Partnered with Nevada schools to implement K-5th grade gym class program focusing on the five Fit-Tastic topics.

- Timeline: March – mid April 2014. Going forward, the program will kick off at the start of each school year.

- Utilizing marketing materials at child-friendly organizations in Vernon County for consistency of Fit-Tastic message. (Community Center, YMCA, clinic, etc.).

- Aiming for policy change in elementary schools to decrease screen time and encourage walking before school.

Marketing materials provided by Children’s Mercy to support the Collaborate for Healthy Weight initiative.
Photovoice

PV is a technique that uses photography as a tool for social change.

- Allows participants to creatively evaluate personal and community issues.
- Solution-oriented
- Developed as a way to empower the voiceless and help them advocate for change.
  - Photovoice Missouri has found that “high risk” youth are often most enthusiastic and benefit most from participation.
- 5 Nevada classrooms engaged in program
- Timeline: January – March 2014
2014 Focus

Healthy Eating
- Restaurant Participation, Access, Recipe Cards, 4H, Classes.

Active Lifestyles
- 100 Missouri Mile Challenge, Walking Groups, Non-Motorized Transportation

Care
- Education, Health Literacy, Community Needs Health Assessment, Mental Health, Engagement, Primary Health Network, Community Resource Advocate

Faith Based
- Seeds of Faith, Faith Alive Pilot, Scripture, Best Practices

Vulnerable Population
- Mentoring Programs, CD Self-Management, Focus Groups

Sustainability
- Policy, Funding, Economic Development
Lessons Learned

- Building a strong foundation is essential
- Inspire & Motivate vs. Prescribe & Impose
- Collaboration is hard, but partnership are paramount
- Belief in themselves and changing the status quo
- Community leadership participation
- Message and delivery of the mission is critical
- Report on Health Status of Community
Growing a healthier Nevada starts with you

Erik Gallimore, Sr. Director
egallimore@cerner.com | 816.885.4168
www.healthynevada.net

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