Colloquium

Wednesday, February 17, 2016
7:30 a.m. (breakfast begins at 7:00 a.m.)
Dining Room A & B, St. Mary's Hospital

The Future of Healthcare Delivery: Practice Automation

Jonathan Baran, MS, CEO healthfinch

In 2009 when electronic medical record use was mandated across the country, Jonathan was a Ph.D. student at the University of Wisconsin - Madison in the backyard of one of the biggest beneficiaries - Epic Systems. While many organizations where thinking about implementing electronic medical records, Jonathan was thinking about ways to make the data they were collecting work for them. To maximize his impact, Jonathan put his Ph.D on hold and ultimately became CEO of healthfinch where he has raised over $3M in outside financing and has grown the company to over 25 people. To date, healthfinch processes over 1.5 million clinical tasks per day, which has resulted in thousands of saved physician hours. Jonathan also holds a B.S. and M.S. in Biomedical Engineering from the University of Wisconsin-Madison.

Abstract

Despite the fact that studies of physician well-being and workloads indicate an alarming rate of dissatisfaction (over 75% of clinicians are showing signs of burnout), the healthcare industry has been slow to design, adopt and implement strategies to reverse this trend. In part, this is because healthcare leaders are consumed by massive initiatives such as EHR implementations, shifting payment models and regulatory changes. But it is also because they are relying on an outdated strategy to handle increasing workloads: if there is more work to do, you must hire more people to do it.
 Jonathan Baran challenges this model by offering an alternative approach to managing clinical work. He will demonstrate how leveraging technology to fully automate the routine, repeatable clinical tasks can have a significant, positive impact on the efficiency of healthcare delivery and provider sentiment. To enable to practice automation, Baran offers a simple, 3-step methodology that can be immediately implemented by any practice, large or small. He will present case studies to support the following:
-    How standardization can dramatically increase the efficiency of completing routine tasks
-    How centralization of routine work can promote standardization – and personalization
-    How a simple methodology: automate, delegate, simplify, can transform your practice.

There is no charge for this event. Because a light breakfast will be served and space is limited, advance registration is greatly appreciated. Please email your RSVP by **Wednesday February 10th** to
patricia.greene@fammed.wisc.edu

We look forward to having you join us!