

# A Presidential Health Reform Proposal

Based on Evidence-Based  
Medicine, Transparency  
And Prospective Payment



# Healthcare makes Presidents sick!

- Candidates run on health crises.
- Presidents run away from healthcare's complex, politically poisonous "solutions".
- Presidential health policy-making is like celebrity medical care.
- Can Obama run health reform as well as his campaign?



# Bundling Multiple insights into an integrated health policy

- Arrow+Cohen: “moral hazard” acute incident-based Medicare → inevitable chronicity + predictability via genomics
- Drucker: Management by peer review → large enterprise transparency
- Eddy: clinical trial based evidence-based guidelines → Archimedes and large data base EBG's
- Wennberg: Unjustifiable small area variations

- Brook & McGlynn: widespread and persistent poor care
- Toyota+Berwick: application of errorless production methods to healthcare
- Google+Jobs+Nokia: miniaturization of IT, cloud computing, simplified touch technology, health networking and the ubiquity of cell phones
- Jackson Hole Group: vulnerability of Health Reforms, political compromises, time and health industry push back
- Bernanke + Federal Reserve System: demonstration of the Feds' flexible response to new excessive risk instruments



Universal coverage requires a restructured health delivery system and effective cost containment

## The HealthSystem Proposal

- Publicly Subsidized healthcare mandates:  
Increasing application of evidence based and cost effectiveness guidelines
- Public outcome accountability
- Comprehensive, extended, prospective reimbursement
- Public, interoperable, smart phone based healthware
- A powerful quasi public Federal Health Board
- Then a political commitment to universal coverage



# THE FEDERAL HEALTH BOARD

for health system effectiveness and economy

- **The board can require the following from those providing and receiving publicly subsidized care:**
  - Reports on care provided and health outcomes.
  - The board is responsible for the official health guidelines and outcomes assessments.
  - The board does not provide health insurance.



**The HealthSystem and  
our next President need  
you!**

