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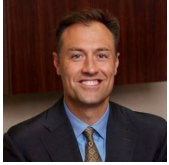
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Addressing Healthcare Disparities: A Digital Health Ecosystem

UW SCHOOL OF NURSING | OCT. 19, 2021

TODAY'S DIGITAL HEALTH ECOSYSTEM REPRESENTATIVES



Ryan Bosch, MD, FACP

Founder & President, Socially Determined



Melissa Fannin, RN, MS, MBA, MHI

Chief Strategy Officer, AM LLC



Verlon Johnson, MPA

Senior Vice President of Corporate Strategy, CNSI



Abigail Cooke, MAT, MBA

Program Director, CNSI

**EVERY COMPLEX PROBLEM
HAS A SIMPLE SOLUTION
THAT DOESN'T WORK**

H L MENCKEN

AGENDA

- Introduction to Social Determinants of Health (SDoH) and Public Health and Human Services
- Panel Discussion: Perspectives from Across the Digital Health Ecosystem
- Bringing Technology to Market: SDLC Overview
- Q&A

BACKGROUND

The COVID-19 pandemic exposed long-standing inequities in our nation's health care system. Eliminating these health care disparities is the top priority for not only the Biden Administration but also the health care industry overall.

The pandemic also reinforced the critical role providers, communities, and private businesses play in helping state, local, and federal governments in eliminating these disparities.

This webinar will discuss the important role our digital health ecosystem plays in addressing health care disparities as well as how innovative technology and multiple data sources are the best way to focus on social determinants of health, a first step in improving health and reducing health disparities.



Panel Discussion

Panel Discussion: Perspectives from Across the Digital Health Ecosystem



Verlon Johnson, MPA

Senior Vice President of
Corporate Strategy,
CNSI



Ryan Bosch, MD, FACP

Founder & President,
Socially Determined



Melissa Fannin, RN, MS,
MBA, MHI

Chief Strategy Officer,
AM LLC



Your Role in an IT Project

ABI COOKE, MAT, MBA

***Who thought this
was a good idea?***



Photo credit: <https://weburbanist.com/2014/09/02/bad-by-design-everyday-objects-reworked-to-frustrate-users/>

“Most projects fail” - but there’s more to the story

Unexpected costs – Funding is lost

Takes longer – Staff is not available

Changed requirement

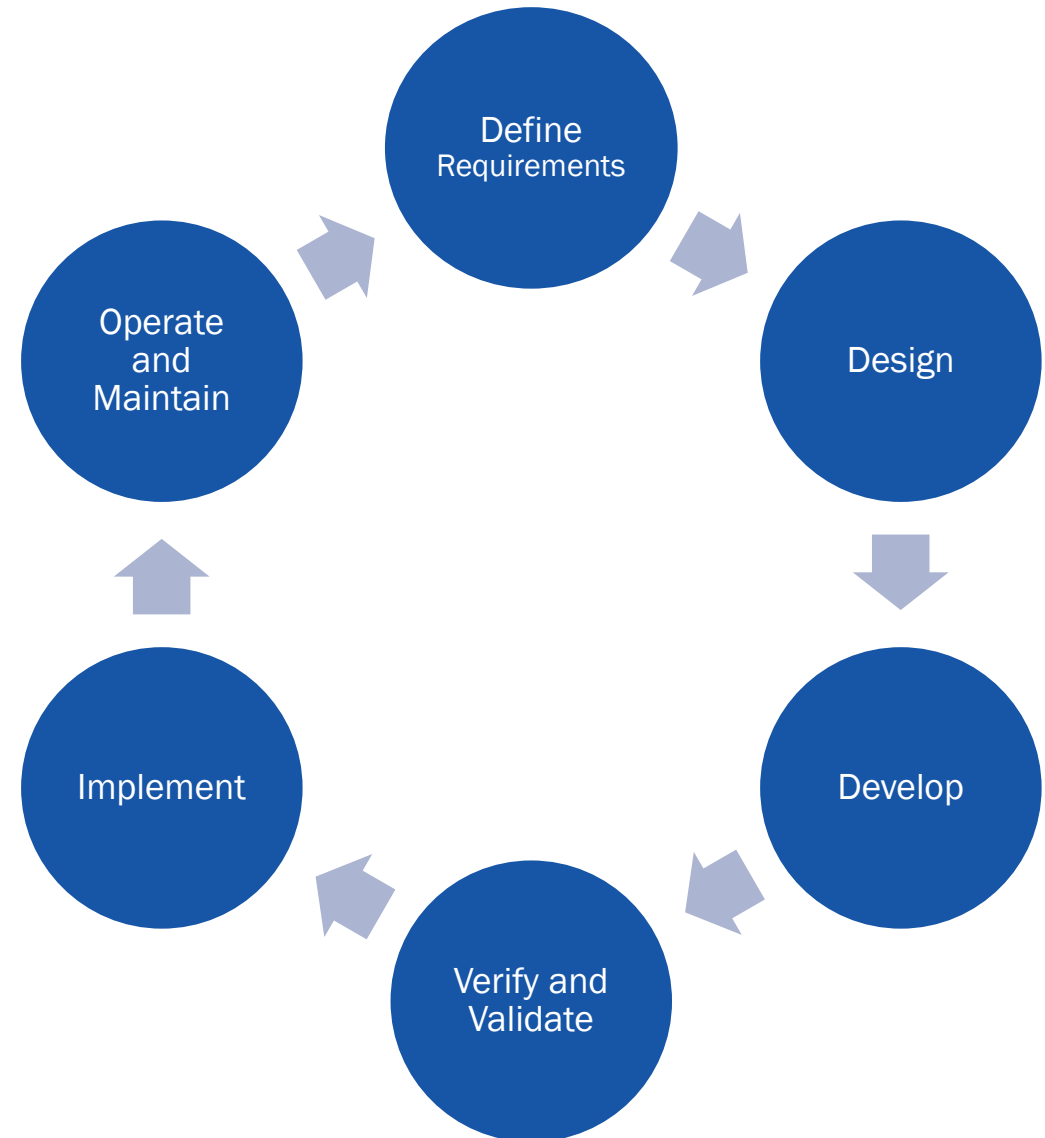
Doesn’t work as designed – Doesn’t work as needed

Vendor doesn’t perform

Can’t connect to upstream or downstream systems

The Software Development Life Cycle

- Simple view
- May take weeks, months, or years to perform
- “Agile” is the rapid execution of many cycles with increments of functional code
- “Waterfall” is a single cycle with all-or-nothing delivery of code



When Projects Succeed

- Understand the pain points of the users and beneficiaries
- Explore the real data and accommodate it
- Break down requirements to technical tasks, and estimate effort and schedule based on prior experience
- Formally document requirements, approvals, and trace development tasks to the requirements
- Selecting staff and partners for capability and collaborative skills
- Establish and meet entrance and exit criteria for each step in the cycle
- Honestly assess, communicate, and collaborate on risks and issues
- Establish and use strong governance to manage the scope and schedule within budget and other constraints
- Build incremental solutions

Roles in IT Implementations

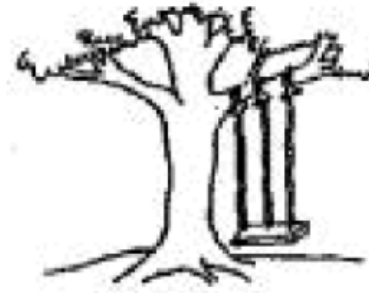
- Sponsor
- Funder
- Partner/vendor
- Independent QA
- Designer
- Developer
- Requirements writer
- Business analyst
- Use case writer
- Tester
- Procurement team
- Project manager
- Scheduler
- Estimator
- Proposal reviewer
- Contract administrator
- Operations manager
- Data conversion analyst
- Trainer
- Business Process designer
- Network administrator

Be sure to thoroughly understand what the user wants

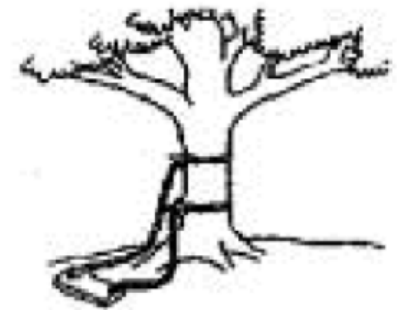
...then communicate.



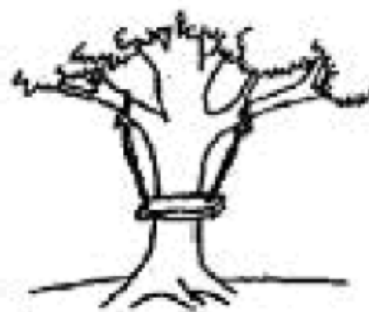
**As proposed
by the project
sponsor.**



**As specified
in the project
request.**



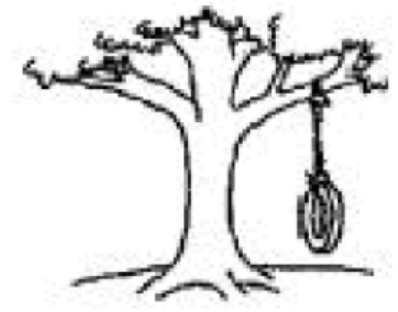
**As designed
by the senior
architect.**



**As produced
by the
engineers.**



**As installed at
the user's
site.**



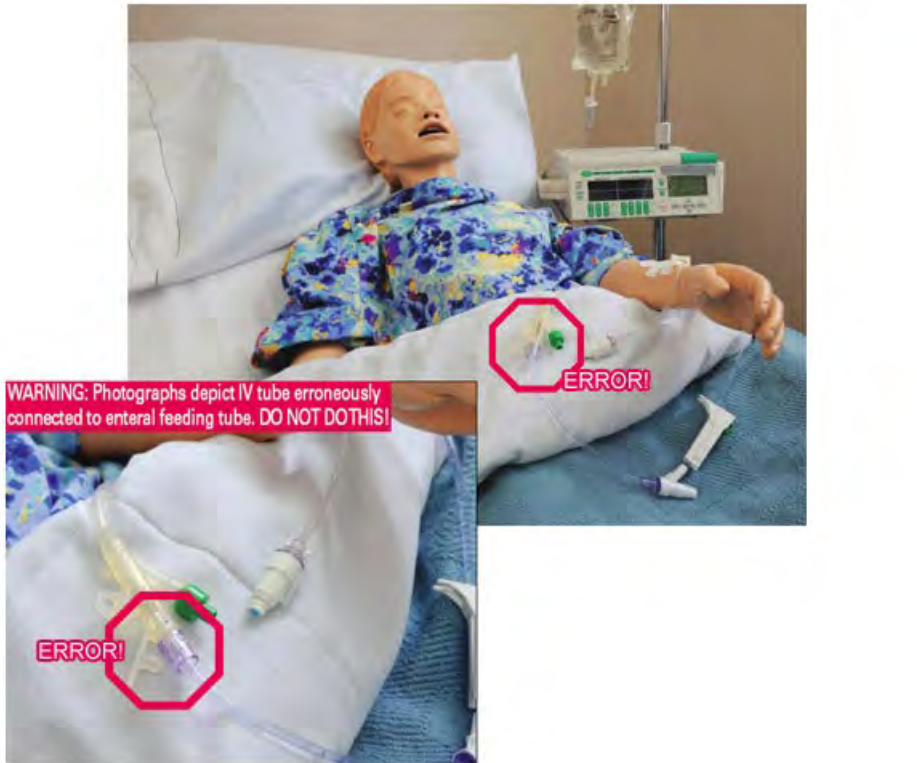
**What the
customer
really wanted.**



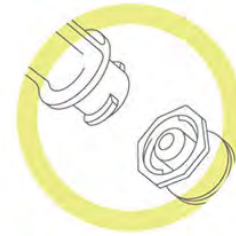
Summary & Questions

Sentinel Event: IV Tubing and Enteral Feeding Connectors

IV tubing erroneously connected to enteral feeding tube



Regulatory & Product Design Responses



Mistake Proofing



FIGURE 1
Comparison of Legacy and the ENFit Enteral System³

Currently, most hospitals in the US utilize “legacy” enteral feeding systems with the traditional Luer connector in a male-to-female orientation. ENFit features a non-traditional, female-to-male setup with female administration devices fitting into a male connection on the feeding tube.

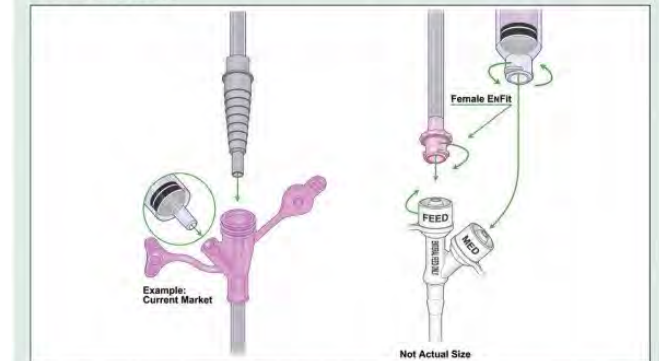


Image courtesy of Boston Scientific (https://www.bostonscientific.com/content/dam/bostonscientific/endo/general/gastro-specialty/BSCI_ENFit_Connector_Transition_Guide_Spreads.pdf)

What questions do you have?



Contact Us

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THANK YOU!



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