

# eCommerce as a Patient Centered Tool for Sleep Centers

A Healthcare Retail Strategy

**Date:**

October 14-15, 2016

**Location:**

Marriott Louisville East



# Conflict of Interest Disclosures

## Speaker:

1. I do not have any potential conflicts of interest to disclose, **OR**

2. I wish to disclose the following potential conflicts of interest

Type of Potential Conflict	Details of Potential Conflict
Grant/Research Support	
Consultant	
Speakers' Bureaus	
Financial support	
Other	CEO, iRemedy Healthcare

3. The material presented in this lecture has no relationship with any of these potential conflicts, **OR**

4. This talk presents material that is related to one or more of these potential conflicts, and the following objective references are provided as support for this lecture:

1. The Healthcare Retail Revolution book
2. Consulting experience as CEO of Paquin Healthcare, working for 400 hospitals
- 3.

# What is 'Healthcare Retail' ?

- Offering products in order to provide a full care solution for your patients
- Other considerations:
  - Patient-centric healthcare choices
  - Not Provider-centric
  - Cash and Reimbursed
  - Products and Services
  - Patient as a Consumer

# Healthcare Retail Today

- Massive market size (billions of dollars)
- 90% of healthcare products are sold outside of healthcare industry
- Industry wide billions in high margin retail revenues are being lost
- Patient compliance with prescriptions and products is very low

# Demographic Factors

- Women
- I – Generation
- Baby Boomer Generation
- Wellness Consumers

# Who are the buyers?

- Patients
- Caregivers, visitors, family members
- Staff, employees and affiliated physicians

# Patient expectations

- Shift from Acute to Chronic conditions
- Over 90 million Americans are living with chronic health conditions
- Currently spending billions on healthcare products
- Aging population will demand a continuum of services from wellness to hospice
- Patients want Services combined with Products and Information

# Empowered Healthcare Consumers

- Focused on wellness and disease prevention
- A sense of personal responsibility
- Informed about choices
- Consulting experts
- Using retail to find healthy products and services

*Consumers Are Empowered Through Healthcare Retail*

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# Why now?

- The impact on patient outcomes is huge
- Patient expectations are changing
- The potential impact on your revenue has never been greater
- Less ethical providers are entering the market

# Patient outcomes improve

- Patients get the right 'condition-appropriate' product
- Patients get high quality products
- Convenience and trust improves compliance

# Patients' Expectations Changing

- Historically, Providers provide Services
- Now, Patients want Services, Information and Products
- They are currently going elsewhere and are often getting Bad Information and Inferior Products

# Patients Trust Healthcare Providers

	% Very High/High	% Average	% Very Low/Low
Nurses	84	15	1
Pharmacists	73	23	4
Medical Doctors	70	23	6
High School Teachers	62	29	8
Police Officers	54	35	11
Clergy	52	36	9
Funeral Directors	44	43	9
Accountants	43	49	7
Building Contractors	26	58	15
Journalists	26	46	27
Bankers	25	48	26
Business Executives	18	48	32
Advertising Practitioners	11	52	34
Telemarketers	8	38	53
Car Salesmen	7	44	47
Members of Congress	7	27	64

## *Retail Healthcare Products and Services - \$500 Billion*

- Vitamins
- Tapes and Books
- Exercise supplies
- Wellness
- Sports and recreation
- Maternity
- Diabetes
- Senior Living Aids
- Cancer-related
- Sleep
- Weight Loss
- Anti-Aging
- Skin Care
- Cosmetics
- Health-related clothing
- Orthopedic

# Common Sleep Products

- DME
- CPAP
- Bedding / sheets / cooling pillow
- Heated mattress pad
- Body pillows
- White noise machines
- Sleep masks
- Bedroom humidifiers
- Dawn simulating alarm clocks

# Monitoring Devices



Products ▾

Experiences ▾

Fun ▾

Help ▾

Setup

Log in

Store



## Step It Up!

### 50 States. 2 Weeks. 1 Challenge.

Join the Surgeon General & communities across the country to see how many steps you can take from **October 13-26**.

JOIN NOW



# Home Sleep ‘Retail’ Devices



STORE

PRODUCTS

SUPPORT



Account



## Sleep Sensor Accessory

Track and improve your sleep. Wake you up smoothly at the best time of your sleep cycle.

# Monitoring vitals and activities



STORE

PRODUCTS

SUPPORT

CORPORATE



Account



ACTIVITÉ



STEEL HR



GO



PULSE O<sub>2</sub>



HOME



SCALES



AURA



THERMO



BLOOD  
PRESSURE  
MONITOR



ACCESSORIES



ACTIVITY



WEIGHT



VITALS



SLEEP



ENVIRONMENT

— NEW —

## Steel HR

A beautiful timepiece. A powerful health coach.  
Get to know the first analog watch with heart rate monitoring.



# Monitored data back to EMR

Patient View: **Jane**

First Name	Jane
Last Name	Doe
User Name	janedoe@mallinator.com
Date of Birth	Jan 01st, 1970
Gender	Female

Message \*

Enter message here...

[View History](#) [Send Message](#)

Vitals Dashboard Range: From  To  [Go](#)

10 records. [Refresh Data](#) [Set Ranges](#) [Add Measurement](#)

Measurement Date	Weight	Fat	Heart Rate	Steps	Oxygen	Systolic	Diastolic	Active Cal	Water	Sleep	Food Cal
Jan 18th 2016 10:20 am			75								
Jan 14th 2016 02:16 pm			74			137	91				
Jan 14th 2016 02:07 pm			74			132	91				
Jan 11th 2016 10:15 am			68			134	86				
Jan 11th 2016 01:02 am			81								
Jan 11th 2016 12:56 am			89								
Jan 09th 2016 07:34 pm			73								
Jan 09th 2016 07:34 pm			84								
Jan 09th 2016 07:33 pm			36								
Jan 09th 2016 07:32 pm			79								

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Manage Photos

Add Photos



# Healthcare Retail: A Science within a Science

- Proper integration of retail in a health campus setting
  - The Clinical Connection
- Compliment your core mission
  - Extend the continuum of patient care
- Emphasize product selection / education

# The 'Clinical Connection'

- Involving Physicians, Nurses ... all of clinical staff
- Clinical Staff as an "Inside Customer"
- Input on Product Selection and Patient Feedback
- Introduction to retail opportunities at point of care
- Clinic is equivalent of 'dressing room'

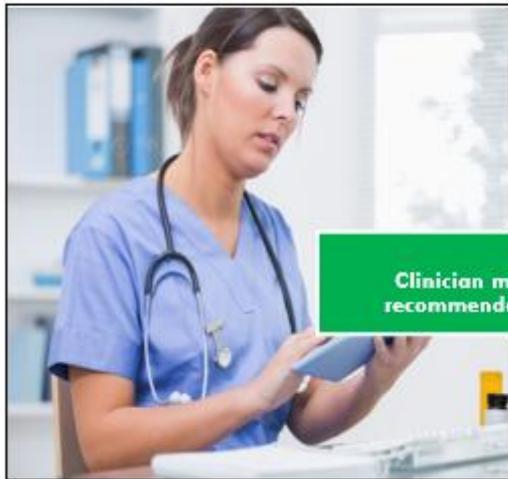
# Branded Provider Ecommerce Stores

The screenshot shows the top of the Boutique Eye Orlando website. On the left is the logo, a stylized eye icon, followed by the text "Boutique Eye Orlando" and "BRIAN D. HAAS MD, F.A.C.S". In the center is a search bar with the placeholder text "Search entire store here...". On the right is a shopping cart icon with "Cart \$0.00" and links for "Account", "Recommended for Me", "Log In", and "Sign Up". Below the header is a grey navigation bar with "OTC" and "Vitamins & Supplements". The main hero section features a large image of a woman wearing glasses. Overlaid on the left side of this image is a white box containing the following text: "Brian D. Haas MD, F.A.C.S.", a small eye icon, "Specializing in cataract and cosmetic surgery, practicing in Orlando for over 18 years, and performing over 1,000 procedures annually.", "415 Briercliff Drive • Orlando, FL 32806", "Phone: 407.841.1490", and "www.boutiqueeyeorlando.com".

## Featured Products



# Making a Recommendation



Clinician make recommendation

Products are put in shopping cart for patient

Email notification is sent to patient

Patient goes online and buys



# Ecommerce as a Retail Strategy

- Reimbursed and retail products
- Patients are comfortable buying online
- Low to no inventory costs
- Outsourced customer service
  
- *Healthcare in the Age of Amazon*

# Amazon

- **Founded 22 years ago**

# Amazon

- Pricing reality
- Lack of supply chain protection
- Why people buy from Amazon

# Key components

- Must have ePrescribe capability (Clinical Connection)
- Providers must control product offering
- Order capture
- Fulfillment
- Shipping
- Order tracking

# Assess and Plan

1. Assess market potential
  - *Patient, staff, visitor demographics*
2. Evaluate operational issues
3. Determine product offering
4. Reimbursed and/or Retail
5. Source technology and fulfillment partner
6. Focus on strategy, mission and patients
7. Create three year master plan
8. Create a Clinically Connected Retail Culture

# Summary Points

- Patients are seeking trustworthy advice and sources for healthcare products
- Patient compliance increases with Retail Healthcare
- Retail will impact core revenues through market differentiation
- Retail science can be applied to Healthcare
- Results are predictable

# iRemedy: The 'Amazon' of Healthcare

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