An Ecosystem for Improving Health Care Delivery in Action: Managing the Doctor-Patient Relationship towards the Maximized Living Model

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Outline

• Introduction / Background
• Theoretical Frameworks and Research Questions
• Investigative Context
• Methods
• Results
• Implications
Background: Culture Shock U.S.A.

“Despite the most healthcare spending, Americans are in worse health, die earlier and suffer from more diseases than other wealthy nations”

- Among other countries studied, the U.S. was in last place or close to last in 9 benchmark areas:
  - Infant Mortality
  - Injuries + Homicides
  - Teenage Pregnancies + STD’s
  - HIV/AIDS Prevalence
  - Disability
  - Drug-Related Deaths
  - Obesity + Diabetes
  - Heart Disease
  - Chronic Lung Disease

-(The National Academies Press, 2013)
Rationale: Overmedication

- **US**: 5% of the World population, but consumes over 75% of all the World’s Pharmaceuticals
- Chronic use of steroids & antibiotics
- Take 80 percent of the worlds painkillers.
- Kids get 49 doses of 14 vaccines before age 6 (up to 12 vaccines possible at one visit)

Failings in the U.S. Health care

More health cost, more health harm

(Muenning, 2010; Kilo & Larson, 2009)
How to Define Health?

<table>
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<tr>
<th>Health</th>
<th>Healthcare System</th>
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<td>• a state of optimal function:</td>
<td>• focus on Disease</td>
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<td>• physically / mentally / socially,</td>
<td>• medication</td>
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<td>• not merely the absence of disease (WHO, 1946)</td>
<td>• surgery</td>
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<td>• no plan of action as to how resolve the cause of your symptoms</td>
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Our focus is to create and maintain health in order to prevent disease.
The Purpose of This Study

- To investigate change in our healthcare delivery system, arising from the introduction of a new type of practice that potentially challenges the fundamental relationship between the doctor and patient.
Research Questions

• How do we manage the doctor-patient relationship to integrate lifestyle and behavioral changes into a health care delivery system?

• What external and internal factors may influence the doctor-patient relationship towards lifestyle and behavior changes?
Theoretical Framework

- **Social Network Analysis**
- Focuses on the relationships between actors within the network, not the individual actors themselves (Wellman, 1983).
  - social interactions
  - knowledge transfer, and
  - mutual learning.
- Presents a paradigm shift for the study of how a particular configuration of bonds, characterized by a set of actors and relational information, impacts access to resources (Emirbayer, 1997).
Investigative Context

- **Maximized Living Practice**
  - provides a clinical environment where doctors and patients interact to pursue common benefits of health care delivery

- Essential No. 1: Maximized Mind

- Essential No. 2: Maximized Nerve Supply

- Essential No. 3: Maximized Quality Nutrition

- Essential No. 4: Maximized Oxygen and Lean Muscle

- Essential No. 5: Minimized Toxins

(Lerner et al., 2009)
Methods

- Research setting: a chiropractic clinic operated by a Maximized Living doctor in Austin, Texas

- Case study approach (Yin, 2003)

- Data collection
Data Collection

- Document analysis
- Participant observation
  - The doctor-patient relationships
  - Regular educational workshops
  - Nutritional coaching
  - Max T3 trainings
- Semi-structured Interviews (N=12-24)
Results and Brief Discussion

• Effective communication,
• Personal commitments,
• Peer support, and
• Mutual learning
Limitations

- At proposed pilot stage
- Constricted by their positions in the network
- Personal bias
Further Studies

- Obtain UT IRB approval
- Conduct research interviews with other network actors:
  - Patients
  - Administration
  - Families
  - Community
Implications: Significance of Study

- A qualitative study of network analysis of the doctor-patient relationship will expand our understanding of how a holistic ecosystem is reflected in improving our health care delivery system.

- The study will identify the major external and internal factors that influence health care practice and delivery within American cultural context.

- The study will have managerial implications for policymakers wanting to encourage organizations to support innovation in our health care delivery system.