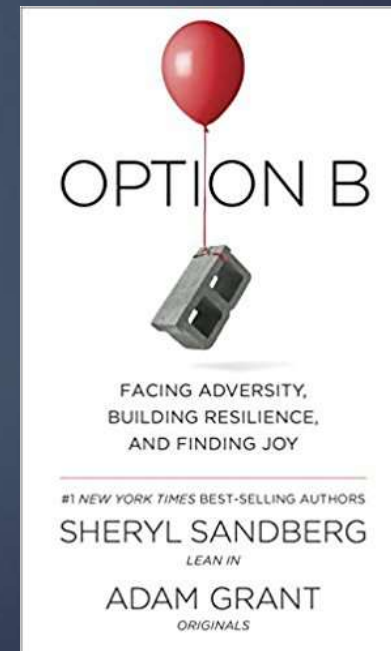


“Option B” Redux

STEVEN ORNSTEIN, MD
PRESIDENT, THE PPRNET FOUNDATION
INAUGURAL MEETING
NOVEMBER 30, 2018
CHARLESTON, SC



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August 2017: Last PPRNet Meeting Height of Power



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Foundation

- ▶ 6 major research grants
- ▶ \$1.87 million in year's funding
- ▶ CQM reporting from 6 EHRs
- ▶ Recertification as a QCDR
- ▶ Accomplished team (band)

Cracking Underneath--PPRNet



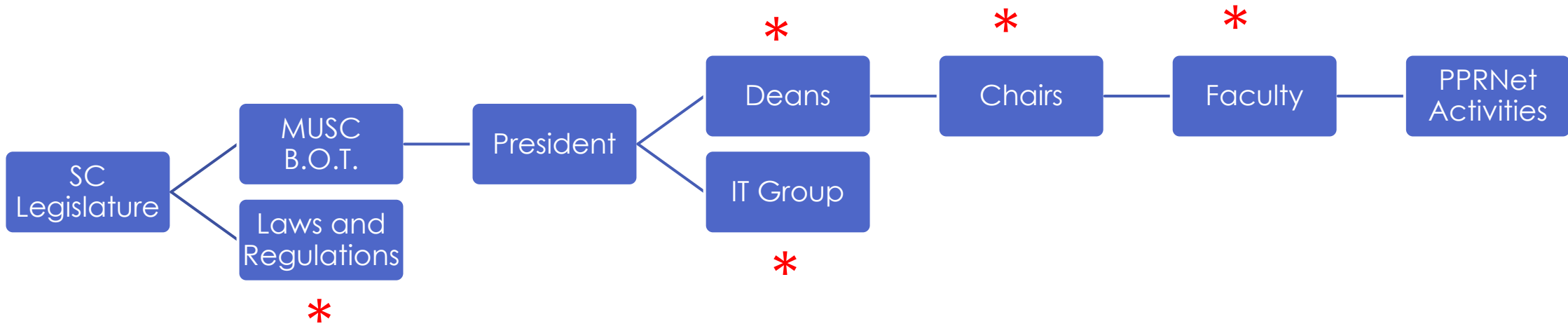
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Problems	Examples
Management	<ul style="list-style-type: none">• MUSC politics and procedures• Retirement of Ornstein and Jenkins
Financial Issues	<ul style="list-style-type: none">• Expiration of Funded grants• Disagreement about non-grant accounts
Creative interests	<ul style="list-style-type: none">• Doing more to implement findings and study exciting new technologies and less to satisfy study sections
Interpersonal	<ul style="list-style-type: none">• Yes

PPRNet Organizational Structure



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* Significant problems

The PPRNet Foundation (TPF)



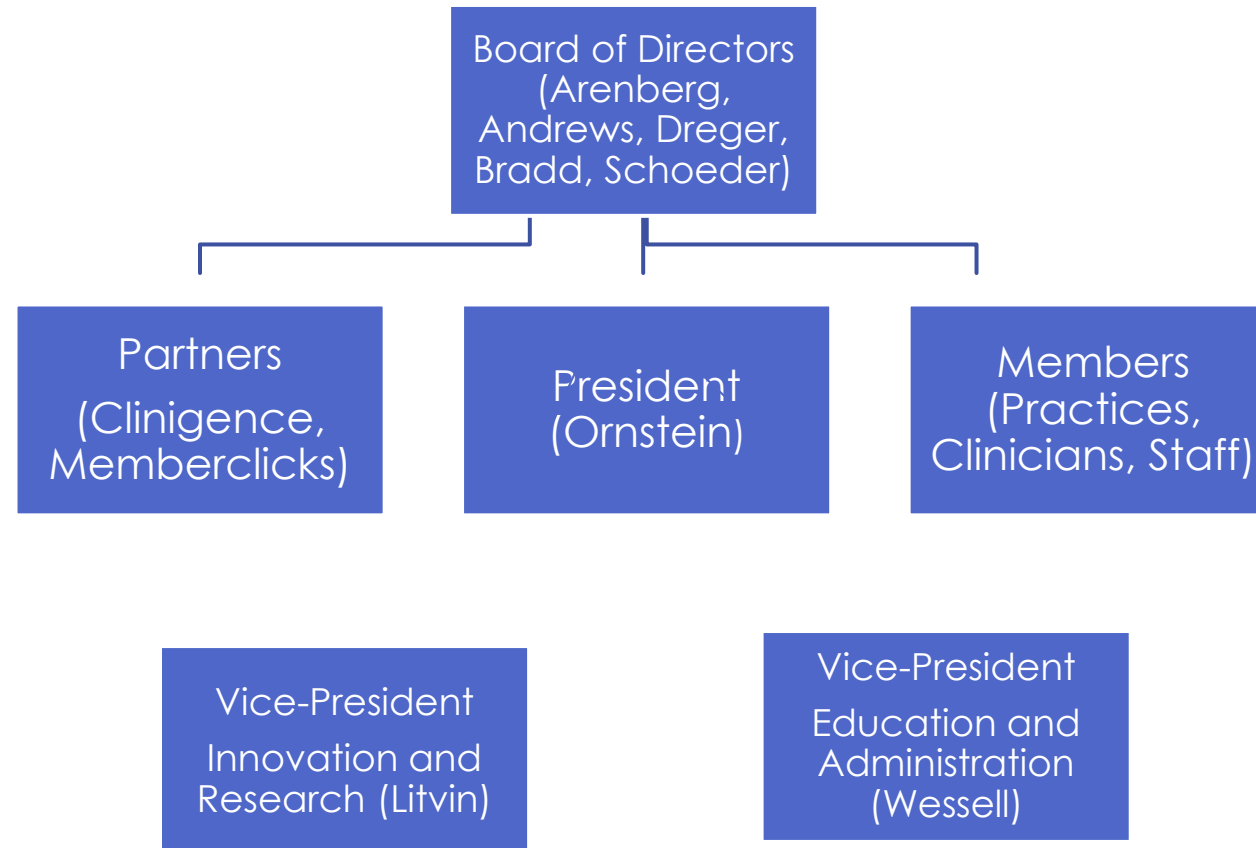
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- ▶ Incorporated in South Carolina January 23, 2018
- ▶ Non-Profit Public Benefit Member Corporation
- ▶ Official Articles of Incorporation and Bylaws
- ▶ Run by Board of Directors
- ▶ Staffed to date by Volunteer Contractors
- ▶ Recognized by the IRS as a 501(c)(3) tax exempt organization

TPF Organization Structure (September, 2018)



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TPF Mission



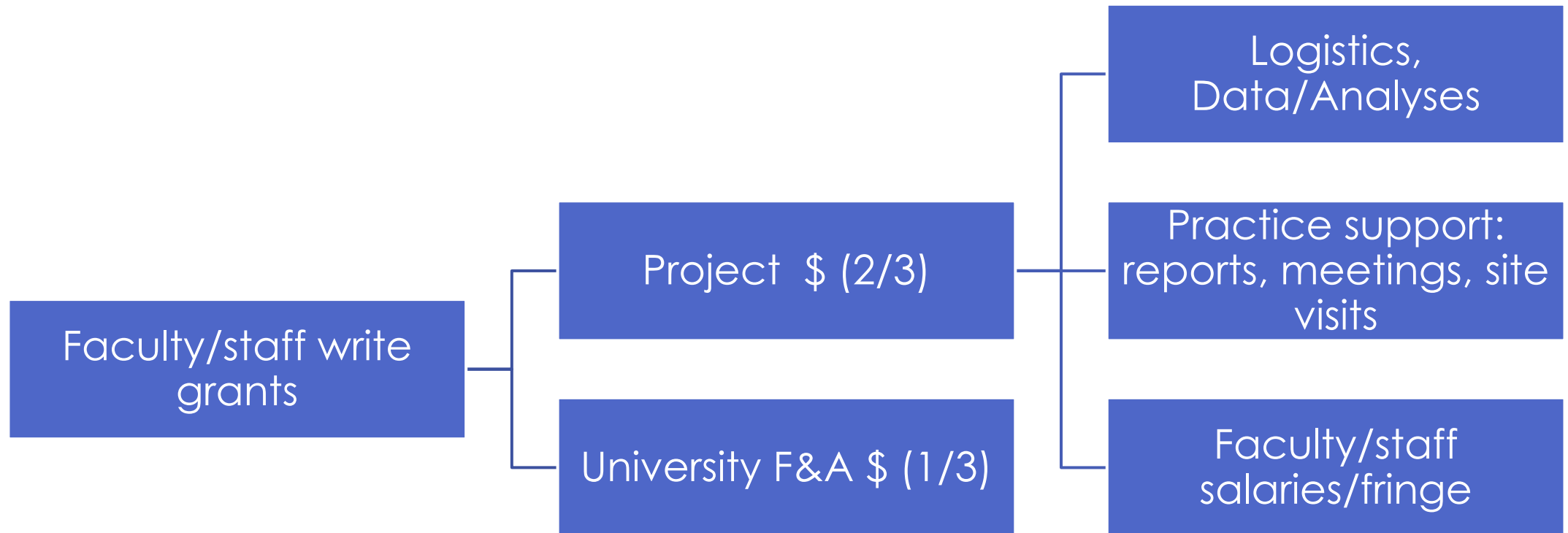
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- ▶ “The PPRNet Foundation is a member-based organization whose purpose is to improve the health of the American people by helping primary care clinicians provide evidence-based high-value quality care.”

Old PPRNet Business Model



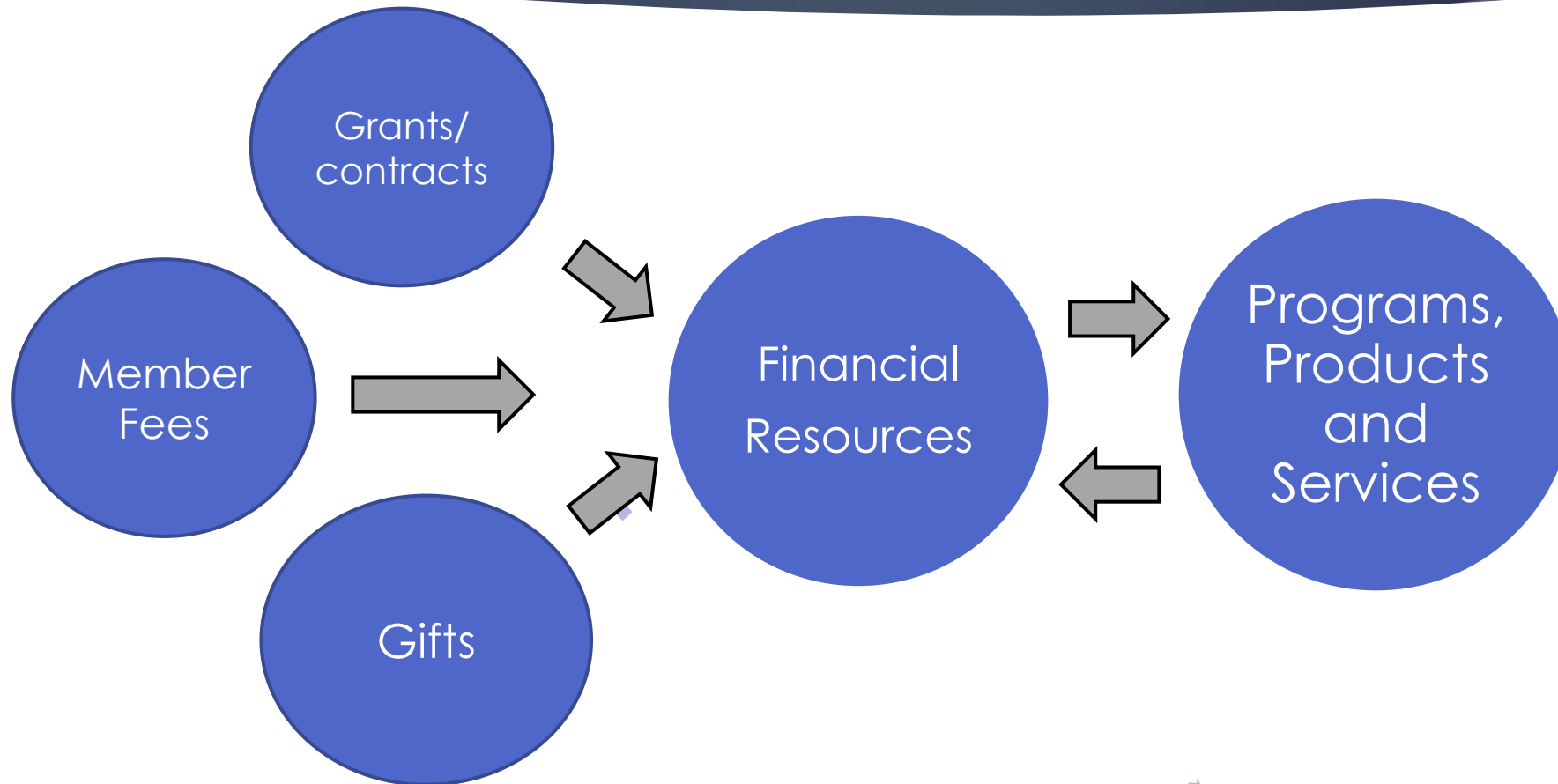
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New TPF Business Model



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Potential TPF Programs, Products and Services



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- ▶ Collaboration with Stevara, LLC and its “BPCorrect™” product
- ▶ Value-Based Payment and QI Consulting
- ▶ “Win-win-win” opportunities with Clinigence
- ▶ Demonstration projects for implementation of new evidence about preventive services, CKD, and pharmacotherapy
- ▶ Other ideas (yours)

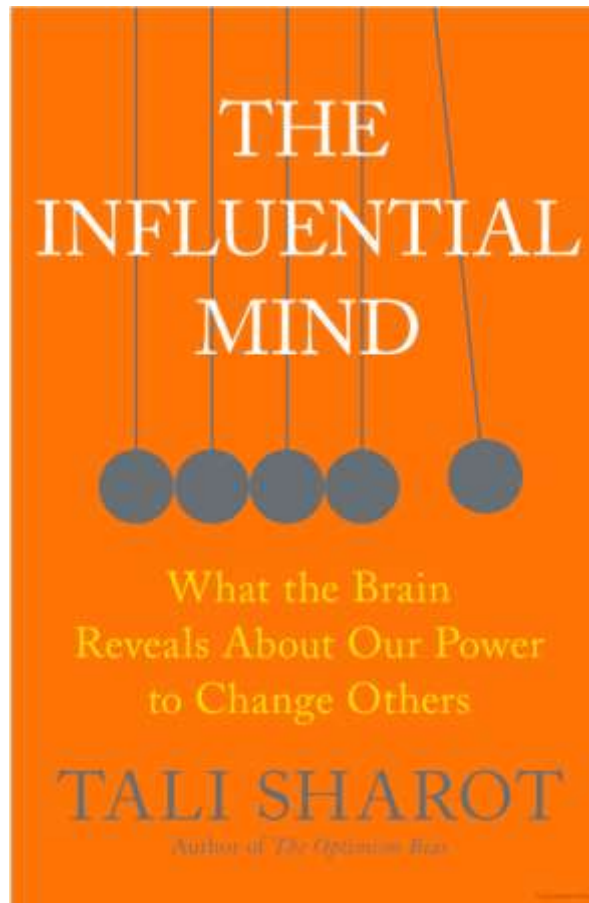


**WHY IS
CHANGE
SO DIFFICULT?**

Change is Hard Particularly Since our
Minds are Designed to Resist It!



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Accepting a New Approach for TPF is Difficult, Particularly for Those Most Heavily Invested in the Old Way



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- ▶ Evidence does not change beliefs (confirmation bias)
- ▶ When information does not fit with our prior views, our brain metaphorically “shuts off”
- ▶ The greater our cognitive capacity, the better we are at interpreting data to support our prior view
- ▶ Under stress people tend to play it safe and are not likely to take risks

To Successfully Elicit Change



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- ▶ Common motivations must be identified
- ▶ Thoughtful communication helps identify common motivations
- ▶ Sharing of feelings is a powerful way to communicate

To Successfully Elicit Change



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- ▶ People crave information—it stimulates the same dopaminergic pathways as food, sex, and water
- ▶ People like to make decisions, particularly if there are not too many choices (even if that decision is to let others decide for them)
- ▶ People are more likely to accept new things if they are in a positive state of mind

Group Exercises (Solo work, then Group Discussion)



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1. Identify and share feelings about the old PPRNet and its demise
2. Identify and share feelings about the new TPF and personal motivations for wanting it to succeed
3. Have some food and water and pose questions to the TPF staff to satisfy any of your informational needs (dopamine hit)
4. Identify and share your ideas about TPF products, programs, and services (PPS) to help form a consensus for our future



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