Name of the Prototype: EMS Streamline

Team Members: Carl Jackson, Rich Wagner, Jerry White, Kaytie Fratzke, Wilson Sprinkles, Ami Dave, Ekene Ezenwa

Value Proposition: We will reduce “medical homelessness” by connecting patients to primary care providers through Doc2Doc on MyHealth Access Network.

Customer Segment(s): This prototype is designed for patients, both insured and uninsured, who do not currently have a primary health care provider and frequent the Emergency Room for medical services. Our customer also includes primary care physicians and medical clinics that desire new patients. During this process, we talked with Dr. Schumann, a physician and medical educator at the University of Oklahoma’s School of Community Medicine. Dr. Schumann informed us of the great demand of patient referrals to primary care physicians.

What pain is being endured by the Customer Segment(s) due to the current situation? There is currently an large number of patients using the Emergency Room for non-emergency medical ailments. This creates long waiting times in the Emergency Room, ties up valuable resources and personnel, and adds overall health care costs for the patient, hospitals, and taxpayers. High cost emergency room bill lead to medical bankruptcy. Moreover, the patients who frequent the Emergency Room miss the opportunity for preventive and coordinated Primary Care.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented? By implementing the EMS Streamline system through the existing Doc2Doc network, we will reduce medical homelessness by connecting patients to primary care providers, reduce Emergency Room waiting times, free up valuable resources and personnel and lower healthcare costs for the community.

Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s): We are using an existing MyHealth Access Network application, which connects doctors through Doc2Doc. This system will allow EMS to input referrals to primary care physicians who will then contact the patient to schedule an appointment.

Champion: Carl Jackson

Administrative Facilitator: Richard Wagner

Key Partner(s): Dub Jackson, MyHealth, Fire Department, OU School of Community Medicine
**Brief interpretation**

Interesting data spread on this one. Majority of physicians and social work students perceived this project to be highly sustainable with regards to the financial model (majority positive or neutral). Social work appears more optimistic than the physicians however.
Additional Comments

Good job :)

Make sure it is implemented in the fire departments more so than in ambulances pretty good idea.

3 strikes you're in and emerging emergency medicine have common goals and interests. If they collaborate, this could be a large successful group!

Do we have enough accepting providers?

Great with other fire department and emsa ideas

I really like this idea

Will bias in paramedics occur between doctors?

Like it!
Issues with patients willing to go to primary care,

Good work
The only reason this isn't feasible is because it excludes EMSA creating undesirable hostility
I am unclear of who will be the paying customer and how this will be sustained financially.