Unaware of An Impending Tsunami

Primary care workers appear unaware of what’s coming...

More doctors
Payment reform
Patient-centered medical home
Curriculum changes

Technological imperative
Retail clinics commodification
Other providers
Declining professional power
Specialization
Physician shortages

Do you think they’ll survive?
No—and they won’t even know what hit them!
I. **Reasons for the Decline of Primary Care**
   - Erosion of state support/sponsorship
   - Epidemiologic transition
   - Alienation and workplace discontent
   - Unintended consequences of clinical guidelines
   - Changing D-P relationship
   - Commodification

II. **A Likely Future**
   - The digital practice of primary care
MID-CENTURY DOCTORING...

AMA  PATIENTS  CLERGY  PRIVATE PHILANTHROPY  GOVERNMENT

HAD MANY INSTITUTIONAL SUPPORTS
21st C Doctoring Lost Institutional Supports

TURN OF THE CENTURY DOCTORING...

MEGA HEALTH CARE & INSURANCE INC.

HAS LOST MANY OF ITS INSTITUTIONAL SUPPORTS
Medicine’s Rise to Dominance

During the Infectious Disease Era and its Decline During the Era of Chronic Diseases

1. Age of Pestilence and Famine
2. Age of Infectious Diseases
3. Age of Chronic (Lifestyle) Diseases
LATE 20TH CENTURY PHYSICIAN OVER-SUPPLY AND INCREASING COMPETITION
IS IT EVIDENCE OR PRESSURE THAT PRODUCES CHANGE?

HEALTH CARE REFORM

INSURANCE COMPANIES

PUBLIC DEMAND!

RN

AMERICAN MEDICAL ASSOCIATION

ACADEMY OF FAMILY PRACTITIONERS

ACADEMY OF PEDIATRICS

HOSPITAL ORGANIZATIONS

HOW LONG CAN THE DOCTORS HOLD OUT?

NOT LONG, GIVEN THE PRESSURES.
<table>
<thead>
<tr>
<th>Key prerogatives of an occupational group</th>
<th>Doctors in a small-scale, solo or small fee-for-service practices (1950)</th>
<th>Doctors in bureaucratic salaried practice today (2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The object of labor</strong></td>
<td>Patients regarded as the physician’s “own patients.”</td>
<td>Patients are clients, or members of the organization and are shared with other specialists.</td>
</tr>
<tr>
<td><strong>The tools of labor</strong></td>
<td>Equipment owned or leased by the practitioner. Employees are hired.</td>
<td>Technology owned by employing organization and operated by organizational employees.</td>
</tr>
<tr>
<td><strong>The means of labor</strong></td>
<td>Owned or rented and operated by physicians.</td>
<td>Owned and operated in the interests of the organization (profit).</td>
</tr>
<tr>
<td><strong>Remuneration for labor</strong></td>
<td>Hours, level of utilization, and fees determined by the individual practitioner.</td>
<td>Work schedule and salary level determined by employing organization or other parties.</td>
</tr>
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### Key prerogatives of an occupational group

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<td>Typically reciprocal and closely collegial</td>
<td>Complaints of increasing competition and lack of reciprocity (social isolation).</td>
<td></td>
</tr>
</tbody>
</table>

| Relationship with professional associations reference group | Almost all physicians members of influential professional organization (AMA). | Numerous specialist medical societies and considerably reduced AMA influence. |

| Relationship with other workers | Other health workers employed and supervised by physicians. | All health workers employed by organizations and supervised by other non-physician employees |
By autonomous physicians to formulaic tasks by any provider, or a computer: The unintended consequences of clinical guidelines

1. Documentation of disparities
2. Emergence of QA industry and schemes to standardize health care
3. Development and diffusion of clinical practice guidelines
4. Task–based practice removes metaphysical or experiential component
5. Task–based care is codifiable and performed by non-physicians
6. Quality of care and reimbursement by adherence to formula (pay for performance)
7. Displacement of physicians by any provider able to perform proscribed tasks
Patient-Centered 21st Century Medicine...

Who’s the leading actor?

The stage is now so crowded!
Intrusions on the D-P Encounter
In the Age of Cybermedicine

**The Doctor-Patient Encounter in the Age of Cybermedicine**

Doctor, we've been on the super-highway for sometime now -- Could we pull off for a few minutes so you can see how I really feel?

Please select your illness from the following 18 categories...
Sign up for a better healthcare solution today for as little as $2.50/month!

Turn to SelfMD™ for fast and accurate help in diagnosing your health concern.

Source: US Women’s Chamber of Commerce (https://uswccnewdeal.selfmd.com/welcome.jsp; SelfMD.com)
Attention Shoppers

Wal-Martification of Health Care Services

Source: New York Times (M. Freudenheim 5/14/2006);
Help-seeking in the Digital Age

You've had a restless night. Could you answer the following?
Present and Future of Medical Technology

- Sensor Toilet
- Pill Cam
- Smart Phone
- In vivo Imaging
- Underskin Microchip
- Nanotechnology
- Robotic Surgery
- Script Center