



## Center for Health Transformation E-Newsletters

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**November 2005**

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### Dedication

*This month's Newt Notes are dedicated to the memory of the late [Peter F. Drucker](#), the prolific writer and world-renowned management expert. The author of several landmark works which brought effective management tools into the hands of everyday Americans, Peter Drucker taught us that the measure of success is the ability "to get the right things done."*

*Peter Drucker's career served as an inspiration to many, including Speaker Gingrich, who considers Drucker's [Effective Executive](#) one of the most important books he has ever read. After Newt stepped down as Speaker, he visited Drucker in California for advice. To this day, Newt credits Drucker for helping him to fortify the vision that would lead to the creation of the Center for Health Transformation.*

Drucker was a very elegantly trained thinker...as well as being a business editor [and] management consultant. It was the combination of all these talents that made him so remarkable.  
– Speaker Newt Gingrich, November 2005

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### Newt Notes

If you do not own the [Effective Executive](#), go out and buy it in paperback, read it once

a year, underline it, and keeping re-reading it until you get it. The rest of this column will explain why.

Peter Drucker's entire life was devoted to beating the great challenge of the totalitarian threat. He understood that sound management, productive economies, and the ability of everyday people to lead better and wealthier lives was a key block – first to the Nazis and the fascists, and then to the communists.

From his time in Austria until he died in California, he consistently worked for freedom. He wrote about freedom, and more than any other person in the twentieth century, he codified for normal people how they could be productive, effective, create wealth, and could be part of the world market.

From the [Effective Executive](#), which in 166 pages outlines the habits that every person can use to be effective, to [The Age of Discontinuity](#), which 36 years later remains a remarkable forecast of the world we now live in, to the development of management objectives and the first great modern management books, Peter Drucker is the most important student of management in the last 70 years.

All of us stand on his shoulders. The quality of our life is influenced by his writing, our ability to choose from a wide range of consumer goods in the richest country in the world is shaped directly by this Austrian immigrant, who may have been the only man to have studied under both Schumpeter and Keynes, and who learned the best of both.

The years I've known him, he was a model of investing in life, and being committed to integrity, enjoying the life of the mind, and at 95, he has earned the gratitude of all of us, and we will miss him dearly.

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## New Members

The Center for Health Transformation would like to welcome our newest Charter members, [Ford Motor Company](#) and [General Motors Corporation](#).

We would also like to welcome our newest Premier member, the [College of Healthcare Information Management Executives \(CHIME\)](#).

*Please visit the [list of members](#) often to keep abreast of who is joining the Center or the "[Member News](#)" page to learn about the awards or honors won by our members.*

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## Project Spotlight

## Healthy Georgia Diabetes and Obesity Project Update – Bridges to Excellence

A major [Bridges to Excellence](#) [BTE] project, estimated to be the largest in the nation, is underway in Georgia as a part of the Center for Health Transformation's [Healthy Georgia Diabetes and Obesity Initiative](#). BTE is a pay-for-performance program that recognizes and rewards healthcare providers who demonstrate safe, timely, effective, efficient and patient-centered care. The program also rewards individuals for managing their diabetes.

The Center has been a supporter of BTE since first learning of the results of implementing Diabetes Care Link, one of the BTE programs, in Cincinnati and Louisville. The program was found to improve patient outcomes, including HbA1Cs and lipids, and to save money. To obtain the rewards available through BTE's Diabetes Care Link (DCL) reward program, eligible physicians must demonstrate that they provide high levels of diabetes care by passing NCQA's diabetes performance assessment program.

A group of major Georgia employers, led by CHT members Terry Womack of BellSouth and Dale Whitney of UPS, met with Newt and the CHT team in Atlanta in June of 2005 to discuss a BTE project in Georgia. The meeting was followed by a Physician Roundtable and meetings with major insurers and employers. On September 8<sup>th</sup>, Newt joined Georgia Governor Sonny Perdue and Dr. David Satcher of Morehouse School of Medicine for the [launch of the Healthy Georgia Diabetes and Obesity Initiative](#). The breakfast launch at the Governor's mansion included many of the first employers and insurers who committed to participating in BTE. Also in attendance at the launch was Dr. Julie Gerberding, Director of the CDC, and over 100 employers, insurers, physicians, CHT members and others.

The Georgia BTE Steering Committee is currently working with major insurers and over 14 major employers in Georgia for a January 2006 start date. Participants are being recruited statewide. Recent BTE presentations were given in Columbus, [Madison](#), and [Greensboro](#), Georgia. Physicians are beginning the process of certification with support from a grant from CHT member Novo Nordisk. The Community Physician Network of Morehouse School of Medicine, a network of 140 mostly primary care practices specifically focused on eliminating health disparities in the care of minorities and other underserved populations, is also participating under the leadership of Elizabeth Ofili, MD, MPH.

We invite you to follow the progress of the Healthy Georgia Diabetes and Obesity Initiative on our [CHT website](#). For more information, please contact [Laura Linn](#), Director of the Georgia Project.

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## Transforming Example

## **HealthPia America**

Healthpia America introduces the world's first, all-in-one glucometer cell phone and service for the remote management of diabetes. Whether you're a guardian, physician, or healthcare institution, you can provide 24/7 support and emergency intervention to Diabetes Phone subscribers – anytime, anywhere. HealthPia is a complete disease management system.

### **Situation**

Medical expenses for people with diabetes are typically over \$13,000 per person per year, while expenses for those without diabetes are under \$2,700. The staggering difference in cost is largely due to complications from diabetes.

### **Solution**

The prevention of diabetes complications can be accomplished by intervention and effective care. HealthPia's Diabetes Cell Phone helps patients comply with physician instructions by providing a programmed educational alert wirelessly via cell phone. The data measured is automatically stored in a central center which connects to the caregiver, the physician and/or the disease management provider in real time.

### **Better Health & Lower Cost**

In Korea, an early stage clinical data shows improving HbA1c (control group: 8.4 and Diabetes Phone group: 7.3) and lower fluctuation of HbA1c (control group: 0.79 and Diabetes Phone group: 0.45).

For more information, visit the CHT website and view the [Transforming Example](#)

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## **CHT in the News**

### **CHT Releases Report on RHIOs**

The Center for Health Transformation and IDX Systems Corporation release a report outlining achievable goals and specific recommendations to spur the adoption of health IT and regional health information organizations.

*([Read the Report](#); [read the press release](#); [view the event webcast](#))*

### **Gingrich Presses for Rural Health**

CHT Founder Newt Gingrich illustrates the benefits of pay-for-performance and prevention-oriented health initiatives for rural communities. *([Morgan County Citizen, GA](#))*

### **Our Ailing Health System – Is IT the Cure?**

In a *CIO Insight* article, David Merritt describes health IT as the lever to a 21<sup>st</sup> Century Intelligent Health System.

### **Congress Should Fund Health IT**

CHT Project Director David Merritt says that funding for health IT should be a key component of national security. *([Modern Healthcare](#))*

### **A Health Threat We're Not Treating**

CHT founder Newt Gingrich discusses specialty hospitals in an op-ed for the *Washington Post*.

### **CHT Tackles Diabetes in Georgia**

CHT project director Laura Linn presents CHT's Georgia Diabetes and Obesity Project at the Madison-Morgan Cultural Center (GA). [Read the story](#)

### **A Booster Shot for Medical Data-Sharing**

In a recent *BusinessWeek* article, Project Director David Merritt comments on efforts to build a National Health Information Network.

### **Preparing for a Pandemic**

CHT founder Newt Gingrich and project director Robert Egge write an op-ed for the *New York Times*: "To Fight the Flu, Change How Government Works."

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## **Upcoming Events**

### **Newt Gingrich to speak at the Georgia State of Our Health Forum, Measuring Quality & Achieving Success**

11/30/05  
Atlanta, GA

### **Newt Gingrich to speak at Novo Nordisk Changing Diabetes Roundtable**

11/30/05  
Baltimore, MD

### **CHT Charter Summit**

12/7/05  
Washington, D.C.

### **CHT Member Meeting**

12/8/05  
Washington, D.C.

### **EHR Executive Summit**

12/12/05  
Ronald Reagan Building, Washington, D.C.

### **Newt Gingrich to speak at Novo Nordisk Changing Diabetes Roundtable**

12/14/05  
Nashville, TN

### **Rhode Island Business Leadership Forum: Newt Gingrich, Congressman Kennedy and Governor Carcieri**

12/16/05

Providence, RI

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