



# Many Roads Lead to Home

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# Congratulations BCBSM



# Key Influences



The Rest of the World

The Chasm

FFM

Disruptive Innovation

Micropractice

# Key Features



Just a patient and their  
provider...

with a bunch of technology  
for support

# Key Features



No receptionist

No nurse

No lab

No immunizations

# Key Features



24 hour scheduling

24 hour physician access

Run on time

30-60 minutes with MD

Best value decision making

# Patient Experience



Welcome to  
BlueSky Health

[blueskyhealth.org](http://blueskyhealth.org)

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# Patient Experience



## Consultation Room

# Patient Experience



## Exam & Procedure Room

# Patient Satisfaction



# 99.995%

Based on an 85% completion rate of  
920 surveys 10/08 through 3/09

# Provider Experience



Engineered workplace

10-12 patients/day

Autonomy

Comparable salary

# Business Case



Break even at 9 patients/day

24% overhead at full capacity

Cheap, easily implemented off-the-shelf software/hardware

Can change nearly anything on a dime