



Defining value propositions: care pathway analysis

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Plan

- What is a care pathway?
- What is care pathway analysis (CPA)?
- How do you perform CPA?
- Why do CPA for new diagnostics?
- What is value proposition (VP)?
- Why is it important to developers to understand the VPs of their diagnostic?

What is a care pathway?



What is a care pathway analysis (CPA)?



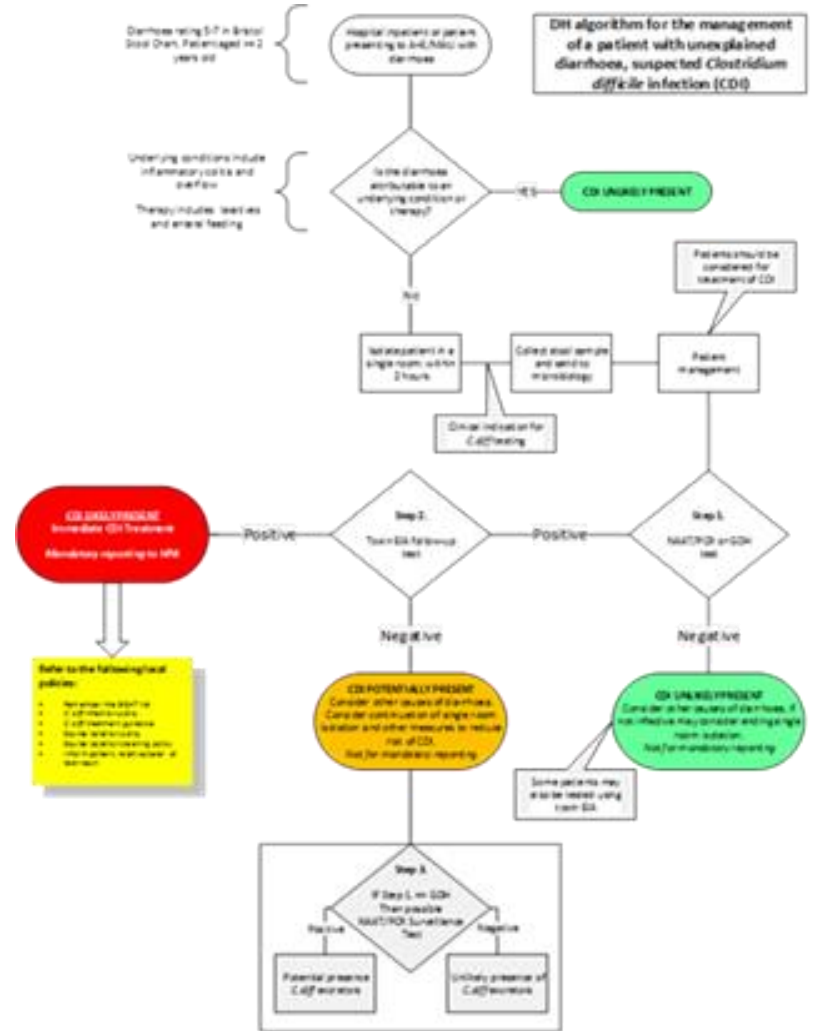
Ptolemy AD100-170



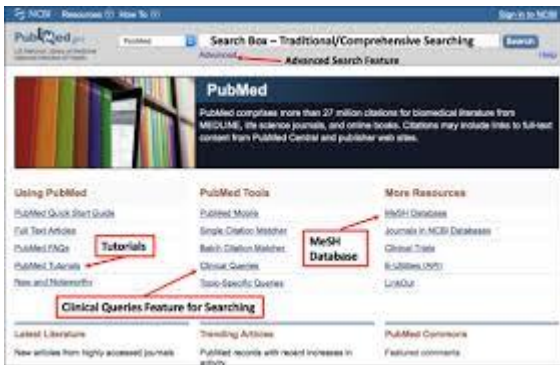
Cartography/map making
'Geographia' AD150

What is CPA?

- Why the segway into Ptolomy's cartography?
- CPA is the **understanding** and **mapping-out** of a patient journey
- Next how and why we do this
- MIC CPA for developers, two-pronged approach.



How do you perform CPA?



Review literature



Review national and local guidelines



Surveys



Audit data



Interviews

Why do CPA?

CPA helps you understand...

- The clinical need
- The potential role of the device
- Optimal patient population

Which feeds into...

The developers R&D strategy

If... CPA reveals X, Y & Z

Then... The clinical study should be structured X, Y & Z.

Else... Generate inappropriate evidence (and/or device!)

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What is a value proposition (VP)?

- What is a proposition?
- A proposition is a tentative and conjectural relationship between constructs that is stated in a declarative form.
- A proposition is a sentence that makes a truth claim:
 - How are you today? **proposition**
 - Paris is the capital of France. **proposition**

- What is value?
 - Broadly speaking, it is the importance, worth, or usefulness of something.
- A value proposition is a claim about the value of something:

The implementation of diagnostic A, in setting B, run on patient group C, will create savings of £120,000.00 per 1000 NHS patients.

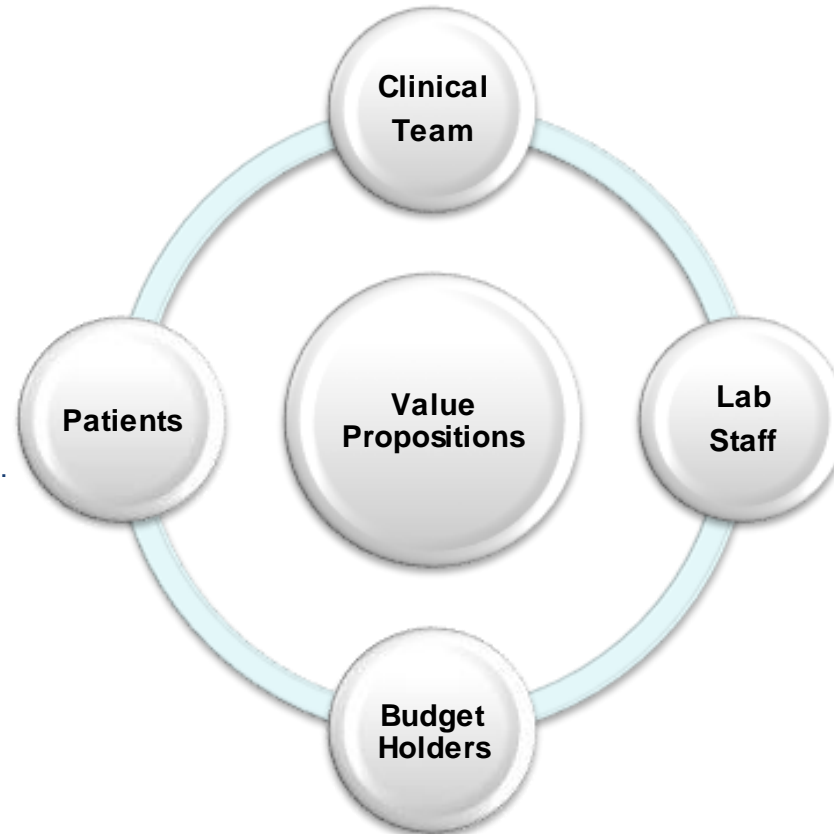
The optimal role of diagnostic D is as a rule out test in patient group E. This test is less invasive than current practice.

- **CPA is the method used to identify value propositions**

VPs are perspective dependent

...reduces time to result.
...facilitates quicker de-isolation.
...has an increased diagnostic accuracy.

Diagnostic X....



...reduces time to result.
...facilitates more efficient workflow.
...reduces costs.

...reduces time to diagnosis.
...is less painful.
...has reduced risk of adverse effects.

...improves population health.
...decreases costs across the hospital/trust.
...increases efficiency.

Why are VPs important to developers?

Understanding the VPs for your diagnostic facilitates...

- ...more appropriate and targeted R&D strategizing and evidence generation.
 - CPA = patient population X, then future evidence generation = X
 - Make sure you include the VPs in outcome measures e.g. reduced pain
- ...an improved chance of securing funding.
- ...the development of a clear business case to facilitate adoption.
- ...better marketing.



Thanks for listening!

Any questions?

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