

GNOSIS FROM APS

Risk Reduction & Cost Savings IN AN ACCOUNTABLE WORLD

IMPROVING KNOWLEDGE AND JUDGMENT TO REDUCE AVOIDABLE RISKS

If you could identify the exact origin of the risks that lead to costly errors, and give clinical professionals a relevant, convenient and proven

Gnosis will identify and dramatically reduce the risk of medical errors in your institution. way to immediately reduce those risks while reducing the demands on their time, what would be the value to your institution?

Gnosis defines an entirely new approach to risk reduction through proficiency assessment, personalized curriculum, and analytics driven visibility into specific areas of risk that result in clinician error. Based on breakthrough research into the assessment of judgment in complex clinical situations, Gnosis offers healthcare providers new dimensions of economic and

clinical value far beyond what traditional continuing education can offer.

Gnosis will identify and dramatically reduce the risk of medical errors in your institution.

How Gnosis Works

Gnosis is an entirely new technology that:

1. Creates an administrative management dashboard that identifies in detail your institution's areas of greatest risk
2. Delivers a quantitative view into individual and team competency profiles
3. Rapidly resolves that risk by giving each clinician a personalized, streamlined curriculum that immediately improves outcomes, while making the education process more relevant, time efficient, and effective

CHANGING THE MEDICAL RISK EQUATION

The costs of avoidable medical error **exceed \$20 billion** each year and related costs range much higher.¹

Engaging, targeted and metrics oriented, Gnosis changes the medical risk equation. Combining proven methodologies for assessing clinicians' ability to apply knowledge in practice with patented algorithms for personalizing education, Gnosis has proven to **dramatically reduce error risk** while increasing the relevance and convenience of education.

APS clients have reported **reductions of 67%** or more in malpractice costs,² 89% improvement in physician compliance with documentation,³ and savings of millions of dollars per year.

For clinicians—who are truly dedicated to excellent care—and the institutions that support them in this goal, Gnosis makes the commitment to lifelong education more relevant, time efficient and effective.

¹The Society of Actuaries, 2008 Milliman, Inc. 2010

²Clark, Steven M.D., HCA Data, American Journal of Obstetrics & Gynecology, February 2011/APS client data

³Vadnais MA, Golen TH. J Maternal Fetal Neonatal Medicine, 2010

Clinical action originates in the decision making script of the clinician. Gnosis starts by creating a mathematical model of that script and delivering it to the clinician in a form that supports a detailed self assessment. This same proficiency data generated by Gnosis analytics can be used to identify likely areas of error risk for an individual and for a clinical population.

Gnosis uses individual proficiency profiles to create a highly customized personal learning path that offers the user an immediate means to improve outcomes by adding to their already substantial base of knowledge and judgment. By identifying the places where new information is needed and weighting those areas based on error risk, Gnosis maps out a curriculum path that is designed to rapidly improve performance while eliminating the need for clinicians to go through education where they already have proficiency. The result is a more relevant and more efficient experience for clinicians that

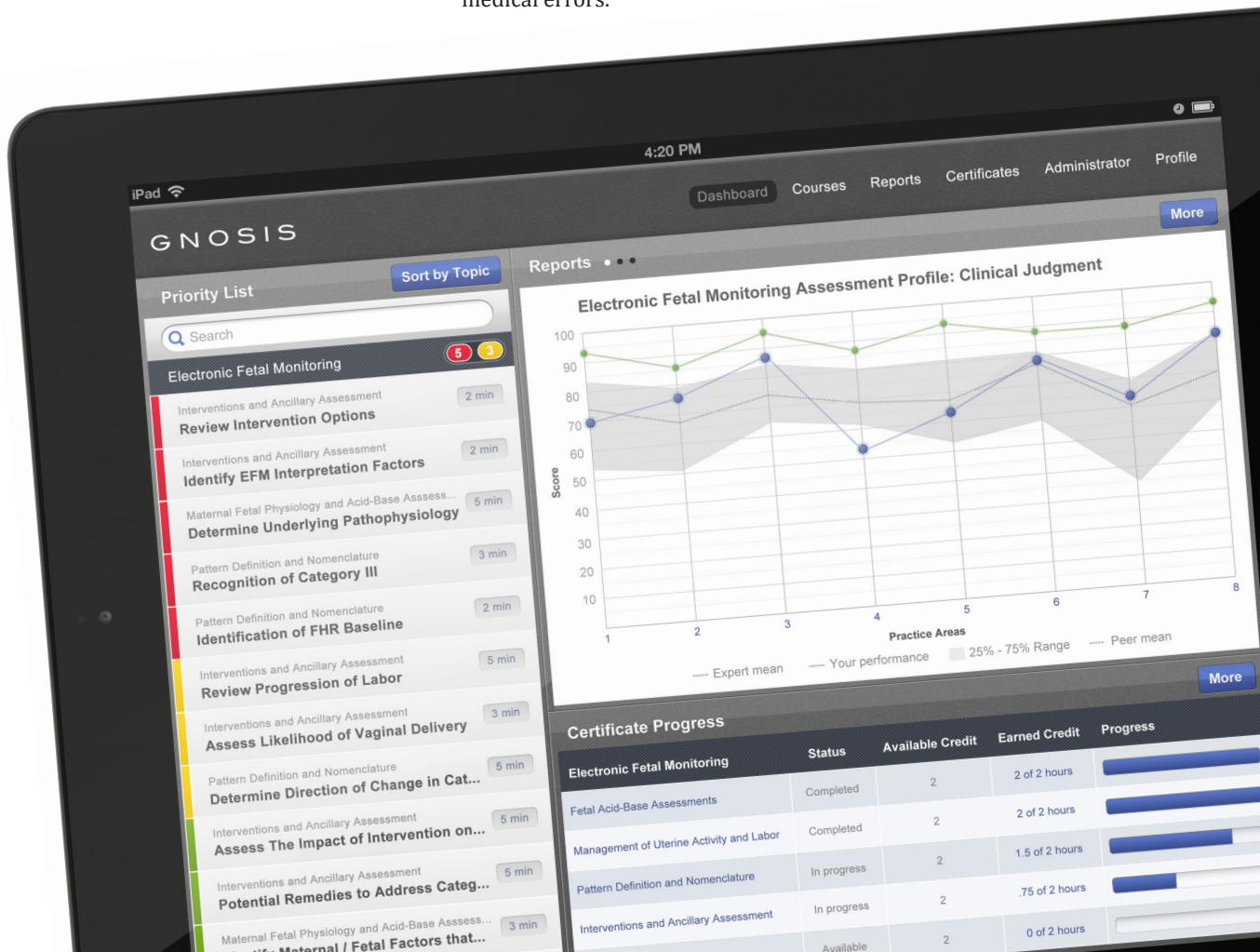
also measurably improves results and reduces system costs.

Gnosis delivers education in convenient five-minute modules. It is also 100% mobile, so clinicians can access modules anywhere, any time.

Finally, Gnosis delivers to administrators a full set of analytics reports showing how the clinical population's performance is improving over time, what supporting interventions may be helpful, and how effective current training and education initiatives are.

Benefits of Gnosis for Healthcare Institutions

- Authorized administrators and management can benchmark assessment results within their organization and with peer institutions to quantify risk and support operating decisions.
- Assessment results are automatically compared to national experts with a focus on key areas of judgment known to lead to medical errors.



AN EXTENSIBLE SOLUTION TO PROTECT YOUR INVESTMENT

Now available for Obstetrics, Gnosis is also extensible, safeguarding the hospital's investment in the software. Future releases, such as Gnosis for ED, will cover additional clinical applications and departments.

- Clinicians see a detailed personal knowledge and judgment profile that makes accurate self assessment possible for the first time while allowing comparison of personal results with local or national peers.
- All content and assessments are peer reviewed and thoroughly validated.

How Does Gnosis Reduce the Cost of Medical Malpractice and Unreimbursed Care?

Gnosis helps clinicians find and remediate the specific areas where their judgment varies significantly from a nationally recognized panel of experts. These areas are prioritized to the points in the care process with the greatest risk

Gnosis helps clinicians find and remediate the specific areas where their judgment varies significantly from a nationally recognized panel of experts.

of patient injury and medical error, which are associated with huge costs in quality of life and indemnity risk.

Published and proprietary evidence suggests each birth creates \$350 - \$450 of financial

risk related to medical malpractice costs alone.⁴ Gnosis' educational content is already proven to result in **67%** lower risk related cost per birth or more,⁵ while its individualized environment accelerates adoption so that these financial gains are achieved much faster.

The costs of additional care to remediate errors are increasingly unreimbursed by payers. Self-pay patients often cannot afford to pay the incremental expenses, decreasing margins

even further. Moreover, in the new healthcare paradigm of Pay for Performance, Value Based payment and Bundled Payment programs, providers with avoidable errors are subject to financial penalties.

Gnosis' drill down analytics enable hospital finance and risk management executives to quickly determine where and by how much the hospital is at risk and how this risk relates to peer institutions. This information can be applied to a range of activities that affect the hospital's overall financial performance, including:

- Payer contract negotiations
- Allocation of training costs
- Physician credentialing

Benefits of Gnosis for Clinicians

Historically clinicians resist continuing education, finding it irrelevant, inefficient, and unchallenging. Gnosis resolves all of these concerns, making the process engaging, convenient, targeted and effective. With Gnosis, clinicians can:

- Follow a personalized learning path, ensuring that no time is wasted and all knowledge acquisition is seen as highly relevant
- See clear documentation of personal knowledge and judgment, compared to the peer group of the user's choice
- Focus on content that is immediately relevant
- Avoid hours of untargeted training
- Access content and tools on demand via mobile platforms such as iPad™
- Squeeze learning into five minute experiences during the busy workday
- Earn CME and CE credit
- Meet credentialing and continuing education requirements
- Earn discounts for participating medical malpractice insurance programs

⁴ APS client results data, Multi-Site AHRQ Demonstration Project, September 2011

⁵ Clark, Steven, M.D., HCA, American Journal of Obstetrics & Gynecology, February 2011/APS client data



Advancing Knowledge, Empowering Caregivers.

Gnosis for Obstetrics

Working with industry partners, including Columbia University Medical Center, Stanford Hospital and Clinics, Providence Health and Services, and Hospital Corporation of America, APS has developed Gnosis for Obstetrics, including Fetal Monitoring Interpretation and Management (EFM), Management of Shoulder Dystocia, and Management of Postpartum Hemorrhage. Gnosis for Obstetrics profiles both individual and OB unit proficiency, evaluating both knowledge and judgment in each area of obstetric practice on dozens of dimensions.

APS Adoption and Benefits Realization Service

Our Adoption and Benefits Realization (ABR) services incorporate several proven methods for increasing course usage by clinicians. ABR services include internal marketing campaigns,

early identification of champions, demonstration projects with units, and other methods of helping clinicians understand the benefits of APS training.

Other Benefits for Clinicians

Several physician liability insurers offer significant premium discounts to their clients who complete the APS curriculum. Please contact us for more information. APS educational content is accredited by influential medical societies so that doctors and nurses who adopt our programs will meet continuing education requirements.

Technical Requirements

Gnosis is compatible with most Windows and Mac environments and can be operated on desktop, laptop or iPad hardware.

For more information, please contact:

VICTORIA KEEFE

617-275-7295

vkeefe@aps-web.com

<http://www.aps-web.com>