

The logo consists of the text "flip the clinic" in a white, lowercase, sans-serif font, centered within a white square border. The background is a vibrant orange color with various geometric patterns, including concentric squares, circles, and dashed lines.

**flip
the
clinic**

Conflicts of interest

None.

So let's get
going...shall we?

Reality Check

A patient spends an average of **8-12 minutes** one-on-one with a clinician at an appointment.

About **50%** of the information exchanged during that appointment is actually retained by the patient.

An average physician sees **2,300-2,500*** patients per year, a recommended formula** asks **1,000-1,800**.

*Ghorob and Bodenheimer, NEJM: <http://www.nejm.org/doi/full/10.1056/NEJMp1202775#t=article>

** <http://www.aafp.org/fpm/2007/0400/p44.html>

Flip the Clinic

Flip the Clinic is an “open experiment” to reimagine the patient-clinician encounter.



What is a Flipped Clinic?

At the core of Flip the Clinic is a theory that we should learn-by-doing to create a Flipped Clinic.

This experimentation allows us to get clearer on what's working.



The logo consists of the words "flip", "the", and "clinic" stacked vertically in a white, lowercase, sans-serif font. The text is centered within a white-bordered square that is itself centered on the orange background.

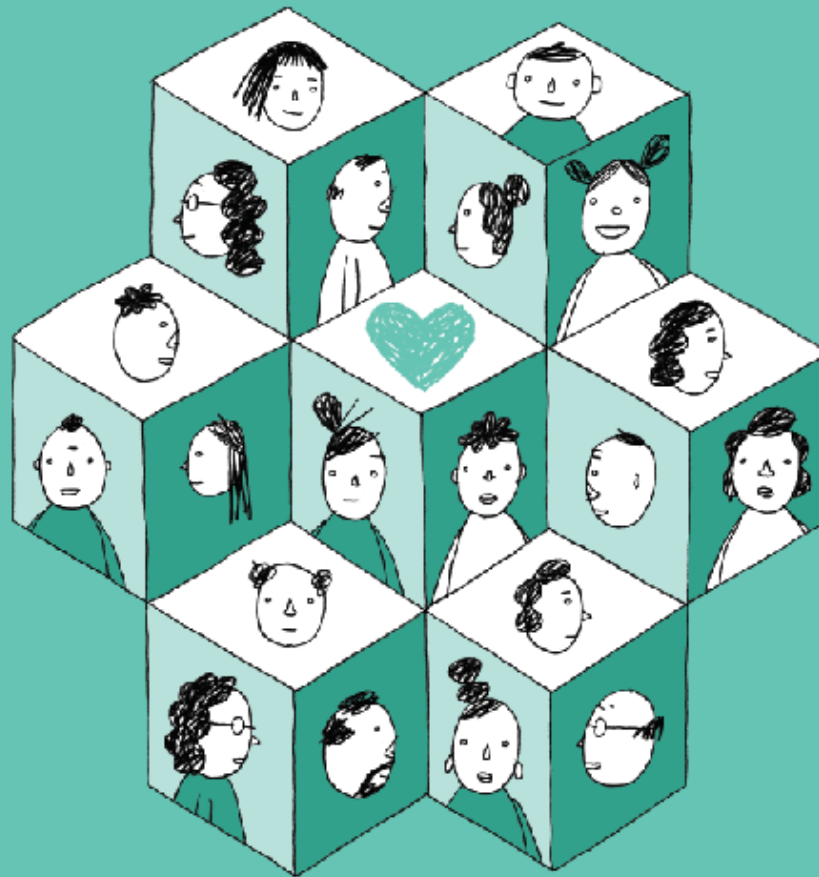
**flip
the
clinic**

A white-bordered rectangular box containing the title text, centered horizontally and positioned below the logo.

Elements of a Flipped Clinic

People-Centered

People are the heart of health care. We're more complex—and interesting!—than a diagnosis or decision. Goals and values, interests and experiences are essential context.



Expansive

The people, activities, and places outside the traditional clinic walls play an important role in a person's health.



Joyful

Clinicians experience joy and passion in their work daily. Patients find delight in the health care encounter.



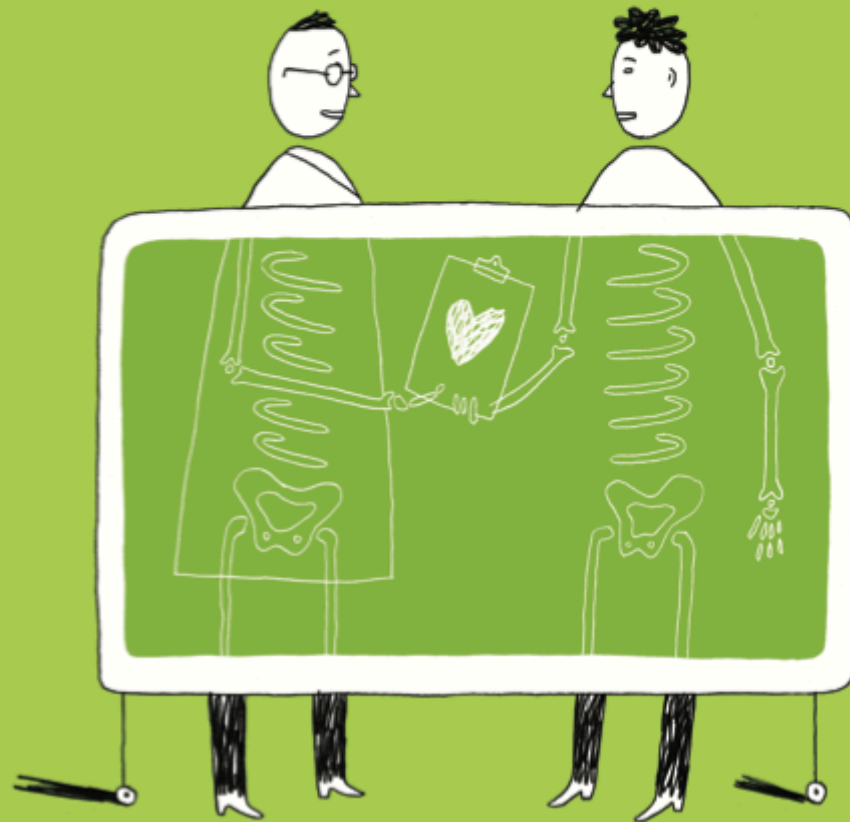
Nourishing

Patients and clinicians feel welcomed and supported both by the clinic's design and by the entire clinic community.



Transparent

Communication is clear, information is accessible and useable, and in conversation, clinician and patient voices are given equal value.



What the &@\$\$*# is a Flip?

Flip

A flip is a bold new way of looking at the patient-clinician encounter.

It is pragmatic.

It is transformative.

It recombines existing ideas, technology, tools.

It does not cost \$500 ZBM.



Flips come from every voice touching healthcare.

Flip Examples

Flip #55: Digital Engagement

Patients

I Want Access »

Patients, it's your right. Learn how to ask for your electronic health record, including test results and lab history.

Flip No.

55

Increase Digital Health Record Engagement

Take action to encourage access to digital health records.

[Learn more »](#)

Providers

I Need Help »

Clinicians, are you having difficulty providing patients with their data? Patients, are you having a hard time getting access to your data? We can help.

I'll Give Access »

Clinicians, medical offices, and health systems, be an open data advocate. Learn how to spread the word about electronic health record access.

Before your patient heads home, remember to ask:

“Would you like us to send you a summary of today’s visit and lab results?”

Did you know?

You can get a digital copy of your medical record and lab results after every appointment.

<http://fliptheclinic.org/flips/accessourdata/>
<http://fliptheclinic.org/ill-give-access/>

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Flip #94: Nourish Patients First

Flip No.

94

Nourish a Patients First Mindset

A visual commitment to put patients first, drives healthcare-wide culture shift

[Learn more »](#)



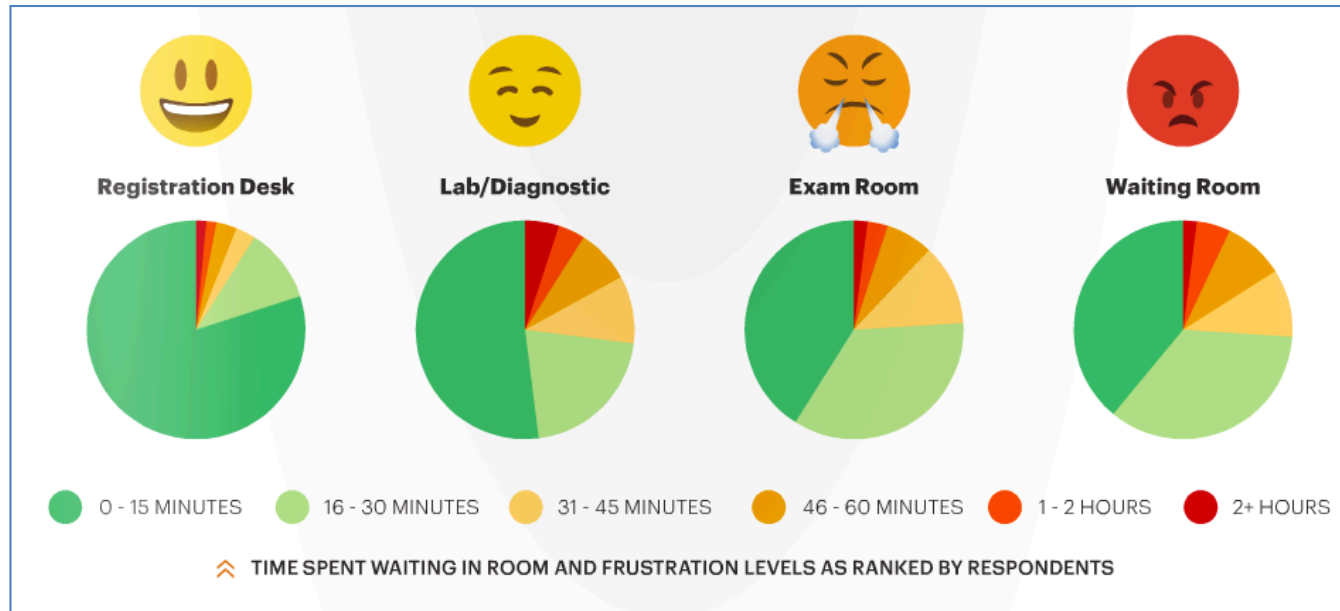
Snap a group pic for #patientsfirst and get YOUR poster today.
<http://fliptheclinic.org/flips/patientsfirst/>

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The background is a solid orange color with various geometric patterns. In the top left, there are several concentric squares. In the top right, there are concentric circles and a grid of squares. In the middle right, there are concentric circles and a solid circle. In the bottom left, there are concentric squares. In the bottom right, there is a dashed square. The text is centered in the upper half of the image.

Evolving the role of the patient

Flip 19: The pinch point



Patients found waiting in the waiting room to be the most frustrating even though they do not have the longest waits there.*

It isn't the actual TIME that makes the wait frustrating.

Flip 19: The Too-Soon Solution

Flip No.

19

**Rebuild, rethink, and reconfigure
the clinic's design**

Make medical facilities work for the people who use them.

[Learn more »](#)

By Flip the Clinic



Reclaiming the Physical Environment

Noise

The Art of
Distraction

Modify
the Space

Give Patients and
Visitors Control

Just Plain
Good Design

Improve Health
Outcomes

Flip 19: With Patients



Flip the Clinic
@FlipTheClinic

What do you see in your waiting room?
[#FliptheWaitingRoom](#)



Lori Melichar
@lorimelichar



Following

What if the waiting room felt like a coffee shop?
[#fliptheclinic](#)

LIKES

4



Bryan Vartabedian
@Doctor_V



Following

Lets [#fliptheclinic](#) by putting doctors in the waiting room



Amanda
@LAlupusLady



Amanda
@LAlupusLady



Following

Dear [@FlipTheClinic](#),
At the Rheumie's office.
Comfortable seating, nice decor, well-lit & wifi!
[#FlipTheWaitingRoom](#)



. [@FlipTheClinic](#) lab idea... For all HCPs "spend 10-15 minutes in your waiting room" Ask what would you change? Then do it! [#fliptheclinic](#)

What's Next?

The Flip the Clinic Playbook



Dream

What do you wish for at your clinic?



Do

It's time to #FliptheClinic
www.fliptheclinic.org





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The logo consists of the text "flip the clinic" in a white, lowercase, sans-serif font, arranged in three lines. The text is centered within a white square border. The background of the entire image is a vibrant orange color, decorated with various geometric patterns such as concentric squares, circles, and triangles in lighter shades of orange.

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