Patient and Family Engagement
Greater Kansas City Medical Managers
Why Patient/Family Engagement?
Healthcare continues to be a serious problem and the U.S. economy is running out of solutions *(Forbes Magazine 2015)*

- A glimmer of hope: digital health

- Empowering consumers to take control of their health while lowering their costs. “consumerization” — a shift towards consumers taking control of their own health care costs and outcomes.

- Healthcare’s costs: $9,000 per person/ U.S. spends 2-3 times more per person than Europe and Asia. YET.......  

- US health outcomes are inferior. U.S. suffers from lower life expectancy (it’s ranked 36th by the WHO, behind Portugal, Slovenia and Costa Rica).

- The Commonwealth Fund, U.S. ranked last among the 11 developed countries they studied in terms of equity, efficiency and healthy lives.

- The Affordable Care Act (ACA) expects to extend coverage to another 10 million people, the system that will cover these lives has yet to be fully reformed.

- Providers and hospitals are actively marketing directly to consumers. And, perhaps most importantly, the Affordable Healthcare Act’s emphasis on “pay for performance” is encouraging physicians to be more focused on patient engagement and outcomes.
Differing Interpretations
Measures for Stage 2 Meaningful Use

- Seven of the 23 measures are directly linked to patient engagement.

- Requires EPs and EHs make available more than 50% of patients electronic access to their health information within 4 days.

- 5% of those patients view, download, or transmit their health information. Act on the data. 5% Direct message with EP.

- Requires EPs and EHs to provide more than 10% of patients with patient education generated through the EHR.
Meaningful Use

**Measures for Stage 3 Meaningful Use**

**Work is underway**

- Follow up care reminders: 10-20% of patients
- 30% of progress notes, electronic form
- Data access for patients from 4 days to 24 hours
- 10% of patients to submit patient generated information, amendment requests
- Top 5 non-English languages spoken, provide 80% of patient education in that language
- Secure messaging to 10%
- Record communication to 20%
- EHR to connect patient with clinical trials
- **Access to specific education outside of four walls of the hospital/clinic**
All Regulations Have Three Basic Premises

1. Build a base of electronic health records, allow patients access to that data

2. Expand support for patients’ to access data
   a) download and transmission capabilities
   b) communicate securely with care team
   c) HIEs

3. Provide patients access to education and tools to manage their condition and practitioners access to assess comprehension
Let’s Break It Down By Invested Parties

- Patients and Families
- Care Teams
- Information Technology
- Leadership – Administration
- Who else is in the boat?
The Patient/Family Perspective

What is important to the patient ...

• Be Understanding
• Teach me about what is happening and why
• Teach me how to get better
• Speak my language
• Timing
• Give me the ability to Repeat and the ability to Share
• Understand how I learn best
• Use technology I am comfortable with
The Care Team Perspective

- Help me take better care of my patients
- Achieving Health Outcomes (Readmissions)
- Meeting Regulations
- Timing ... # of Steps
- Ability to Not Have to Repeat
- Ability for Patients to Share
- The Right Technology
- Improving Staff Satisfaction
The IT Team Perspective

- Help me help the care team
- Another Project to manage?
- Priorities
- Staff
- Budget
- Achieving Regulations
- Others?
Administration – Medical Managers
Why Patient Engagement with Hospitals and Providers?

Knowledge is Power
# Exhibit ES-1. Overall Ranking

<table>
<thead>
<tr>
<th>Country</th>
<th>AUS</th>
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<td>Quality Care</td>
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<td>Patient-Centered Care</td>
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<td>Timeliness of Care</td>
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<td>Healthy Lives</td>
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<td>Health Expenditures/Capita, 2011**</td>
<td>$3,800</td>
<td>$4,522</td>
<td>$4,118</td>
<td>$4,495</td>
<td>$5,099</td>
<td>$3,182</td>
<td>$5,669</td>
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<td>$5,643</td>
<td>$3,405</td>
<td>$8,508</td>
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Notes: * Includes ties. ** Expenditures shown in $US PPP (purchasing power parity); Australian $ data are from 2010.

The Institute for Healthcare Improvement describes it as “actions that people take for their health and to benefit from care. Engagement’s close cousin is patient activation—understanding one’s own role in the care process and having the knowledge, skills, and confidence to take on that role,”

Demonstrations at Seattle-based Group Health and elsewhere have already shown that fully informed patients often choose less invasive and lower-cost treatment than their doctors recommend—and that variation in practice patterns among different physicians also narrows as a result.

Rx For The ‘Blockbuster Drug’ Of Patient Engagement
by Susan Dentzer
HealthAffairs - February 2013)
http://content.healthaffairs.org/content/32/2/202.full
Example: Fairfield Health

8% Higher Annual Healthcare Cost for Lower Patient Engagement
Drivers of Patient/Family Engagement
Value Based Purchasing

- Oct. 1, 2012, hospitals became subject to CMS payment adjustments based on patient experience, which is measured by HCAHPS scores, focus on performance improvements.

- Physicians will be subject to value-based payment adjustments under the Affordable Care Act. Starting in 2015, based on 2013 performance.

- Patient experience scores, along with other quality measures, will be posted to the CMS Hospital Compare and Physician Compare websites so the public can compare quality before selecting a hospital or provider.
Meaningful Use...Worth Repeating

Stage 2 Meaningful Use
Stage 3 Enhanced Engagement!
Accountable Care Organizations

Out of the 33 quality performance measures required by CMS for ACOs, seven are related to patient/caregiver experience, emphasizing the importance of patient engagement in reducing costs and improving quality.
Patient engagement is central to the patient-centered medical home model of care delivery.

- 149 individual factors
- 66 directly connected to patient engagement
How can Patient/Family Engagement be Achieved?
The Giving Tree

The Continuum of Care
Educating and Engaging Options

- Conversation – Teaching at the Bedside
- Phone Calls (Pre and Post)
- Paper-based educational handouts
- Patient Portals: EHR
- Educational Videos on Television Cart
- Educational Videos on Patient Room Television
- Educational Videos on Tablets
- Home access to education through the PC
- Pushed content via email and/or text
Educating the “Right Way”

- The “Right” Language
- The “Right” Learning Style
- The ability to repeat
- The “Right” teaching method (ask 3 and teach back)
- The “Right” documentation
- The “Right” length of time
Patients remember ...

- 10% of what they read
- 25% of what they hear
- 45% of what they see
- 65% of what they hear and see
- 70% of what they say and write
- 90% of what they perform as a task
"This is the time to become more deliberate about your patient engagement strategy"
- Dr. Joseph Kvedar (Director of Center for Connected Health)

- It’s not just about the technology – the delivery model must support **effective patient engagement for that patient**

- Consider: Are market payment models aligned to drive the necessary investment?

- It’s challenging to sort through many technology and service solutions

- Leverage growing alignment of provider and patient financial incentives to effectively engage (and activate)

- Remove delivery system barriers to effectively engage patients and their families
Solutions for Patient/Family Engagement
Patient Portals

- A way to provide online access that allows patients:
  - Easy access to health information
  - Recent clinical information
  - Requirement: EPs 4 business days from they (EP) had access to the information, if they do not receive all information when posted to portal it can be left off
  - Same information as in a clinical summary
  - Withhold online disclosure to a patient if the provider determines could cause harm
Knowledge is power

- Pull vs Push
- Other incentives to go there....
  - Then what?
- Meaningful Use = Meaningful Outcomes
- Data vs Knowledge
Benefits of Technology

- Consistent Education
- Patient Engagement
- Clinical Staff Satisfaction
- Marketing Opportunities
- Patient Satisfaction
- Real Time Reporting

Patient Safety
Quality of Care
Financial Reductions
Efficiency Gains

Regulatory Compliance
Collaboration
Information Security
Minimized Operating Costs
Optimized Processes
Environmental Sustainability
Educating the Care Continuum

- Prevention
- Diagnosis
- Treatment Options
- Rehabilitation
- Hospital
- Home
- Treatment
Solutions for the Hospital, Clinic and Home
<table>
<thead>
<tr>
<th>Solution Benefits</th>
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<tbody>
<tr>
<td>Extremely intuitive for care teams to use</td>
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<tr>
<td>Documents, real time</td>
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<tr>
<td>Leverages current devices and architecture</td>
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<td>Can utilize cloud based technology</td>
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<td>Delivers education content across the entire health continuum</td>
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<tr>
<td>Content available 24/7</td>
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<tr>
<td>Comprehension and Satisfaction Questionnaires</td>
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On-Demand Solutions – Channel Based

- On-Demand Patient Education navigated by the telephone
- Easy to use and cost effective
- Standardized Patient Education
- Real-Time Reports
- Reduce Demands on Nursing Staff
- Scalable Solution and uses existing infrastructure
- Follow Up Comprehension Questions
- Optional Patient Satisfaction Questionnaire(s)
Prescribed Solution – Channel Based

- Patient Education is assigned based on diagnosis, unit, treatment, physician and/or safety concerns.
- Staff can monitor education utilization and comprehension.
- Real time reports.
- Integration to the ADT, EHR, Dietary available.
- Uses the existing coaxial cable, fiber or IP infrastructure.
- Push Technology....Can be sent to cell phone, PC, Tablet!
Tablet Solution

- Small installations (Clinics / Doctors Offices)
- Android or iOS
- Anti-Microbial / Seal Shield available
- Questionnaire
- Surveys
- EHR integration
IPTV Solution

- EHR, HL7 ADT, dietary, housekeeping and pharmacy interfaces/integrations
- Rich media over IP with real time streaming - No coax cables
- Personalized and custom experience for each patient and family
- Real time utilization reporting on patient and staff activity
- Dynamically adapts to the patient's age, condition, location, etc.
- On-demand video for patient education, movies, etc. – HD capable
- Comprehension surveys, pain management, and patient requests
- Patient controls the system using industry-standard pillow speakers
- Controls all televisions in the facility, not just in the patient rooms
- Support for sip-and-puff devices and facial sensors and integrates with all nurse call systems
- Smart ports for adding in gaming, PC and other devices.
Solutions for the Home Setting

“Push” Engagement
Heart Health and Wellness

Keep your patients supported and engaged with 26 biweekly messages
Weekly connections from the 6th week of pregnancy until baby’s 3rd birthday
Engage your patients from 6 weeks pre-op through 6 months post-op
“Push” Education Results

Deloitte study of military patients finds...

- 84% take better care of their families.
- 76% take better care of themselves.

Deloitte & Zogby International Evaluation of UbiCare’s Impact on US Department of Defense
Contracted by TRICARE, 2010
Checking for Vitals ...