Patient Engagement Strategies in the Midst of the Perfect Storm of 2013

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Dialog Medical, a Standard Register Healthcare Company

Cash for Clunkers and Meaningful Use

Cash for Clunkers
<$3 billion

„Meaningful Use“
(Healthcare Information Technology)
~$36 billion


HITECH Act

American Recovery and Reinvestment Act of 2009
HITECH Act
Meaningful Use

HITECH Act

“The changes we’re announcing today will lead to more coordination of patient care...and greater patient engagement in their own care.”

Health and Human Services Secretary Kathleen Sebelius announcing the Stage 2 Final Rule. August 23, 2012.

HITECH Act

• $14.6 billion in incentives paid to date (program inception through April 2013)
• $8.7 billion paid to hospitals
• 4,371 hospitals have registered for the program
• 3,880 hospitals have received an incentive payment

Accountable Care Organizations (ACOs)

- Voluntary groups of physicians, hospitals and other healthcare providers:
  - Responsible for care of a clearly defined Medicare population
  - Designed to foster patient-centered, coordinated care
  - If it succeeds in providing high-quality care while reducing cost, it shares in savings achieved for Medicare


Accountable Care Organizations (ACOs)

- Three goals of ACOs:
  - Better care for individuals
  - Better health for populations
  - Slower growth in costs through improvements in care


Currently part of an ACO? Plan to implement or join an ACO?

- Yes - 11%
- No - 89%
- Yes - 61%
- No - 39%

Source: January 2012 survey of hospitals, physician organizations and health systems reported in: Tocknell MD. The Unsettled State of the ACO. HealthLeaders Media Intelligence Report. April 2012.

Accountable Care Organizations (ACOs)

- Over 250 ACOs
  - 106 on January 1, 2013
  - 1 in 10 Americans is covered under an ACO¹

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Accountable Care Organizations (ACOs)

- Federal savings from this initiative could be up to $940 million over four years.¹
- Top Driver for creating an ACO – To engage physicians
  - 56 percent of the respondents that are or plan to be part of an ACO²

²Tocknell MD. The Unsettled State of the ACO. HealthLeaders Media Intelligence Report. April 2012.

Hospital Readmission Reduction Program

- National average readmission rate (Medicare patients): 19%
  - Cost to Medicare is $17.5 billion annually
- 2,217 hospitals will face penalties of over $280 million in 2013

www.kaiserhealthnews.org/Stories/2012/August/13/medicare-hospitals-readmissions-penalties.aspx

Hospital Value-Based Purchasing (VBP) Program

- Goals of Hospital VBP Program
  - Improve patient experience
  - Better clinical outcomes
- 1 percent Medicare Holdback
  - $850 million in 2013

Hospital Value-Based Purchasing Program Fact Sheet. Department of Health and Human Services. ICN 907664 November 2011.
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Patient Engagement Framework

- Model created to guide healthcare organizations in developing and strengthening their patient engagement strategies through the use of eHealth tools and resources.
- Developed by the National eHealth Collaborative – a public-private partnership that accelerates effective use of health IT to advance health and transform healthcare.

Patient Engagement Framework

1 Inform Me
- Provider in this phase demonstrates basic level of patient engagement
- Uses simple tools that make healthcare more convenient and accessible
- Offers simple forms (printable) and patient education materials

Patient Engagement Framework

2 Engage Me
- More mature patient engagement strategies
- Increased use of eHealth tools and resources
- Patients have access to their electronic health record, and are able to complete administrative tasks online

Patient Engagement Framework

3 Empower Me
- Substantive use of HIT
- Secure messaging between patients and providers
- Integration of patient-generated data into EHR
- Patient experience ratings
- Participation in HIE

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Patient Engagement Framework

4 Partner With Me
- Providers use HIT to make patient a true partner in his/her care
- Condition-specific management tools
- Access to care summaries
- Care coordination
- Integration with public health reporting


Patient Engagement Framework

5 Support My e-Community
- Fully-interoperable EHRs (acute and post-acute)
- Record sharing among providers and patient’s (non-provider) care team
- E-visits, care reminders, cost comparisons and outcomes reporting
- ACO and PCMH support


Meaningful Use Objectives

Stages of Meaningful Use

<table>
<thead>
<tr>
<th>Year</th>
<th>Stage 1</th>
<th>Stage 2</th>
<th>Stage 3</th>
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<tbody>
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<td>2017</td>
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</table>


Meaningful Use Objectives

- Stage 1 Objectives for Hospitals
  - 14 Core Objectives, 10 Menu Objectives (attain 5)
  - First eligible payment year: 2011

- Stage 2 Objectives for Hospitals
  - 16 Core Objectives, 6 Menu Objectives (attain 3)
  - First eligible payment year: 2014
  - Effectively incorporate all of the Stage 1 objectives, along with additional objectives and higher measurement thresholds
Stage 2 Meaningful Use Objectives

<table>
<thead>
<tr>
<th>Core Objectives</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>Demographics</td>
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<td>Vital Signs</td>
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<td>Clinical Decision Support</td>
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<td>CPOE</td>
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<tr>
<td>Transitions of Care</td>
<td>Major</td>
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<tr>
<td>View, Download and Transmit to Third Party</td>
<td>Major</td>
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<tr>
<td>Privacy and Security</td>
<td>Slight</td>
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<tr>
<td>Smoking Status</td>
<td>Slight</td>
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<tr>
<td>Lab Results into EHR</td>
<td>Major</td>
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<tr>
<td>Patient-Specific Education</td>
<td>Major</td>
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<tr>
<td>Medication Reconciliation</td>
<td>Slight</td>
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</tbody>
</table>

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<thead>
<tr>
<th>Core Objectives</th>
<th>Engagement</th>
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</thead>
<tbody>
<tr>
<td>Generate Patient Lists</td>
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<td>Immunization</td>
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<td>Registries</td>
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<td>Lab Results to Public</td>
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<td>Menu Objectives</td>
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<td>Electronic Lab Results</td>
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<tr>
<td>Family Health History</td>
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Engagement/Communication-Oriented Strategies

- For the first time, *Consumer Reports* rated hospitals in 2012

**Why Focus on Engagement as We Strive Toward Meaningful Use?**

"Patient engagement is the blockbuster drug of the century."

Farzad Mostashari, MD, ScM
National Coordinator for Health IT, ONC

Engagement/Communication-Oriented Strategies

- Communication was consistently the most poorly rated category.

Engagement/Communication-Oriented Strategies

- Patient Satisfaction
  - These metrics are moving beyond the government sites to mainstream, consumer sites

**Engagement-Focused Meaningful Use Objectives**
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Engagement-Focused Meaningful Use Objectives

Patient-Specific Education

Patients who are provided patient-specific education resources
Number of unique patients admitted to the hospital's inpatient or emergency departments during the reporting period

> 10%

Engagement-Focused Meaningful Use Objectives

View, Download and Transmit to a Third Party

Patients whose information is available online within 36 hours of discharge
Number of unique patients discharged from the hospital's inpatient or emergency department during the reporting period

> 50%

Engagement-Focused Meaningful Use Objectives

View, Download and Transmit to a Third Party

Patients who view, download or transmit to a third party the information provided online
Number of unique patients discharged from the hospital's inpatient or emergency department during the reporting period

> 5%

Best Practices for Patient-Specific Education Materials

Informed Consent

The informed consent discussion conducted by the surgeon should include:

1. The nature of the illness and the natural consequences of no treatment.
2. The nature of the proposed operation, including the estimated risks of mortality and morbidity.
3. The more common known complications, which should be described and discussed. The patient should understand the risks as well as the benefits of the proposed operation. The discussion should include a description of what to expect during the hospitalization and post hospital convalescence.
4. Alternative forms of treatment, including nonoperative techniques.


Informed Consent

A 2012 study of 481 malpractice claims involving informed consent
- 78 percent of the cases concerned an allegation of an undisclosed risk

Outcomes n (%)
Further surgery required 11 (30.9)
Chronic pain 13 (29.4)
Poor cosmetic result or delayed wound healing 9 (23.7)
Impaired vision or hearing 8 (22.2)
Infertility or sexual dysfunction 7 (18.9)
Paralysis 3 (7.9)
Other 3 (7.9)

Total sums to greater than 48 because categories are not mutually exclusive. doi:10.1377/mvrcp.1901158.1401

RL Palooza 2013
User Group Conference
Toronto July 9-12, 2013
Informed Consent

- Needs to be electronic
- Can’t be a “Medical Miranda Warning”

Pre-Procedure Instructions

- Reduce the risk of potentially life-threatening perioperative complications

Pre-Procedure Instructions

- Lower the incidence of preventable surgery cancellations

Best Practices for Viewing, Downloading and Transmitting Patient Information

Discharge Instructions

- Providing patients with incomplete information at discharge can result in patient harm

Discharge Instructions

- Using procedure-specific discharge instructions reduced the 14-day readmission rate three-fold
  - 4.1 per 1,000 outpatient procedures to 1.5 per 1,000
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Discharge Instructions
• Most valuable if they are sent well prior to the 36-hour threshold
• Provided prior to admission
• Paper as well as electronic

Developing Patient Engagement Initiatives in Your Own Organization

Resources
• Meaningful Use – The Whiteboard Story — Stage 1 Final Rule Meaningful Use Objectives and Measures Compared to Stage 2 Final Objectives and Measures. Created as a reference tool for public use and convenience by The Advisory Board Company.
  • http://www.advisory.com/~/media/Advisory-com/CampaignItems/MU-Stage-2-White-Board-Story-Poster-2.pdf
• The Patient Engagement Framework. Available for download to the public.
  • http://www.nationalehealth.org/download-patient-engagement-framework

Patient Engagement Checklist

- Is the initiative patient-centered? [ ] [ ]
- Does it reduce risk? [ ] [ ]
- Does it enhance safety? [ ] [ ]
- Does it leverage the patient? [ ] [ ]
- Can you utilize HIT (EHR or other systems)? [ ] [ ]
- Does it support Stage 1 or Stage 2 Meaningful Objectives? [ ] [ ]

Will a Focus on Patient Engagement Strategies Impact the Selection of Treatments/Procedures and Potentially the Efficiency of an ACO?

Dartmouth Atlas Project
• A series of nine reports of elective surgical procedures, released in late 2012, found wide variations in the treatments provided

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**Dartmouth Atlas Project**

- Mastectomy rates range from 0.3 per 1,000 female Medicare patients in the San Francisco area, to 2.3 in Grand Forks, ND

**Press Ganey HCAHPS Analysis**

- The relationship between patient satisfaction and readmissions is not causal. Rather it is most likely predictive of an environment stratified by patient engagement strategies.

- Positive patient experience correlates well with low readmission rates and high readmission rates correlate well with poor patient experience

**Will a Focus on Patient Engagement Strategies Impact Readmissions or Patient Satisfaction?**

- The report authors surmise that patients may not understand their full range of options and choices may be unduly influenced by providers and not patient preferences.

**Navigating the Perfect Storm of 2013**

- The relationship between patient satisfaction and readmissions is not causal. Rather it is most likely predictive of an environment stratified by patient engagement strategies.

- Positive patient experience correlates well with low readmission rates and high readmission rates correlate well with poor patient experience
Questions?

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