Engage!
Transforming Healthcare Through Digital Patient Engagement

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Discussion Points

• HIMSS eHealth Pledge
• Evolution of our definition of Healthcare
• Why Patient Engagement Matters
• Patient Engagement and Trends
• Today and The Future Direction
• Call to Action
• Resources
HIMSS Vision
• Better health through information technology.

HIMSS Mission
• Globally, lead endeavors optimizing health engagements and care outcomes through information technology.

Stakeholder Engagement
• Stakeholder groups help HIMSS establish strategic direction and official positions on issues pertaining to the best use of IT and management systems for the betterment of healthcare.
HIMSS eHealth Pledge

“HIMSS pledges to lead the effort **to equip clinicians and other front-line personnel** with the education, tools and resources needed to make smart decisions on when and how to e-engage consumers to improve the quality, cost-effectiveness, safety and access to healthcare.

Through outreach to all facets of HIMSS stakeholders – from leaders to point of care professionals – **HIMSS will provide opportunities to members and non-members for involvement in and education** on the importance of, and processes for, e-engagement with consumers. These opportunities include in-person and virtual conferences, podcasts and other learning platforms.”
Blue Button - Your Rights

- Office of Civil Rights HHH.gov/OCR
- http://www.youtube.com/watch?v=JY1I5s8ED5c
The MOM – Regina Holiday

Let's all Walk together! Walking Gallery
Healthcare - Ancient Times
Healthcare – Turn of 19th Century
Healthcare – 1930’s
Healthcare - Baby Boomers
Healthcare - Today
On A Mission To Build The Next Big Pet Brand, Whistle Launches A $99 Fitbit (And Health Monitor) For Pooches

posted yesterday

“"The average dog is a nicer person than the average person.""

— Andy Rooney

Yes, it's become exceedingly clear that the Internet has entered into a prodigious, lascivious (and hilarious) relationship with cats. But, at the end of the day, when it comes to the title of "Man/Woman/Child's Best Friend," it's the friendly neighborhood pooch that takes the cake. In my own experience, even when The World thinks you're an idiot, life gets you down and you've forgotten to feed Barkley Barkley, their tails are still going to wag — just at the sight of you. Sure, they may have questionable taste, but there's probably no better representation of unconditional love than your local canine.

If what Rooney says is true, then it probably helps explain why some dogs have it better than some actual humans. (Exhibit A.) Lately, humans, at least humans in Silicon Valley, have become enthralled with wearable health tracking devices. So, considering there's already a Birchbox for Dogs, it was only a matter of time before dogs get their own Fitbit. Enter: Whistle, a new startup launching today.

The Case for Patient Engagement
People define “health” well beyond the physical

“Whole health” includes mental health, physical appearance and financial health. As a result, Americans' concept of health goes beyond the traditional health care system, extending to where people "live, work, play and pray," as U.S. Surgeon General Regina Benjamin coined.

![Physical health 94%](image1)

![Mental/emotional Health 91%](image2)

![Personal appearance 87%](image3)

![Financial health 82%](image4)

Source: Edelman Health Engagement Barometer, October 2008
Why patient engagement matters

• Affects every dimension of the Triple AIM:
  • Improves the experience of care
  • Improves the health of populations
  • Reduces the per capita costs of health care

• Offers collaborative opportunity to change patients’ behavior:
  • Around wellness
  • Management of disease
  • Management of cost
Medical costs for a family of four >doubled in 10 years

The proportion of U.S. workers covered by employer health insurance fell from 69% in 2010 to 61% in 2012. Covered workers are also facing more complex CDHP financial arrangements along with clinical decision making responsibilities.

Source: Milliman Medical Index, 2004-2012
75% of Americans say that money is their biggest stressor.*

80% of all medical expenditures are stress related.^

The Number One cause of personal bankruptcy in the U.S. is due to health related debt.#

* American Psychological Association
^ Center for Disease Control
# Harvard University
Growing incentives for wellness at the workplace: Addressing workers’ bad health habits is #1 job for employer health benefit programs

Employers are allocating resources to wellness programs and population health management that targets both biometrics (e.g., lowering BMI) and specific health conditions such as diabetes and heart disease.

- Overuse of care through providers recommending too... 14%
- Higher costs due to new medical technologies 15%
- Cost of compliance under the PPACA 16%
- Poor information on provider costs 18%
- Overuse of care through employees seeking... 18%
- Poor employee understanding of how to use the plan 26%
- Escalating cost of pharmacy benefits 28%
- Underuse of preventive services 31%
- High cost catastrophic cases and end-of-life care 39%
- Employees’ poor health habits 66%

What is patient engagement?

"Actions individuals must take to obtain the greatest benefit from the health care services available to them."

Engagement is not synonymous with compliance. Compliance means an individual obeys a directive from a health care provider. Engagement signifies that a person is involved in a process through which he or she harmonizes robust information and professional advice with his or her own needs, preferences and abilities in order to prevent, manage and cure disease.

Source: Center for Advancing Health
What would an engaging healthcare system look like?

- Processes designed with patients and caregivers at center
- Collaborative and participatory decision-making
- Patients and caregivers active participants in their own care
Keys to successful patient engagement strategies

**Convenience**
- Meet them where they are
- Provide services that simplify their lives
- Make every interaction simple, seamless

**Connection**
- with caregivers and friends
- with their doctors and care team
- with people like them

**Relevant & Timely Data**
- about them
- about their diseases, conditions, drugs, tests
- that can help them make choices
- that can educate and encourage them
Trends in the rest of our lives affect our expectations about healthcare
We are social

Peer to Peer and Social Healthcare Resources

- Social media continues to gain popularity
- Consumers—and patients—are already using social tools for healthcare
- According to a Price Waterhouse Cooper survey in 2012, nearly 1/3 of the respondents used social media for healthcare

Social Media tools used for healthcare*

- Foursquare: 2%
- Other- WebMD: 4%
- LinkedIn: 4%
- MySpace: 4%
- Twitter: 6%
- Google +: 8%
- Blogs: 9%
- YouTube: 12%
- Facebook: 18%
We are social

Consumer Reviews Most Popular Among People Seeking Health Information

Health-related consumer reviews: 42%
Friends'/family health experiences: 32%
Other patients' experiences with their disease: 29%
Health-related videos/images posted by patients: 24%

Source: Social media 'likes' healthcare: from marketing to social business, PwC, April 2012
We are mobile

Study: U.S. Smartphone Penetration Now at 61%
Our needs are not being met

Harris Interactive Poll 2012

<table>
<thead>
<tr>
<th>Service</th>
<th>Important or very important %</th>
<th>My doctor already does this %</th>
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<tbody>
<tr>
<td>Online access to clinical data</td>
<td>65%</td>
<td>17%</td>
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<tr>
<td>Online cost estimator</td>
<td>62%</td>
<td>6%</td>
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<tr>
<td>Preventive care reminders</td>
<td>57%</td>
<td>12%</td>
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<tr>
<td>Email access to your doctor</td>
<td>53%</td>
<td>12%</td>
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<tr>
<td>Online appointments</td>
<td>51%</td>
<td>11%</td>
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<tr>
<td>Online billing &amp; payments</td>
<td>50%</td>
<td>10%</td>
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One size engagement does not fit all

<table>
<thead>
<tr>
<th>Attitude toward doctors</th>
<th>Resistant</th>
<th>Passive</th>
<th>Informed</th>
<th>Empowered</th>
<th>Self-Actualized</th>
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<tbody>
<tr>
<td>Partners</td>
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<td>Advisors</td>
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<td>Authorities</td>
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Vector of empowerment

Extrinsic Motivation Intrinsic
Providers are faced with new challenges

- Attract New Patients
- Satisfy & Retain Patients

Satisfy Meaningful Use
Change culture

Meet quality measures

- Steerage
- FFS Volume
- Accountable Care
- Leakage
- Referral Mgmt.
- Loyalty
- Access

Stay profitable
Build new relationships
Why does patient engagement matter?

Engaged consumers have better outcomes

Engagement impacts experience and satisfaction

Self-service strategies reduce costs

Patient engagement affects all dimensions of the triple aim
Patient engagement is good business

New models of care focus on patient engagement:
* Patient satisfaction a key metric
* Patient loyalty affects network costs
* Quality outcomes require engaged patients

MU Stage 2 focuses on patient engagement:
* Secure messaging
* Access to clinical record
* Reminders
* Patient-specific education
Self-service features raise patient satisfaction and reduce costs

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Details</th>
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<tbody>
<tr>
<td>Other industries reduced costs by 10:1</td>
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<tr>
<td>Prescription refill cuts staff time in half</td>
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<tr>
<td>Online results reduce printing and mailing costs</td>
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<tr>
<td>Direct scheduling reduces no show rates</td>
<td></td>
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<tr>
<td>Reminders increase medication adherence</td>
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<tr>
<td>Self-service increases satisfaction levels</td>
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Sources: Gallup Research, IMI Healthcare, Kaiser Studies

*The Case for Patient Engagement*
Connection builds trust and loyalty

- **66%** of patients would **consider switching doctors** in order to have access to their medical record online.
- Patients with online access are **2.6 times more likely to stay with existing providers**.
- **51%** of patients think doctors open to online health tools are **likely to make better care decisions**.

Chronically ill patients who have **email relationships** with their doctors correlate with:
- Higher trust
- Better HEDIS outcomes
# Engagement affects outcomes

## Quality Issues

<table>
<thead>
<tr>
<th>Quality Issue</th>
<th>More Activated Patient</th>
<th>Less Activated Patient</th>
</tr>
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<tbody>
<tr>
<td>Readmitted to the hospital within 30 days of discharge</td>
<td>12.8%</td>
<td>28%</td>
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<tr>
<td>Experiences a medical error</td>
<td>19.2%</td>
<td>35.8%</td>
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<tr>
<td>Have poor care coordination among health care providers</td>
<td>12.6%</td>
<td>41.8%</td>
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<tr>
<td>Suffer a health consequence because of poor communication among providers</td>
<td>13.2%</td>
<td>48.6%</td>
</tr>
<tr>
<td>Lose confidence in the system</td>
<td>15.1%</td>
<td>59.8%</td>
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Engaged patients find errors, catch critical issues

Sources: Adapted from AARP & You “Beyond 50” Patient Survey; IMI Research

*The Case for Patient Engagement*
Future directions

• Outreach to patients transformed by using consumer segmentation capabilities

• Ubiquitous tracking will provide in-the-moment data to transform assessment and treatment

• Integrated data—across communities and across types of data—will provide overarching perspective

• Analytics engines will make personalized tools and tailored information a reality
What’s your role?

As patient or caregiver:
• Ask questions
• Know your numbers
• Ask for what you need

As policy-maker:
• Pay relentless attention to patient experience
• Help your organization transform itself
• Build your brand around service

As systems designer:
• Design and redesign for engagement
• Build for efficiency
• Always be innovating

The Case for Patient Engagement
Have we really changed our definition of health?
We have!
Opportunities & Resources
New HIMSS Book: Engage!
Transforming Healthcare through Digital Patient Engagement

Discover the benefits of digital patient engagement through a variety of lenses and find out what’s working well in this new digitally-empowered collaborative environment.

Through vignettes and 23 case studies, learn about:

- The changing landscape of patient
- The impact of new payment models and Meaningful Use requirements
- The effects of patient engagement on patient safety, quality and outcomes
- Effective communications
- Self-service transactions
- Social media and mobile as tools
- Privacy and security challenges
- How providers can get started.

Edited by Jan Oldenburg, Dave Chase, Kate T. Christensen, MD, and Brad Tritle, CIPP

The Case for Patient Engagement
REALIZING THE VALUE OF HEALTH IT

Health IT creates five kinds of value of benefit to patients, healthcare providers and communities.

- **S**: SATISFACTION
  - 118% INCREASE IN PATIENT SATISFACTION
  - 90% INCREASE IN STAFF RETENTION

- **T**: TREATMENT/CLINICAL
  - 52% DECREASE IN 30-DAY READMISSION RATE
  - 20% INCREASE IN PHYSICIAN TIME SPENT WITH EACH PATIENT PER VISIT

- **E**: ELECTRONIC INFORMATION/DATA
  - $500,000 ANNUAL DECREASE IN CLAIM DENIALS

- **P**: PREVENTION/PATIENT EDUCATION
  - 96% COMPLIANCE RATE FOR PATIENT AND MEDICATION SCANS
  - 191% INCREASE IN IMMUNIZATIONS
  - 150% INCREASE IN PATIENTS MEETING DIABETES MANAGEMENT METRICS

- **S**: SAVINGS
  - $9.7 MILLION SAVINGS DUE TO ELIMINATION OF TRANSCRIPTION SERVICES
  - $3.1 MILLION REDUCED LENGTH OF PATIENT STAYS

ROI TOTALING $17.7 MILLION
Join our monthly virtual presentations by the field’s top experts!

Topics may include:

• Emerging patient engagement technologies
• Implementing patient engagement strategies
• Promoting the “four pillars” of patient health:
  – Health Management
  – Behavioral & Social Health
  – Home Health Technologies
  – Financial Health
• Case studies/best practices
• Social media
• The value of patient engagement for providers
HIMSS eConnecting with Consumers Committee

There are currently very active and engaged eConnecting with Consumers volunteers

- eConnecting with Consumer Committee
  - Published a book for providers to *eEngage with Patients*. It was the top-selling book at HIMSS13.
  - Hosted a three-session Patient Experience Forum at HIMSS13

- Social Media Task Force
  - LinkedIn Discussions
  - [http://linkd.in/1bmXTxE](http://linkd.in/1bmXTxE)

- Patient Engagement Technologies Task Force

- The Value of Provider-Patient Engagement and Health IT
HIMSS Recognition of Excellence for the Utilization of EHR Technology to Improve Clinical Quality Outcomes and generate Return on Investment

• Peer Reviewed and Vendor Agnostic

• Categories for:
  – Enterprise Systems
  – Ambulatory Practices
  – Public Health
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Thank You