



**Patient and Family Engagement
Heart of America HIMSS
September 25, 2014**

Agenda



- Introductions, MDM Healthcare and BJC
- What is Patient/Family Engagement?
- Why Patient/Family Engagement?
- Drivers of Patient/Family Engagement
- How can Patient/Family Engagement be Achieved?
- Solutions for Patient/Family Engagement
 - Hospital and Clinic Setting
 - Home Setting
- Demonstration
- Questions and Answers



Introductions

- MDM Healthcare
- BJC

Introductions

Tim Mudrovic, BJC

Media Services Specialist

Themis Koumoutseas,

Vice President Business Development,

John O'Reilly,

Regional Vice President, MDM Healthcare

Heather Boyle-Townsend,

Vice President of Patient Engagement



Who is MDM Healthcare?

- Founded in 1990
- Headquartered in Ponte Vedra Beach, FL
 - Team members throughout the US
- Full Turn-Key Solutions Provider
 - Nationwide Installation Teams
 - Engineering Staff for System Design
 - Patient Educator
- GPO Affiliations
 - Novation, Premier, and MedAssets/Broadlane, GSA

MDM Healthcare Offerings

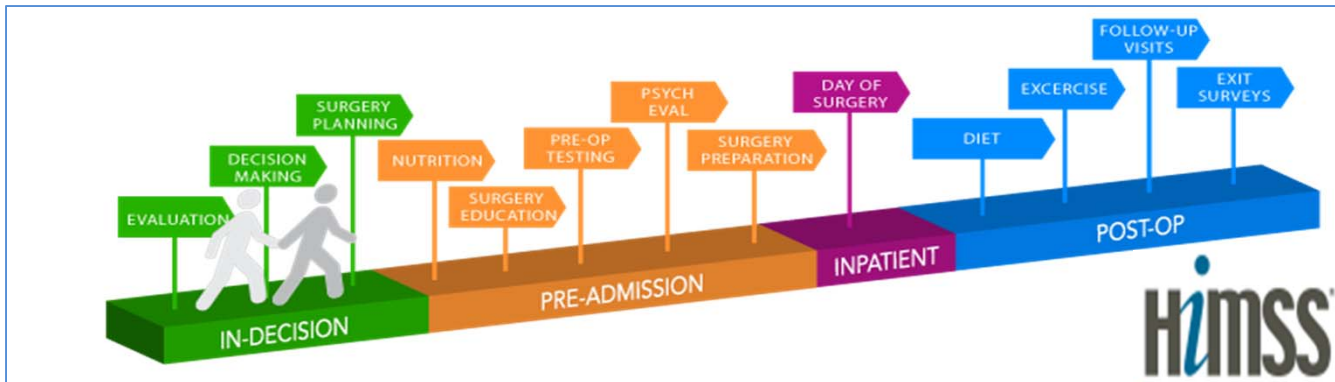
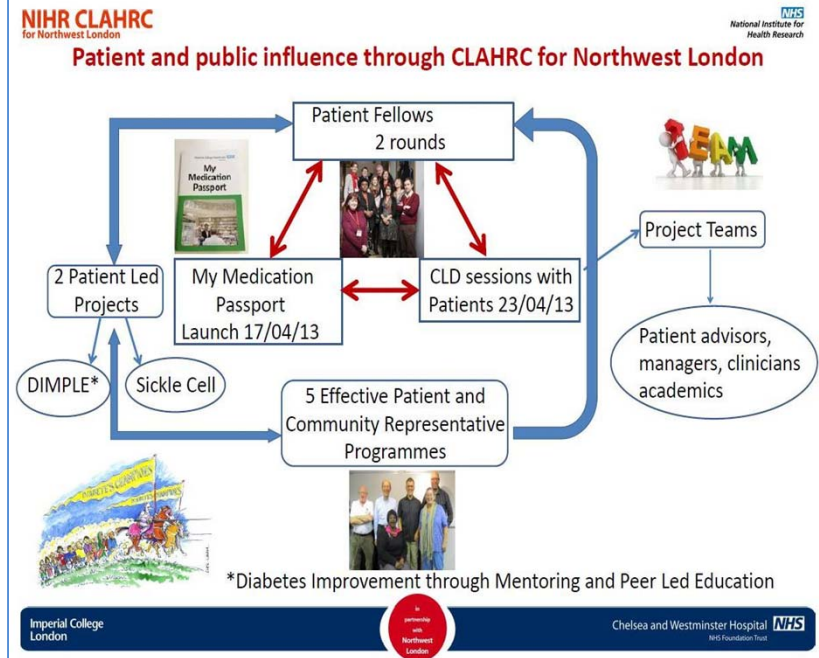
- Healthcare Television Solutions
- HD and Analog Television Programming Solutions
- Television Distribution Systems
- Nurse Call Products
- Audio Visual Solutions
- System Infrastructure Design, Support and Installation
- Consulting and Project Management
and

**Patient Education and Engagement Solutions
with Educational Content**



What is Patient/Family Engagement?

Differing Interpretations



The HIMSS Model



PATIENT ENGAGEMENT FRAMEWORK

The Patient Engagement Framework is licensed under a Creative Commons Attribution-NonCommercial-NoDerivs 3.0 United States License.



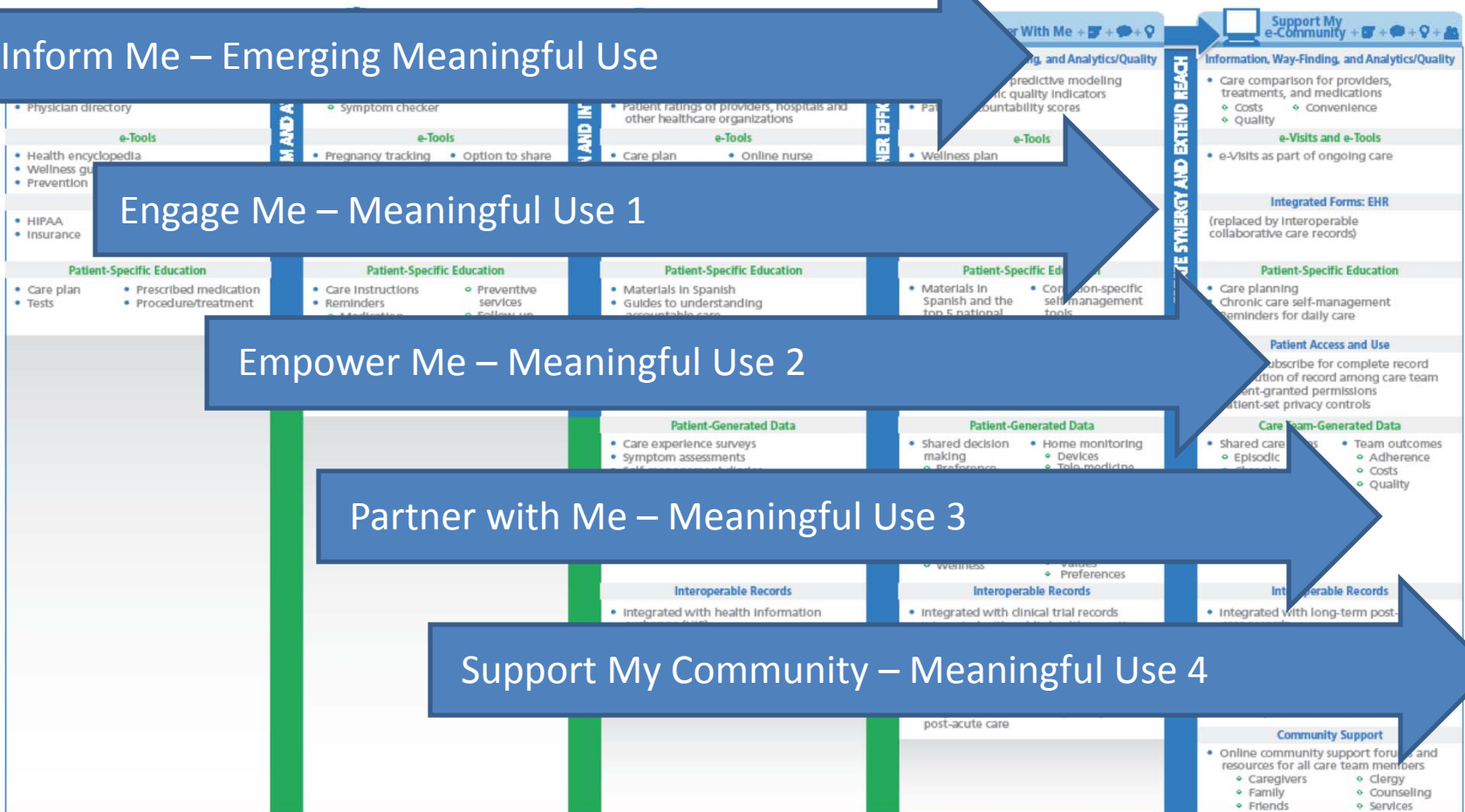
Inform Me – Emerging Meaningful Use

Engage Me – Meaningful Use 1

Empower Me – Meaningful Use 2

Partner with Me – Meaningful Use 3

Support My Community – Meaningful Use 4



Aligned: Emerging Meaningful Use

Aligned: Meaningful Use 1

Aligned: Meaningful Use 2

Aligned: Meaningful Use 3

Aligned: Meaningful Use 4+

Meaningful Use



Measures for Stage 2 Meaningful Use

- Seven of the 23 measures are directly linked to patient engagement.
- Requires EPs and EOs 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 EOs to provide more than 10% of patients with patient education generated through the EHR.**

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

Measures for Stage 2 Meaningful Use

- **National Quality Strategy Domains**

New requirement in 2014 that the quality measures selected must cover at least 3 of the 6 available National Quality Strategy (NQS) domains, which represent the Department of Health and Human Services' NQS priorities for health care quality improvement.

The 6 NQS domains are: Choose 3

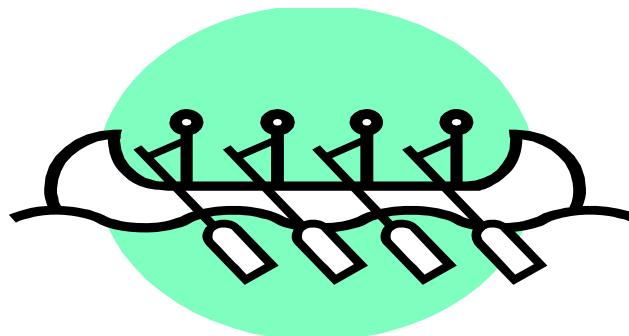
1. Patient and Family Engagement
2. Patient Safety
3. Care Coordination
4. Population/Public Health
5. Efficient Use of Healthcare Resources
6. Clinical Process/Effectiveness

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

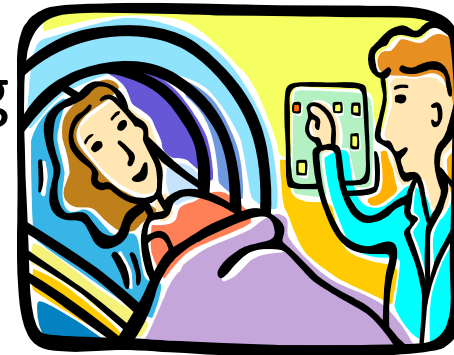
- Patients and Families
- Care Teams
- Information Technology
- Leadership – Administration
- Who else is in the boat?



The Patient/Family Perspective

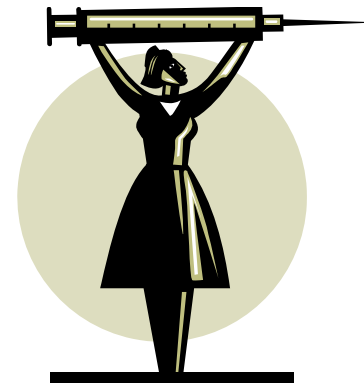
What is important to the patient ...

- 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

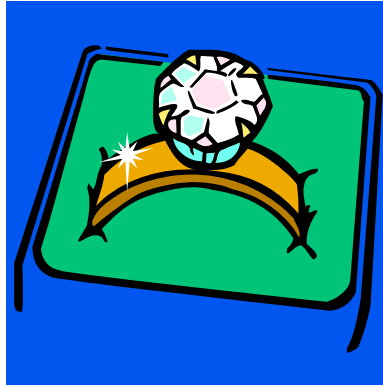


The IT Team Perspective

- Help me help the care team
- Another Project to manage?
- Priorities
- Staff
- Budget
- Achieving Regulations
- Others?



Administration



Why Patient Engagement with Hospitals and Providers?

Knowledge is Power

EXHIBIT ES-1. OVERALL RANKING

June 16, 2014 Forbes

COUNTRY RANKINGS

Top 2*
Middle
Bottom 2*



	AUS	CAN	FRA	GER	NETH	NZ	NOR	SWE	SWIZ	UK	US
OVERALL RANKING (2013)	4	10	9	5	5	7	7	3	2	1	11
Quality Care	2	9	8	7	5	4	11	10	3	1	5
Effective Care	4	7	9	6	5	2	11	10	8	1	3
Safe Care	3	10	2	6	7	9	11	5	4	1	7
Coordinated Care	4	8	9	10	5	2	7	11	3	1	6
Patient-Centered Care	5	8	10	7	3	6	11	9	2	1	4
Access	8	9	11	2	4	7	6	4	2	1	9
Cost-Related Problem	9	5	10	4	8	6	3	1	7	1	11
Timeliness of Care	6	11	10	4	2	7	8	9	1	3	5
Efficiency	4	10	8	9	7	3	4	2	6	1	11
Equity	5	9	7	4	8	10	6	1	2	2	11
Healthy Lives	4	8	1	7	5	9	6	2	3	10	11
Health Expenditures/Capita, 2011**	\$3,800	\$4,522	\$4,118	\$4,495	\$5,099	\$3,182	\$5,669	\$3,925	\$5,643	\$3,405	\$8,508

Notes: * Includes ties. ** Expenditures shown in \$US PPP (purchasing power parity); Australian \$ data are from 2010.

Source: Calculated by The Commonwealth Fund based on 2011 International Health Policy Survey of Sicker Adults; 2012 International Health Policy Survey of Primary Care Physicians; 2013 International Health Policy Survey; Commonwealth Fund National Scorecard 2011; World Health Organization; and Organization for Economic Cooperation and Development, OECD Health Data, 2013 (Paris: OECD, Nov. 2013).

Why is it important?

- Right thing to do for patients and families
- Health Self Efficacy...Proven Health Outcomes
- Financial incentives are aligning to be invested in patient engagement: Re-Admissions
- Moving from fee-for-service, to fee-for-value
- Patient Satisfaction
- Staff Satisfaction
- Regulatory requirements

Why Patient/Family Engagement?

“Improving the U.S. health care system requires simultaneous pursuit of three aims:

1. *improving the experience of care,*
2. improving the health of populations, and
3. reducing per capita costs of health care

Donald Berwick (Former CMS Administrator)

Studies ...

Rx For The 'Blockbuster Drug' Of Patient Engagement

- **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

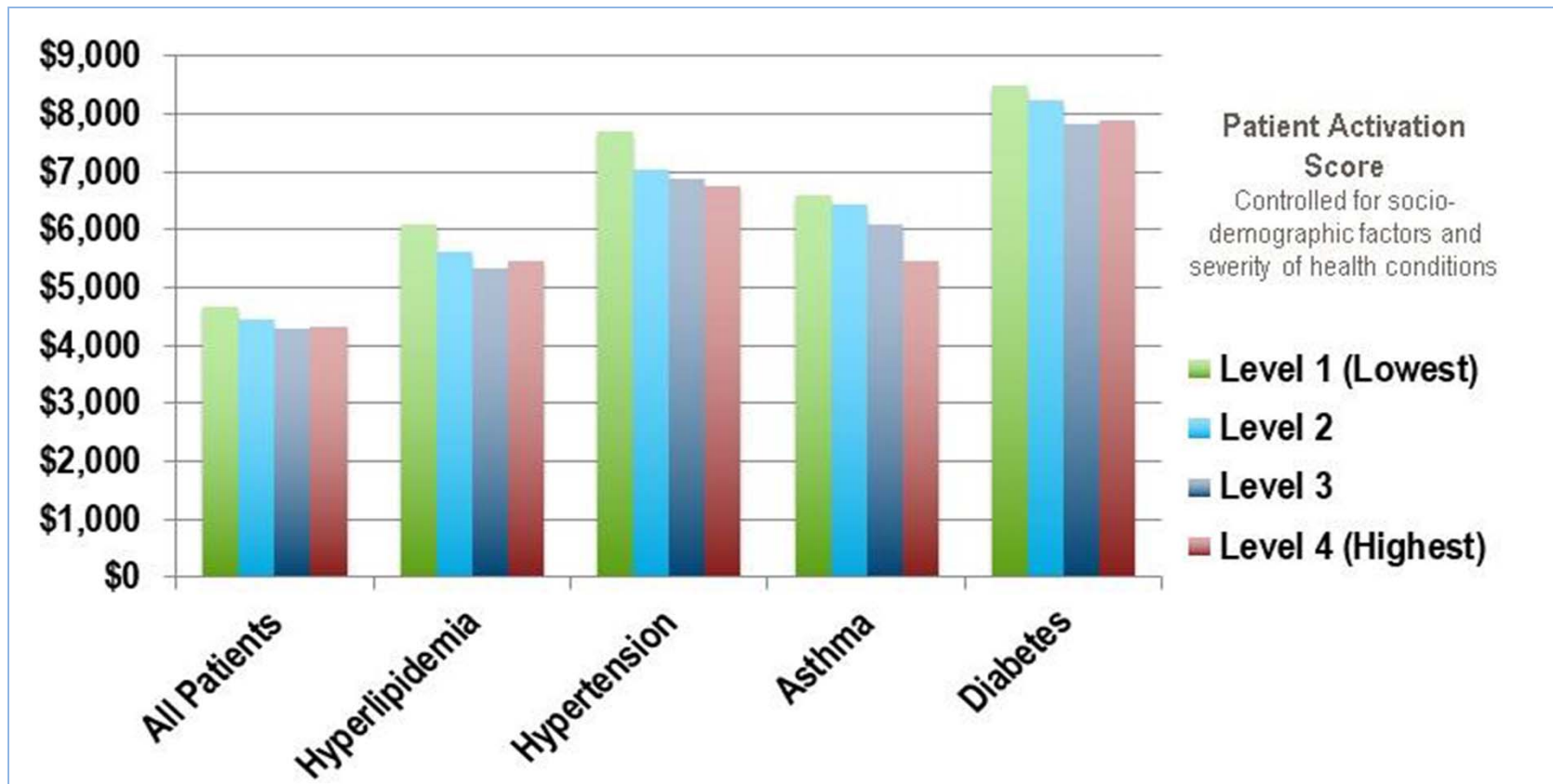
by Susan Dentzer

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

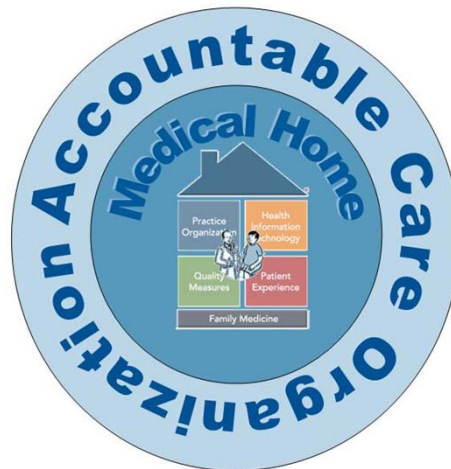
Out of the 33 quality performance measures required by CMS for ACOs, seven are related to patient/caregiver experience, emphasizing the importance of patient engagement in reducing costs and improving quality.



Patient Centered Medical Home

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

Patient Comprehension

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



Where is your organization?

“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

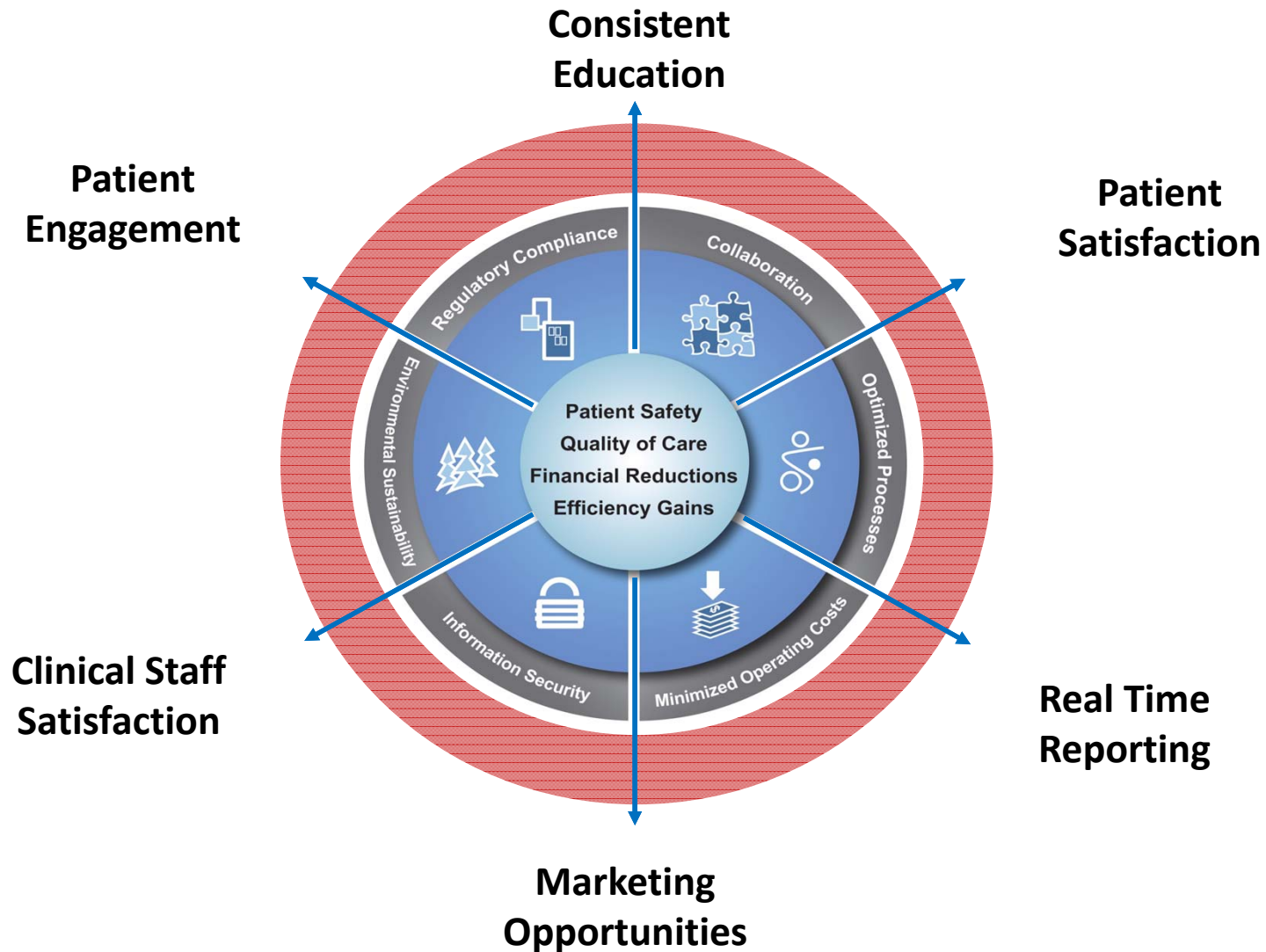
Patient Portals, cont.

Knowledge is power

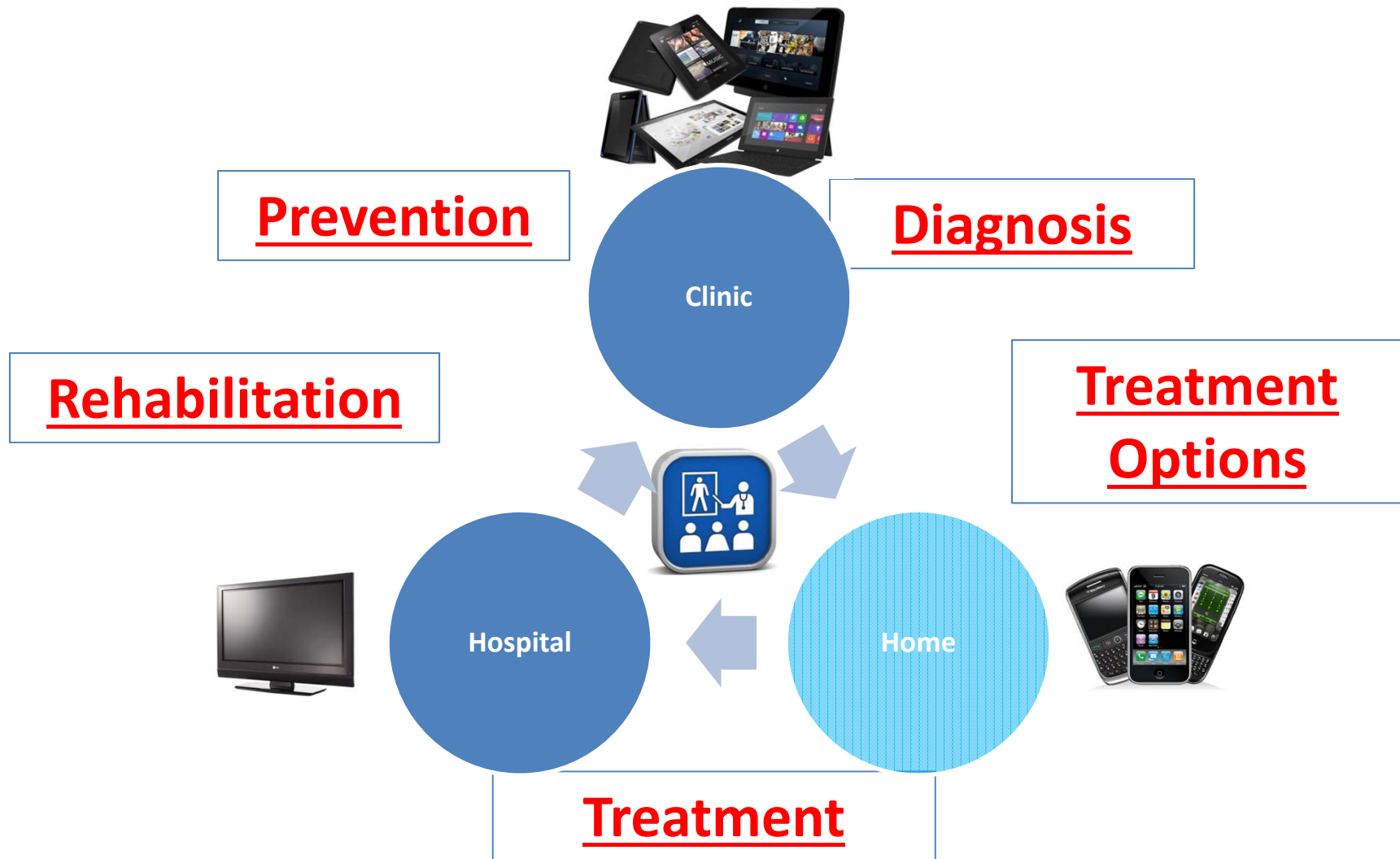
- Pull vs Push
- Other incentives to go there....
 - Then what?
- Meaningful Use = Meaningful Outcomes
- Data vs Knowledge



Benefits of Technology



Educating the Care Continuum





Solutions for the Hospital, Clinic and Home

Solution Benefits

- Extremely intuitive for care teams to use
- Documents, real time
- Leverages current devices and architecture
- Can utilize cloud based technology
- Delivers education content across the entire health continuum
- Content available 24/7
- Comprehension and Satisfaction Questionnaires

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



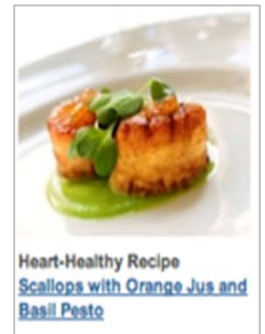
Message 7

The Big Three for Heart Health

Three main aspects of cardiovascular health can dramatically affect your quality of life: weight, blood pressure and cholesterol. We have the tools to help you assess where you stand in these three vital areas.

[Read more...](#)

Message 19



Heart-Healthy Recipe
[Scallops with Orange Jus and Basil Pesto](#)



Message 1



Message 13

Did You Know?

You know that being overweight is not good for your health, particularly your heart. But even if you don't consider yourself fat, if you're a **man with a waistline over 40 inches** (measured at the navel), or a **woman with a waistline over 35 inches**, you may be at increased risk for heart disease and type 2 diabetes.

Message 26


Keep your patients supported and engaged with 26 biweekly messages

Pregnancy and Early Childhood



Pregnancy
Week 40

ALERT: Beware of Lotions with Peanut Oil




A study has shown that children whose skin was treated with lotion or cream containing peanut oil in the first 6 months of life were more likely to develop a peanut allergy. Babies with eczema and rashes were more likely to develop the allergy than others.

Before applying a lotion to soothe diaper rash or dry skin, check the label to make sure it does not include peanut oil.

Toddler:
20 Months

Happy Birthday!



At this wonderful milestone, your child might tell people how old he is turning, as well as show them with his fingers.

He may also be able to talk about other important specifics: his name, where he lives and the names of people in his family.

Pregnancy
Week 6



Infancy
Week 15

Hide-and-Seek

Just as she loved peek-a-boo as a baby, your toddler will love to play simple games of hide-and-seek. First thing in the morning, take turns hiding under the bed sheets. After work, use blankets; at bath time, use a big towel.

Hide-and-seek helps teach your toddler that just because he can't see something doesn't mean it isn't there.

Toddler's 3rd
Birthday

Weekly connections from the 6th week of pregnancy until baby's 3rd birthday

Hip and Knee Replacement



1 Week
Pre-Op

Getting into a Motor Vehicle

Need a refresher on how to get into an automobile after your surgery? This [video](#) shows how to do so safely after hip replacement surgery.



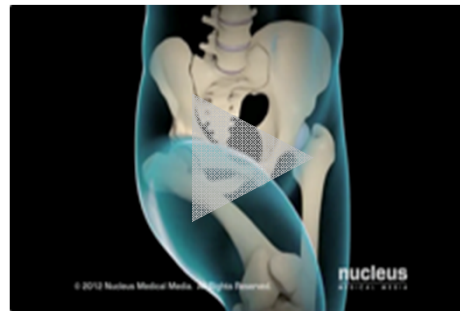
3 Months
Post-Op

Ongoing Concerns

New developments in materials and surgical procedures mean that implants are lasting longer than ever. However, you may still experience the following:

- **Infections** – Be sure to premedicate before dental procedures, and continue to watch for warning signs of infection: fever over 100 degrees, shaking chills, warmth at the site and increasing pain in the knee or hip.
- **Wearring** – This may occur over the life of the prosthesis. Because part of your new joint may be plastic, it can wear thin over time and result in some loosening. If this happens, your doctor may want to replace the plastic part without replacing the rest of the prosthesis.
- **Loosening** – If this happens, you may need a second surgery, also known as revision surgery.

6 Weeks
Pre-Op



3 Weeks
Post-Op

FAQs

Q: What activities are O.K. to do at 3 months post op?

A: With the approval of your surgeon, you should be able to return to most activities you were capable of previously, such as doubles tennis and golf. Avoid anything that causes pain or makes you uncomfortable.

Continue to avoid high-impact stresses to your joint or activities in which you could fall; downhill skiing is something you should discuss with your surgeon.



From patients like you
[Click to search our directory](#)

6 Months
Post-Op

Engage your patients from 6 weeks pre-op through 6 months post-op

“Push” Education Results



U.S. DEPARTMENT OF DEFENSE

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

Educational Content Partners

Content Vendor	Category/ Description	# of Videos
	General Medical Education	114
	Quality of Care – Safety	50-100
	Pediatric and 3 rd Grade Level Patient Education	51
	Mother Baby	36
	Pre and Post Operative	85
	Relaxation, Healing, Pain	10
Total		345 +

Checking for Vitals ...

