Embracing Technology to Improve Patient Engagement

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September 25, 2018
Today’s Session

- What’s important to today’s healthcare consumers
- The technologies patients depend on to support their journey to better health
- How providers can incorporate the data generated by new technologies into their workflows
- Getting the word out to patients and providers about the benefits of new patient engagement technologies
It’s not just about adoption.

● 73% of all U.S. adults use the internet for health and wellness

● 1 in 20 Google searches are for health related information

● Convenience in health care is a core value

● Make technology meaningful for both patients and providers

● An informed patient is a healthier patient
  ○ Promoting Interoperability, My HealthEData, Patients Over Paperwork
“Increasing customer retention rates by 5% can increase profits from 25-95%”


“...hospitals that delivered superior customer experiences increased their net margins by 50 percent over average-performing facilities.”

Engaged Patients are More Satisfied, Healthier

From a sample of 1866 hospitals across the United States, patient experience was significantly and positively associated with patient outcome.
Disruptors

Crushed by Amazon
Drug retail stocks plummet after Amazon buys PillPack

- Walgreens Boots Alliance
- Close on 06/27 ---- 0.00
- CVS Health
- S&P 500 Drug Retail Index

Bloomberg
Major Drivers of Technology Spend

Value-Based Care
- Provide compassionate, quality care
- Greater technology investment to deliver improved consumer value

Patient Engagement and Care Management
- Early intervention can prevent disease progression

Non-Traditional Players
- Apple, Google, Amazon, Microsoft
- Blue Button 2.0
- Retail Care Centers
- AMA/Google PGHD Challenge
Influence of Millennials

- Most brand loyal generation
- Less inclined to accept status quo
- Technology a baseline expectation
- Health is an Action, not a description
  - Health and cost conscious
  - Resistant to unnecessary testing
- 78% of consumers want access to virtual services
  - 66% would switch providers to book online
### Secure Messaging
- Direct messages to appropriate user
- Boost chronic disease management

### Access to Provider Notes
- Empower patients
- Improve communication

### Direct Appointment Scheduling
- Improve access to care
- Patients more likely to show

### Online Medication Refills
- Reduce provider/staff workload
- Improve medication adherence
### Patient Engagement Advances Care at Ontario Shores

#### Findings include:

<table>
<thead>
<tr>
<th>Patient Benefits</th>
<th>Organizational Benefits</th>
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<tbody>
<tr>
<td><img src="Activation.png" alt="Activation Icon" /></td>
<td><img src="Productivity.png" alt="Productivity Icon" /></td>
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<tr>
<td><strong>ACTIVATION</strong></td>
<td><strong>PRODUCTIVITY</strong></td>
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<td>16% improvement in portal users’ self-assessment scores*</td>
<td>Portal users were 67% more likely to attend appointments</td>
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<tr>
<td><img src="Recovery.png" alt="Recovery Icon" /></td>
<td><img src="Efficiency.png" alt="Efficiency Icon" /></td>
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<tr>
<td><strong>RECOVERY</strong></td>
<td><strong>EFFICIENCY</strong></td>
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<td>Improvement in 7 of 8 self-assessment domains*</td>
<td>Portal users were nearly 30% less likely to make requests for information</td>
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*Based on the Mental Health Recovery Measure (MHRM), a patient self-reporting tool used at Ontario Shores to assess the recovery process for individuals with serious mental illness.*

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**Case Study: Ontario Shores Advances Patient Engagement with MEDITECH**
Q. What are the key concerns when it comes to using digital health data?

<table>
<thead>
<tr>
<th></th>
<th>Concern</th>
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<tbody>
<tr>
<td>A</td>
<td>Patients’ ability and willingness to use digital health devices</td>
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<tr>
<td>B</td>
<td>Integrating data from devices into your EHR or clinical workflow</td>
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<td>C</td>
<td>Knowing what devices to use</td>
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<tr>
<td>D</td>
<td>How to analyze the data in a meaningful way</td>
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<td>E</td>
<td>Standardization of data</td>
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<tr>
<td>F</td>
<td>Physicians’ ability and willingness to use digital health devices</td>
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<tr>
<td>G</td>
<td>Accuracy of data</td>
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<td>H</td>
<td>Lack of IT services</td>
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<tr>
<td>I</td>
<td>No reimbursement model to support a digital health initiative</td>
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<tr>
<td>J</td>
<td>Unsure how to properly scale a digital health program</td>
</tr>
<tr>
<td>K</td>
<td>Ethical concerns</td>
</tr>
</tbody>
</table>

Survey Report: Trends in Digital Health, Validic, May 2018
Make it easier for patients, providers to connect.

Diabetes Monitoring
- Do you test your blood glucose (sugar)?
  - Yes
  - No
- What do you consider an acceptable blood glucose reading?
- How often do you test?
- Have you ever had low blood glucose?
  - Yes
  - No
- How do you treat low blood glucose?

Diabetes Risk Factors
- Do you have trouble sleeping?
  - Yes
  - No
- Are you told you snore?
  - Yes
  - No
- Are you sleepy during the day?
  - Yes
  - No
- Do you smoke?
  - Yes
  - No
- Do you drink alcohol?
Give Providers Reasons to Promote the Portal

Provider endorsement impacts initial adoption

Collaborative communication fosters continued loyalty
Different Means of Initiating and Sustaining Behavior Change

What are the most effective means of initiating and sustaining behavior change required for disease prevention and wellness promotion?

Initiating
- Improved access to preventive care: 65%
- In-person social support: 63%
- More education about preventable conditions: 56%
- Financial rewards: 38%
- Virtual social support: 34%
- Electronic reminders: 32%
- Personal technology devices (e.g., Fitbit, apps): 30%
- Financial penalties: 14%

Sustaining
- In-person social support: 64%
- Virtual social support: 48%
- Improved access to preventive care: 46%
- Electronic reminders: 45%
- Financial rewards: 41%
- Personal technology devices (e.g., Fitbit, apps): 36%
- More education about preventable conditions: 25%
- Financial penalties: 13%

Base = 775 (multiple responses)

NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society
Give Nurses Reasons to Promote the Use of Technology

Nurses are first point of contact with the patient

Care Coordination offers the opportunity to play a greater role in improving experience, outcomes - and lowering costs
High-touch follow up promotes enhanced patient experience, improved patient satisfaction ratings, increased referrals, and reduced hospital readmissions.

Technology can help scale physician outreach.

Digital check-ins may reduce face-to-face visits.

How Patient Engagement Can Help Alleviate Physician Burnout

Ben Rosner, MD, PhD,
September 27, 2017
Practical Challenges

- Other Priorities/Projects
- Patient Access to Technology
- Monitoring vs. Management
- Changes to workflow
  (Because that’s the way we’ve always done it)
- Lack of a Clinical Champion
Marketing the Patient Portal

Patient Outreach and Feedback Tools
- Patient Family Advis
- 68% of telehealth programs focus on existing patient populations
  (Teledoc State of Consumer Telehealth)

Multiple Touch Points
- Telephone System Scripts/Hold Messages
- Front Desk, Nursing Staff, Medical Assistants (Create Disciples)
- Internal use (staff marketing) improves understanding of value

In-Person Demonstrations
- Community Health Fairs, Local Libraries, Community Support Organizations, Senior Centers
- Website, Social Media, Digital Advertising
One Customer’s Plan

Marketing Efforts for Virtual Visits, Questionnaires

- Promotional materials in offices
- Splash screens in clinics
- Local TV News/Interest segment
- Mass email to enrolled patients
- Promotion in quarterly newsletter/mailing
- Word of mouth
Meet The Quadruple Aim

- Improving Patient Satisfaction
- Improving Outcomes
- Balance Cost, Consumer Demand
- Improve Clinician Experience
As guests in our patients' homes, we can make a greater impact on health and well-being than we can anywhere else because it is here, in this sacred place, that people are empowered and much more engaged in their care experience.

Erin Denholm, CEO, Trinity Health Home Services

*Telehealth, RPM Help Visiting Nurses Fill Care Management Needs*, mhealthintelligence.com
Questions?
Thank You!

MEDITECH

EXPANSE