

## Sixth National ACO Summit

Friday, June 19, 2015

Track Twelve

**11:15 AM–  
12:45 PM**

### **Patient Engagement**

**Judy Hibbard**, Lead PAM Inventor, Insignia Health Board of Advisors; Faculty Fellow, Institute for Policy Research and Innovation, Professor Emerita, Dept. of Planning, Public Policy and Management, University of Oregon (*Moderator*)

1. **Jon Darer, MD, MPH**, Chief Innovation Officer, Geisinger
2. **Mark Savage, JD**, Director of Health Information Technology Policy and Programs, National Partnership for Women & Families; Former senior attorney, Consumers Union
3. **Jose F. Peña, MD**, CEO and Chief Medical Director, Rio Grande Valley ACO Health Providers
4. **Stacy Sanders, MSW**, Federal Policy Director, Medicare Rights Center

### **Panel Overview**

Patient engagement in healthcare is critical to achieving high quality, patient-centered care. As accountable care models and other payment and delivery reforms continue to spread across the country, patient engagement will play a key role in ensuring organizations are able to meet quality and cost metrics. According to a study by the Robert Wood Johnson Foundation, patients who are “highly engaged” cost 21% less than their peers. Recent innovations around health information technology and cultural fluency have propelled the patient engagement agenda. This panel will explore emerging issues in need of greater attention around patient engagement; ways to create better incentives for expanded patient role in decision making; the challenges and strategies for effectively activating patients; and the need for better physician-patient interaction to meet patients’ needs and achieve high quality outcomes.

### **Core Questions**

- How can patients be more fully engaged in shared decision making as new delivery and payment models, such as ACOs, continue to spread?
- What are the greatest barriers to effective patient engagement?
- How well are ACOs able to currently measure patient engagements through existing patient satisfaction measures and what additional metrics could be used to assess the level of patient activation?
- What are some promising models for activating patients across the country that can be further expanded and adopted?
- What is the relationship between “patient satisfaction,” “patient engagement,” and “patient activation?” How do these terms facilitate or hinder effective communications between patients and providers?
- If you could change one thing about the Medicare ACO structure that could help engage patients, what would it be?
- What are strategies outside of health IT that can be used to activate patients on a regular basis?
- How do you segment with patient populations to address and engage? Do all patients receive the same engagement treatment?

- How can ACOs scan the patient environment and alter their strategies according to different cultural or spiritual norms?

**11:15 AM**

**Judy Hibbard, University of Oregon (Moderator)**

**Focus**

Judy will provide an overview of the session topic and focus on the importance of patient activation for the success of ACOs. She will discuss how the patient activation measure (PAM) is being applied in ACOs; positive effects of activated patients, including reduced ED visits and improved quality; and strategies that organizations can take to better engaged and activate patients.

**11:35 AM**

**Jon Darer, Geisinger**

**Focus**

Jon will discuss strategies used by Geisinger to improve patient engagement, challenges in implementing these approaches, and lessons for other ACOs and organizations seeking to improve care through patient engagement.

**11:40 AM**

**Mark Savage, National Partnership for Women & Families**

**Focus**

Mark will discuss a recent national survey conducted by the National Partnership on how consumers value and use health IT, which found among other things that improved online access to one's health information can motivate patients to become more engaged and ultimately lead to better outcomes. He will also highlight findings on what information and strategies patients find most helpful and how patients and their families can be motivated to improve health.

**11:45 AM**

**Jose F. Peña, MD, Rio Grande Valley ACO Health Providers**

**Focus**

Jose will discuss strategies used as RGV ACO to better engage patients in their care, including the use of care coaches and coordinators, working directly with family members and others in the community, and ensuring appropriate communication to patients and their caretakers. He will highlight some of the unique challenges for his patient population, which has a high rate of diabetes and congestive heart failure.

**11:50**

**Stacy Sanders, MSW, Federal Policy Director, Medicare Rights Center**

**Focus**

Stacy will discuss the importance of basic beneficiary education on ACOs, the need to engage existing networks like the State Health Insurance Assistance Programs (SHIPs), and lessons learned from a pilot program on voluntary beneficiary alignment. In addition, Stacy will share observations from the Medicare Rights Center about general beneficiary knowledge and understanding of ACOs

**11:50 AM**

**Q&A**