

Sixth National ACO Summit

Wednesday, June 17, 2015

Pre-Conference

2:30-3:15 **Considerations for Promoting Patient Engagement**

S. Lawrence Kocot, JD, LLM, MPA, Visiting Fellow, Economic Studies, The Brookings Institution, Principal and National Leader, Center for Healthcare Regulatory Insight, KPMG, Former Senior Advisor to the Administrator, CMS
(Moderator)

1. **Terri L. Postma, MD, CHCQM**, Medical Officer, Performance-Based Payment Policy Group, Center for Medicare, Centers for Medicare & Medicaid Services (CMS)
(Moderator)
2. **William A. Hensel, MD**, Member, Triad HealthCare Network Operating Committee; Director, Cone Health Family; Medicine Residency Program; Professor, Department of Family Medicine, University of North Carolina School of Medicine
3. **Kelly Taylor, R.N., M.S.N.**, Director of Care Management & Quality, Mercy Clinic ACO

Panel Overview

Last year approximately 17% of Medicare Shared Savings Program (MSSP) beneficiaries were not continuously attributed to their ACO, opting to receive the plurality of their care out of the aligned network. As mentioned in the (MSSP) Notice for Proposed Rulemaking, beneficiary retention is an important factor for ACO success. Furthermore, establishing patient engagement strategies that improve communication and empower patients to more fully engage in their care can improve outcomes and reduce costs. As ACOs look toward the future of healthcare delivery, they must be deliberate, methodical, and proactive in their strategies to activate and engage patients. This panel will discuss the strategies, barriers, challenges, and successes to date in improving patient engagement from the perspective of CMS and ACOs.

Core Questions

- What are the biggest factors contributing to patients' inconsistent attribution year to year?
- What approaches have ACOs used to ensure patients are committed to their ACO?
- How are ACOs approaching beneficiary "opt-in" attestation? How can these strategies be applied to all ACOs?
- How can ACOs effectively engage patients through payment systems, such as tiered networks?
- What benefits can ACOs legally provide to patients in order to attract them to their ACO?
- How is patient engagement different for ACOs entering in a two-sided risk model?
- What policy and/or regulatory changes would facilitate better patient engagement?
- How can Medicare ACO models be improved to engage and empower patients as members of the care team?
- What community partnerships can support and improve ACO patient engagement efforts?
- How can ACOs work further upstream and maintain or improve health before patients become sick? What are examples of successful interventions?

2:30 PM

Focus

Terri Postma, CMS

Terri will highlight some of the recent changes included in the MSSP final rule, including those that will have a direct impact on patient engagement, such as the option of patient attestation in Track 3 participants. She will also highlight examples of how ACOs have been able to better engage patients and the impact of overall MSSP performance

2:40 PM

Focus

William Hensel, Triad HealthCare Network

Bill will discuss the current efforts underway to engage patients at Triad Healthcare Network, a successful MSSP participant. Such initiatives include case management for high-cost patients, automated telephone campaigns to address quality gaps, and working with community groups such as local Emergency Medical Services and faith-based organizations, to name a few. He will also share future directions Triad plans to take as their organization matures and evolves.

2:45 PM

Focus

Kelly Taylor, Mercy Clinic ACO

Kelly will highlight some of the approaches that Mercy Clinic ACO has used to improve care for and better engage patients, including health coaches through their chronic disease outreach program, incentives for patients to improve their health, and opportunities to engage patients outside of the physician's office.

2:50 PM

Q&A