

Introduction: Strategies and Tools for Consumers

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Why Consumers?

- Who has continuity?
- Who decides?
- Who pays?
- What works?

Informed Decisions Are Rare

- 1057 office visits; 3552 clinical decisions
- Overall: 9% of decisions informed
 - Basic: 17% of decisions informed
 - Complex: 0.5% of decisions informed
(Braddock CH. JAMA 1999; 282: 2313-20)
- In one ear, out the other
 - 50% to 80% of medical information in a visit is forgotten instantly
 - 50% of retained information is later recalled incorrectly. R Kessels. J Royal Soc Med, 2003

Empathy Opportunities

- Empathy= projecting a sense of understanding
- Of 160 opportunities to be empathetic, 70% were missed.
 - Audiotape recordings-surgery residents and attending physicians
 - (Curr Surg. 2004;61:313-318)
 - Lower adherence to recommendations
 - Longer visits
- Empathy & attention predict patient satisfaction and self-efficacy.
 - (Br J Cancer. 2003;88:658-665)

Patient Adherence to Recommended Treatment

- 14% - 21% never fill their original prescriptions.
- 30% - 50% disregard instructions
- Physicians overestimate adherence and their ability to detect non-compliance
 - Wertheimer A.I. et al. J Appl Res Clin Exp Ther, 3, 2003

Self-diagnosis and self-care

- Most people self-diagnose frequently
- 600+ prescription medications now are available over the counter
- For up to 40% of doctor visits, and more than 100 conditions, self-care turns out to be the treatment of choice
- 70% use Internet; 78% have email
 - (34% higher online sales in past 1 year)

Correct “self-diagnosis” is critical

Patients Deciding More

- Workers are to see 12% increase in their health insurance costs this year and a 2% decrease in their benefits.
- Employers often spend 45% less for HDHP/HSA plans than PPO/HMO plans.
- Self-diagnostic test sales tripled in 10 years.
- HSA enrollees increased by 135% in 6 months. (50,000+ new accts/month)
- 80% of Internet users search for health information online.

Health Decision Matrix

SETTING	FREQUENCY	TYPE	COST	IMPACT	ROI
HOME	DAILY	PREVENTION, EARLY TREATMENT	LOW	HIGH	HIGH
WORK	DAILY	PREVENTION, EARLY TREATMENT	LOW	HIGH	HIGH
SUPPORT GROUPS	WEEKLY	PREVENTION, EARLY TREATMENT	LOW	HIGH	HIGH
PHARMACY	MONTHLY	PREVENTION, EARLY TREATMENT	MEDIUM	MEDIUM	MEDIUM
DOCTOR OFFICE	QUARTERLY	DIAGNOSIS, TREATMENT	HIGH	MEDIUM	LOW
HOSPITAL	RARELY	LATE TREATMENT	HIGHEST	LOW	LOWER
NURSING HOME	LAST YEARS	TOO LATE TREATMENT	HIGH	LOWEST	VERY LOW

Engaging People In Health Decisions: Comprehensive Health Support

- **Multi-touch communications**
 - Web, phone, mail, print, media, onsite
- **Point of decision tools readily available**
 - Answers about benefits (15% of spend)
 - Help with health decisions (85% of spend)
- **Coaches and advocates**
 - Laypersons, professionals, coalitions
- **Behavior change incentives- SMART**
 - Rules, Report Cards, Rewards, Penalties

Visit Choices: Relative Cost

- CHW visit= 0.2 PCP visit
- E-visit= 0.3 PCP visit
- Nurse visit= 0.5 PCP visit
- Doctor visit= 1 PCP visit
- Ambulance ride= 6 PCP visits
- ER care= 14 PCP visits
- Outpatient surgery= 21 PCP visits
- Medical admission= 79 PCP visits
- Surgical admission= 106 PCP visits

Decision Support Services

**ROUTINE
CARE**

**FUNCTIONAL
IMPAIRMENT**

**CHRONIC
CONDITIONS**

**ACUTE
CONDITIONS**

**CATASTROPHIC
CONDITIONS**

HEALTH RISK APPRAISALS/ CARE GAP LISTS/ ONLINE HEALTH RECORD

CARE MANAGEMENT/ CARE NAVIGATION

ENGAGE IN SELF CARE/ PT. EDUCATION

EVIDENCE-BASED TREATMENT RATINGS/ GUIDES

PROVIDER PERFORMANCE COMPARISONS

Health Decision Support



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Health Tools: Overview

The Culinary Health Plan has made available to its participants several Health Tools designed to help you improve, manage, and maintain your health.

Health Help Desk:

Use the Health Help Desk to discover what may be causing symptoms you are experiencing, keep track of all of your health related information, and to assess the overall health of yourself and your family. You can also access a wealth of health-related information.

Go to the [Health Help Desk](#).

Cancer Information and Tools:

Participants have access to both the Nevada Cancer Institute's and eCancerAnswers' extensive information on living with cancer for both patients and caregivers. This includes Regional Resource Guides, information on trials, Risk Assessment, information on prevention, screenings, and much more.

Go to the [Cancer Information section](#).

Health Advice:

Look here for information on choosing a doctor, locating a doctor, when to use an emergency room, and more.

Go to [Health Advice](#).

Helpful Links:

Additional sources of valuable health related information.

Go to [Helpful Links](#).

Visit:

[Health Help Desk](#)

[Cancer Information and Tools](#)

[Health Advice](#)

[Helpful Links](#)

www.culinaryhealthfund.org

Choose Your Doctor

- Name
- Specialty
- Zip Code
- Language
- Extended Hours
- Gold Star Rating

Health Promotion Center- Hub for High Touch Personal Help

- Weight, BP, BMI, Girth
- Glucose, Cholesterol, LDL, HDL, Triglycerides
- Health Risk Appraisal-
 - Immediate Health Age, Care Gaps, To Do Lists
 - Personal Health Record- HIPAA Consent
- Flu Shot, Mammogram, Skin Cancer Check, Dental
- Generics; Medication Options
- Choose Your Medical Home
- Help with appointments & refills- care navigation
- Help with benefits understanding
- Community health workers & patient support groups