Is Consumer Directed Health Care the Magic Bullet?
Leveraging the Convergence of Disease Management and Consumer Directed Health

The Disease Management Colloquium
May 11, 2006
Philadelphia

Paul Wallace MD
Permanente Federation
Kaiser Permanente
Paul.Wallace@kp.org
• Largest US nonprofit health plan – Founded 1945
• Integrated health care delivery system
• 8 Regions Serving 9 States and the District of Columbia
• 8.6 + million members
• ~ $35 Billion annual Budget

• Over 12,000 Physicians and Over 130,000 Employees
• 31 Hospitals and Medical Centers, and 431+ Medical Offices
• Large investments in Research and Information Technology
• All employees and their families are KP members
<table>
<thead>
<tr>
<th>Clinical Area</th>
<th>KP Members with this Condition</th>
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</thead>
<tbody>
<tr>
<td>Asthma</td>
<td>155,000 (2.7% of members)</td>
</tr>
<tr>
<td>Coronary Artery Disease</td>
<td>216,000 (3.4%)</td>
</tr>
<tr>
<td>Depression</td>
<td>448,000 (7.1%)</td>
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<tr>
<td>Diabetes</td>
<td>604,000 (9.3%)</td>
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<tr>
<td>Heart Failure</td>
<td>103,000 (1.4%)</td>
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<tr>
<td>Cancer</td>
<td>&gt;25,000 new cases/yr</td>
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<tr>
<td>Chronic Pain</td>
<td>285,000 (5.1%)</td>
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<tr>
<td>Elder Care</td>
<td>869,000 (11.3%)</td>
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<tr>
<td>Obesity (BMI &gt; 29)</td>
<td>~ 30% of adults</td>
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<tr>
<td>Self Care &amp; Shared Decision Making</td>
<td>8.6 MM</td>
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Healthcare’s “Middle Space”…

Population Based Care

* Chronic Condition Care
* Care and Disease Management
* Health and Wellness Interventions
Population-based care: Managing the whole population…*in Sickness and in Health*

**Intensive Management**
Frequent contact and coaching; coordination of care

**Care Management**
Coaching and support for meds and other care needs

**Self-care Support**
Coaching and support to assist members in self-care skills and healthy behaviors
The Blueprint …

Chronic Care Model

Community

Resources and Policies

Health System

Organization of Health Care

SELF-MANAGEMENT SUPPORT

DELIVERY SYSTEM DESIGN

DECISION SUPPORT

INFORMATION SYSTEMS

Informed Activated Patient

Prepared, Proactive Practice Team

Clinical & Functional Outcomes

From Improving Chronic Illness Care
Ed Wagner, MD, Group Health Cooperative of Puget Sound
Primary Care Physicians and How They “Manage” Their Patient Panel

Before Panel Management

<table>
<thead>
<tr>
<th># of “Contacts” per doc per day</th>
<th>Phone contacts</th>
<th>Office visits</th>
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</table>

Phone contacts

Office visits
**“Mass-personalizing” care: Tools for determining how to best “touch” members**

Dynamic Cross Condition Patient Registries

<table>
<thead>
<tr>
<th>MR#</th>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>Primary Prevention</th>
<th>dm</th>
<th>CHF</th>
<th>CAD/Ischemic Heart Disease</th>
<th>CHF</th>
<th>Cancer/Asthma/COPD</th>
<th>Hypertension</th>
<th>Average Daily &quot;Touches&quot;</th>
<th>With Total Panel Care Doubles to 60+</th>
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<td>846675</td>
<td>BALDOSO, DANIEL,E</td>
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<td>y</td>
<td>g</td>
<td>y</td>
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<td>y</td>
<td>g</td>
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<td>84</td>
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<td>y</td>
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<td>F</td>
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<td>y</td>
<td>g</td>
<td>y</td>
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<td>Annual health goals</td>
<td>&quot;Fast Track&quot;'s</td>
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<td>93203</td>
<td>BERADO, ALVIN,E</td>
<td>51</td>
<td>M</td>
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<td>y</td>
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</tbody>
</table>

Dr G. Livaudais, Maui Lani Clinic, Hawaii, “Gerard.F.Livaudais @KP.ORG”
How do we get the consumer’s attention?

- “Rules of the Game” model
  - "Managed Care"
  - Case management for high risk participants

- “Skin in the game” model
  - Tiered co-pays
  - Coinsurance
  - High Deductible Health Plans
  - Tiered networks: hospitals, specialists, PCPs
  - Consumer Directed Plans
Sample Plan Design – Benchmark Deductible – HMO (DHMO) Plan

- **Premium**
- **Deductible**
  - Non-Preventive Services
    - 20%
  - Preventive Services: copay
  - Pharmacy: copay
“In health care, geography is destiny” -- our roots are in understanding and addressing unwarranted variation in care”

- **Effective Care:** “Proven effectiveness, no significant trade-offs” (e.g. chronic conditions management)

- **Preference-Sensitive Care:** “Involves trade-offs, (at least) two valid alternative treatments are available”

**Effective Care – Beta Blocker Use Among Patients Post Heart Attack**

Varies from 5% - 92%, when it should be ~100%

**Preference-Sensitive Care - Herniated Disk:**

In Southern California, a patient is 6 times more likely to have back surgery than in New York City.

Unwarranted variation accounts for up to 30% of healthcare costs
Linking Plan Design to Clinical Relevance

Preference-Sensitive Care: Incentives for using Shared Decision Making

All Other Care

Chronic Condition Evidence-based Care

Pre-Natal/Well-Baby

Preventive Services

Pharmacy

Deductible

Non-Preventive Services 20%

Premium

Preventive Services copay

Pharmacy copay

Premium
What would you imagine is the dose response for “skin in the game” yielding health?

Improved Health

“Skin in the Game”
How do we get the consumer’s attention?

- “Rules of the Game” model
  - “Managed Care”
  - Case management for high risk participants

- “Skin in the game” model
  - Tiered co-pays
  - Coinsurance
  - High Deductible Health Plans
  - Tiered networks: hospitals, specialists, PCPs
  - Consumer Directed Plans

- “Brain in the game” model
  - Healthy lifestyles, wellness activities
  - Disease Management through Health Coaching to support effective self-management
  - Self management for acute and chronic conditions
  - Shared decision making
  - Web-based decision support tools
The Patient at the Center of Care
How many hours a year does a person with diabetes spend:
➢ In the health care system?
➢ At work?
➢ At Home?
➢ (At Pat’s?)
Targeted communications to reach and engage members

All members are invited to participate

~ 25% receive targeted, needs-specific communications

Members

Targeted mailings

Health coach intervention

Online information

Decision support

E-mail

Video library

Poster

Mailer

Payroll Stuffer

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Health coach intervention

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Decision support

E-mail

Video library

Poster

Mailer

Payroll Stuffer
Personal health coaches educate and support members

- **24/7 health coaching includes:**
  - Wellness information and general information
  - Urgent need support
  - Decision support
  - Chronic condition/disease management

- **Health coaches:**
  - Specially trained professionals, including:
    - Nurses
    - Respiratory therapists
    - Smoking cessation experts
    - Dietitians/nutritionists
    - Weight loss experts
  - Average between 15-20 years of experience
  - Certified in collaborative decision-making methodology
Key components of the personal health coaching model

- Integrated “whole person” approach
- Primary coach model -- 85% of interactions are with a member’s personal coach
- Call frequency and duration is dictated by the opportunity for impact, not call quotas or targeted call lengths
- Reinforces patient-provider relationship
- Focused on building self-reliance, not dependence
- Based on evidence-based clinical standards and sensitive to culturally-competent care and health literacy issues
- Powerful, yet easy to use, support tools
Direct to the Patient: Opportunities to Support and Integrate Care

Get health advice | Appointments/RX refills | Your plan | Locate our services | Mailbox

- Change your region: Maryland/Virginia/Washington D.C.

Members
- Save on gym membership
- New pharmacy in Germantown
- Living with asthma

Featured health topics:
- Asthma
- Child/teen health
- Colds/flu
- Depression
- Diabetes
- Fitness
- Heart health
- Making health decisions

Asthma Featured Health Topic from the pull-down menu

Announcement about asthma
Asthma Featured Health Topic: Connecting to Information

Información en español

Breathing easier with asthma

If you have asthma, you're not alone. Over 30 million people in the U.S. have this lung disease. For those living with asthma, this chronic condition can affect nearly every aspect of their lives.

But asthma can be controlled. People living with asthma can lead full and healthy lives. This is true for children as well as adults. However, in order to lead active lives, people with asthma need to understand their condition and learn how to manage their symptoms.

So, in addition to the care and guidance you receive from your physician, use the resources we've gathered here to help you with the day-to-day management of asthma. After all, you're living with this condition, so it's important that you become an expert too.

If you need help getting better control of your asthma, we have a variety of classes to help you.

Select any of the asthma-related topics on the left to learn more, or continue on to basic facts about asthma.

Reviewed by subject matter experts

Links to evidence-based content, and Health Encyclopedia
Guía en español
Información sobre la salud y los niños

Bienvenidos a nuestro sitio Web. Pensando en la salud, Kaiser Permanente ha preparado "La guía en español." Aquí encontrarás información específica y útil para ayudarte a mejorar sus días y su salud.

Por favor seleccione su región para ver la guía en español:

- California - Norte
- California - Sur
- Colorado - Colorado Springs
- Colorado - Denver/Boulder
- Georgia
- Hawaii
- Maryland/Virginia/Washington D.C.
- Ohio
- Oregon/Washington

Problemas de salud
- Alergias
- Alergias a los alimentos
- Asma
- Bronquitis y gripa
- Catarro (reflejado)
- CEPAC
- Convulsiones por fiebre (convulsiones por calor)
- Cuidado umbilical y umbilical
- Dolor
- Dientes y venenos en niños (bebidas de rehidratación)
- Edad de nacimiento, anestesia y narcóticos
Managing Your Asthma: Connecting to Appropriate Actions

With the help of your physician, you can be in control of the day-to-day management of your asthma.

Here are some steps you can take to make managing your asthma easier:

- Have a plan. If you have asthma, one of the first steps in managing it is making sure you have your own physician who can help you develop an asthma action plan—and keep it up to date. Your action plan tells you how to care for your asthma at home. If you haven’t seen your doctor within the past year, make an appointment. If you don’t have your own physician, you can use our medical staff directory to help select one.

- Check your breathing every day. Monitor your peak flow meter to help you know when a flare-up is coming on and the steps you should take to manage it. Your action plan may include the peak flow numbers for your color “zones”: green (good control), yellow (losing control), and red (having a flare-up).

- Stop flare-ups before they start. Identify and control the triggers that can make your asthma worse.
**Managing Your Asthma:**

**Connecting to Appropriate Actions**

### Asthma Can Be Controlled

If you or your child have asthma, you are not alone. Nearly 20 million Americans also have this condition. Risks of uncontrolled asthma may include asthma attacks, among of the airways, Emergency Department visits, hospitalization, and even death. There is no cure for asthma, but it can be controlled in most people.

With proper self-care and the help of your medical team, you can live a healthy and active life.

### Asthma Medicines

**“Controller”/“Preventer” Medicines**

Take daily as prescribed for long-term control (see Green Zone).

Examples: INH, Advair, Primatene Mist, Flovent, Serevent, Beclovent, and Seretide.

**“Quick-Relief” Medicines**

Take for quick relief (see Yellow and Red Zones): Take 5 to 10 minutes before exercise, if needed. Do not overuse — know the “Rule of 2’s.”

Examples: Albuterol, Proventil, Verpuin, and Alupent.

**“Burst” Medicines**

These medicines may be prescribed for use during a severe asthma attack (see Red Zone). Ask your asthma care professional if a “Burst” medicine is right for you.

Examples: Proin, Medrol, Albuterol, and Xopenex.

### Green Zone... Go ahead

**Your asthma is in good control**

**No Symptoms:**
- You can sleep without waking
- You are wheeze-free
- “Quick-Relief” medicine is not needed (except for exercise)
- You can participate in most activities without asthma symptoms
- Work or school is not missed
- You easily, if ever, need emergency care.

### Yellow Zone... Be aware

**You are having a mild asthma attack**

**Symptoms may include:**
- Some coughing
- Mild wheezing
- Slight chest congestion and/or tightness
- Breathing when resting may be slightly faster than normal
- Peak flow is 50 to 60 percent of your “personal best”

**Go ahead...**

Take “Controller”/“Preventer” medicine(s) daily as prescribed to keep asthma in good control.

**Be aware...**

1. Take “Quick-Relief” medicine every 4 hours as needed to relieve symptoms.
2. Double the dose of the inhaled “Controller”/“Preventer” medicine until you no longer need “Quick-Relief” medicine and are back in the Green Zone. Do not double Advair, Seretide, or Foradil.
3. If symptoms continue more than 2 days, or if “Quick-Relief” medicine is needed more than every 4 hours, see Red Zone. Call for advice if needed.

### Red Zone... Stop and take action

**You are having a severe asthma attack**

**Symptoms may include:**
- Constant coughing and wheezing
- Difficulty breathing when at rest
- Waking from sleep because of coughing, wheezing, or shortness of breath
- Peak flow level is 50 percent or below your “personal best”

**Take action...**

If you need “Quick-Relief” medicine every 2 to 4 hours and you still have Red Zone symptoms:

1. Start “Burst” medicine if prescribed by your asthma care professional. Keep in mind that it may take 4 to 6 hours for “Burst” medicine to work.
2. You may take “Quick-Relief” medicine every 20 minutes for up to 1 hour.

However, if shortness of breath is causing you difficulty, calling 911, or the case of a child, take “Quick-Relief” medicine as needed.

3. If you have tried the above steps and there is no relief, you are having a severe asthma attack. Go to the nearest Emergency Department or call 911 now, and continue to take “Quick-Relief” medicine as needed.

- Stop flare-ups before they start: Identify and control the triggers that can make your asthma worse.
Managing Your Asthma: Connecting to Appropriate Actions

Managing your asthma

With the help of your physician, you can be in control of the day-to-day management of your asthma.

Here are some steps you can take to make managing your asthma easier:

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- Stop flare-ups before they start. Identify and control the triggers that can make your asthma worse.
... like other animals we tend to isolate ourselves when we hurt. We forget the value of... positive support ... It helps so much to reach out and share our lives and it works both ways.

-- Arthritis message board

I've noticed that since I've been going to the gym I have more energy than before. I just feel better.

-- Exercise & fitness message board
Healthy Lifestyles: Tools to Improve Health

Online Health Assessments and Interventions
Balance, Relax, Breathe, Nourish, Succeed

Healthy lifestyle programs personalized to your unique needs

Rehape and improve your lifestyle with online programs designed to help you thrive. These programs are brought to you in collaboration with HealthMedia and are available only to our members.

A personalized total health assessment gives a comprehensive, in-depth look at the health of your body and mind, with HealthMedia’s collaborative effort designed to improve your well-being and the quality of your life.

Get a personalized weight program from HealthMedia Balance®. A personalized plan that considers strategies for reaching your ideal weight and keeping it off.

Want a customized nutrition plan? HealthMedia Nourish® gives you personalized ideas for making smart and delicious food choices that increase energy, manage weight, and improve your health.

Tame the beast of daily stress with HealthMedia Relax®. Your personal program designed to help you relieve and prevent stress and to learn about your specific needs.

Personalized plans to quit smoking. HealthMedia Breathe® helps you customize a plan to quit smoking. This award-winning program has helped thousands of people succeed. See how it can help you.

Start a HealthMedia Program
Ready to take the first step towards a healthier, happier you? Start a HealthMedia program today and discover the benefits of healthy living! To begin, select a program below and click on Start Now.

Please start with the Health Assessment.
HealthMedia Nourish®
tailored nutrition program for each individual
participants set goals including:
- calorie intake
- fat consumption
- physical activity

select the frequency they will report their progress
Supporting Change: Goal Setting

- Participants report their progress
- A graph shows their reported progress against their set goals
- More participants achieve their weight management goals
Healthy Lifestyles: Having a big impact

Over 100,000 KP members have completed a program since August ‘04

~ 50,000 weight management/physical fitness program.
~ 15,000 nutrition program.
~ 10,000 stress reduction program.
~ 5,000 smoking cessation program.
> 25,000 total health assessment in the first three months

86% of responders were satisfied with the programs.

Findings of the weight management/physical fitness program (180 day outcomes / n=3,258*):

- 51% lost weight by following the recommendations provided in their Healthy Lifestyles report.
- Average weight loss was 3.6 lbs.
- 43% reduced their BMI by at least 1 BMI unit (e.g. 30 to 29).
- 12% dropped an entire BMI stratification level (e.g. from very obese to obese).
- Those who lost weight had 0.6 fewer office visits per year.

(Note: A study of non-survey responders showed that non-responders had similar outcomes to responders.*)
Easy Access to the Patient’s Health and Medical Record

View allergies
View immunizations
Lab test results
Ongoing health conditions
Past office visits
More...

Do you have the holiday blues? >>>
Stay active this fall and winter >>>

Want local announcements?

We’ve made changes to our Web site.
Tell us what you think.

Terms & conditions  Privacy practices  Site policies  About us  Contact Web manager
Web awards & accreditations  Careers  Technical information

A vital step:
Have you selected a physician?

Featured health topics:
Select a topic

Kaiser Permanente®
Office visit summaries

Paper copy handed to the patient or family at the end of every visit and also available in the online health record.

**Appointment Information**

Date: 11/06/2003  
Time: 10:30 AM  
Visit Type: Clinic Visit  
Visit with: Grant Petersen, MD  
Campbell Medical Offices  
Reason for Visit: Diabetes

**Vitals**

Blood Pressure: 110/60  
Respirations: 26  
Pulse Rate: 72  
Height: 5’ 8”  
Temperature: 99  
Weight: 188 lbs  
Temp Source: Oral  
SAO2: 98%

**Lab Orders**

HBA 1C

**Patient instructions**

Please check your blood sugar twice a day, before breakfast and dinner, for three days. Send the results by e-mail message to me next week. See the Diabetes featured health topic on kp.org for more information on diet and diabetes.
Is Consumer Directed Healthcare the Magic Bullet?

- Only if it is combined with support for active and informed participation by consumers in their care

- Effective Disease Management is an essential feature to enable and support Consumer Directed Health Care