

Is Consumer Directed Health Care the Magic Bullet?

Leveraging the Convergence of Disease Management and Consumer Directed Health

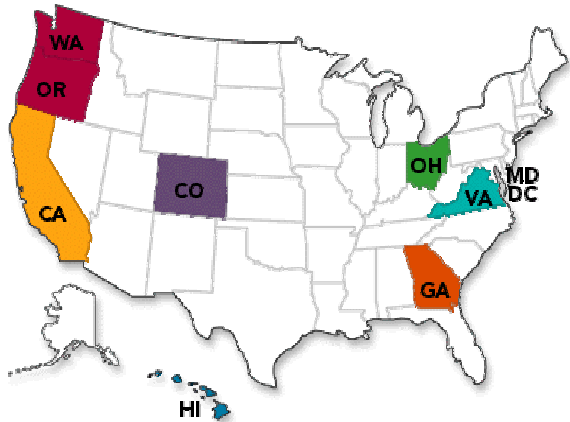


The Disease Management Colloquium
May 11, 2006
Philadelphia

Paul Wallace MD
Permanente Federation
Kaiser Permanente
Paul.Wallace@kp.org

About Kaiser Permanente

- 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



Noon-hour loudspeaker health education program in Kaiser Shipyard, Richmond.
Staff physician talking on the common cold

From Industrial Medicine, 14:4, April 1945

- 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**

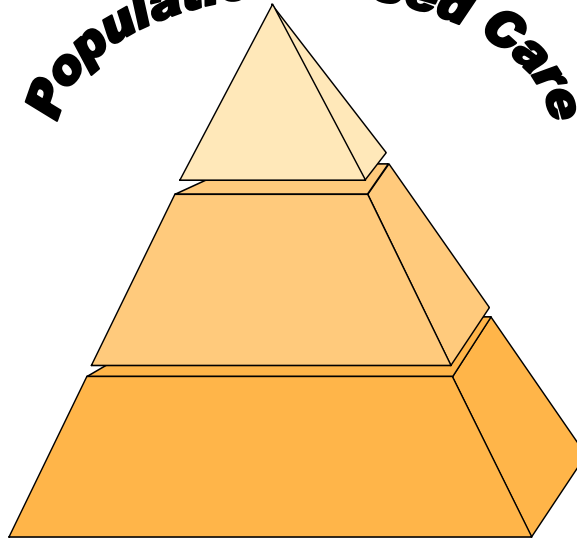
KP Priority Conditions

Clinical Area	KP Members with this Condition	
Asthma	155,000	(2.7% of members)
Coronary Artery Disease	216,000	(3.4%)
Depression	448,000	(7.1%)
Diabetes	604,000	(9.3%)
Heart Failure	103,000	(1.4%)
Cancer	>25,000 new cases/yr	
Chronic Pain	285,000	(5.1%)
Elder Care	869,000	(11.3%)
Obesity (BMI > 29)	~ 30% of adults	
Self Care & Shared Decision Making	8.6 MM	

Healthcare's "Middle Space" ...

Sick-care

Population Based Care

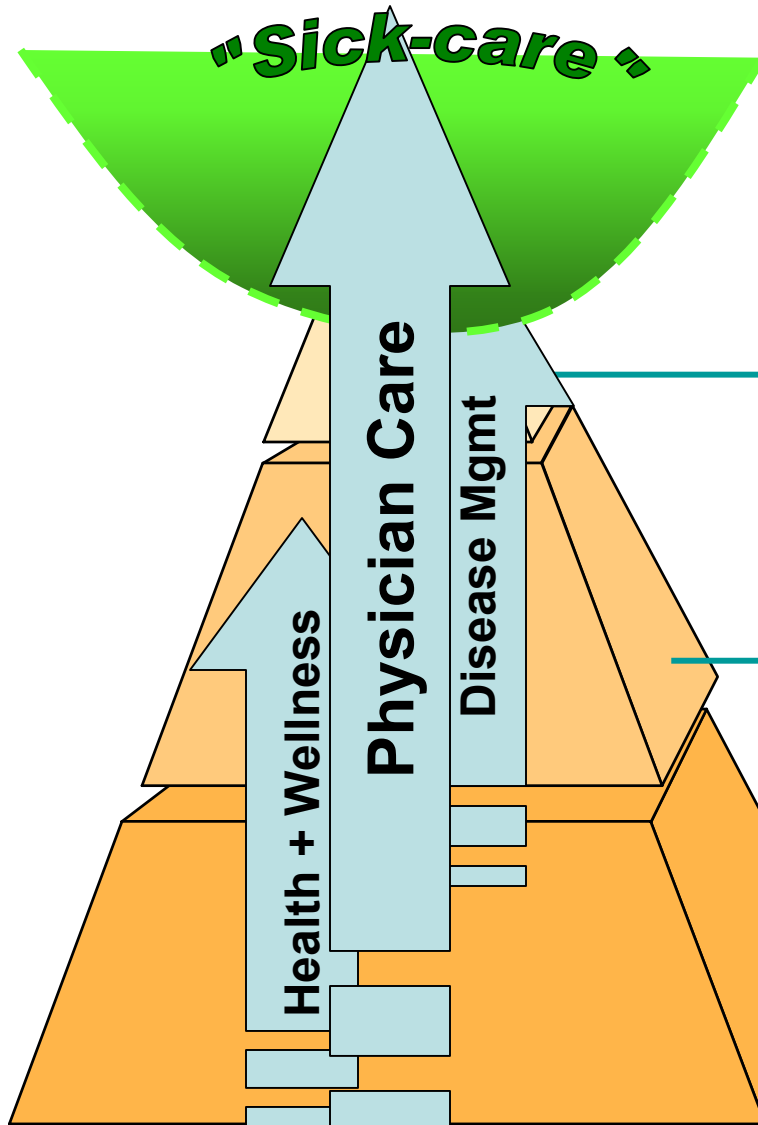


Public Health

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

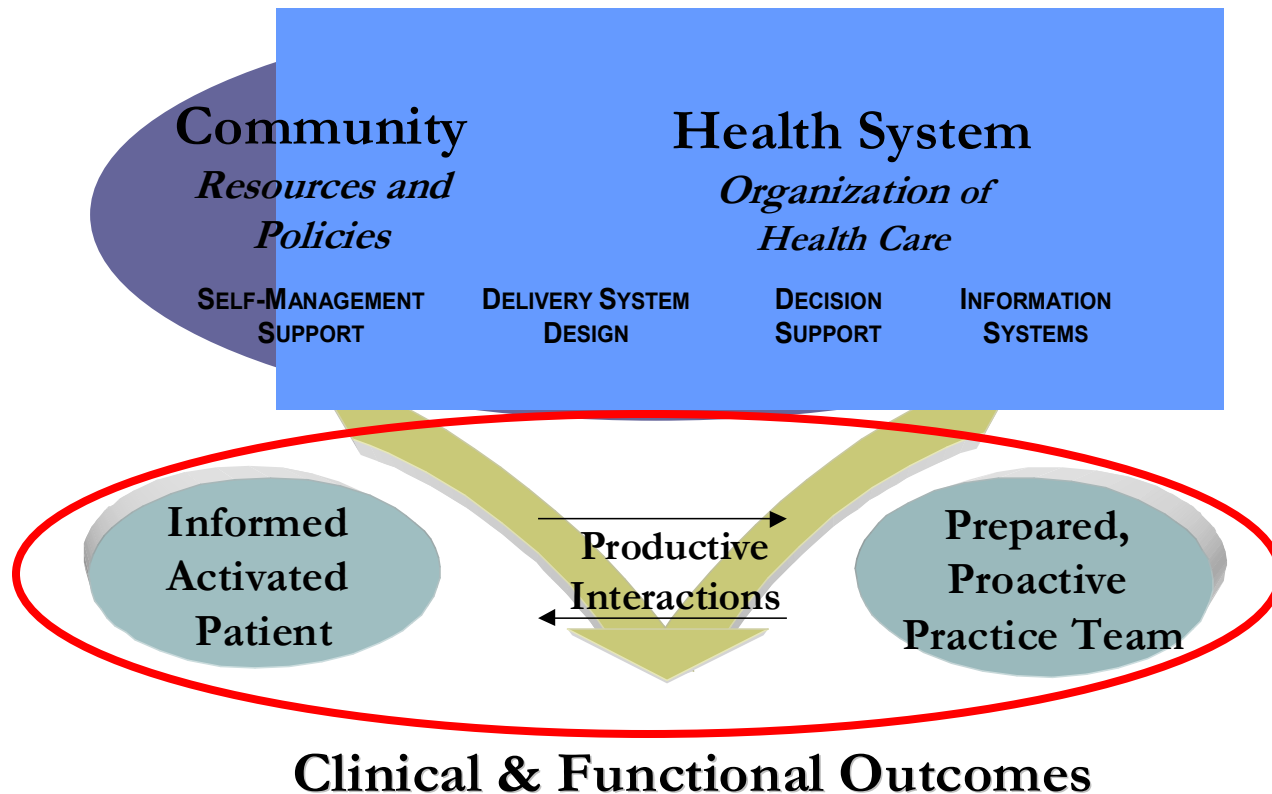
Coaching and support for meds
and other care needs

Self-care Support

Coaching and support to assist
members in self-care skills and
healthy behaviors

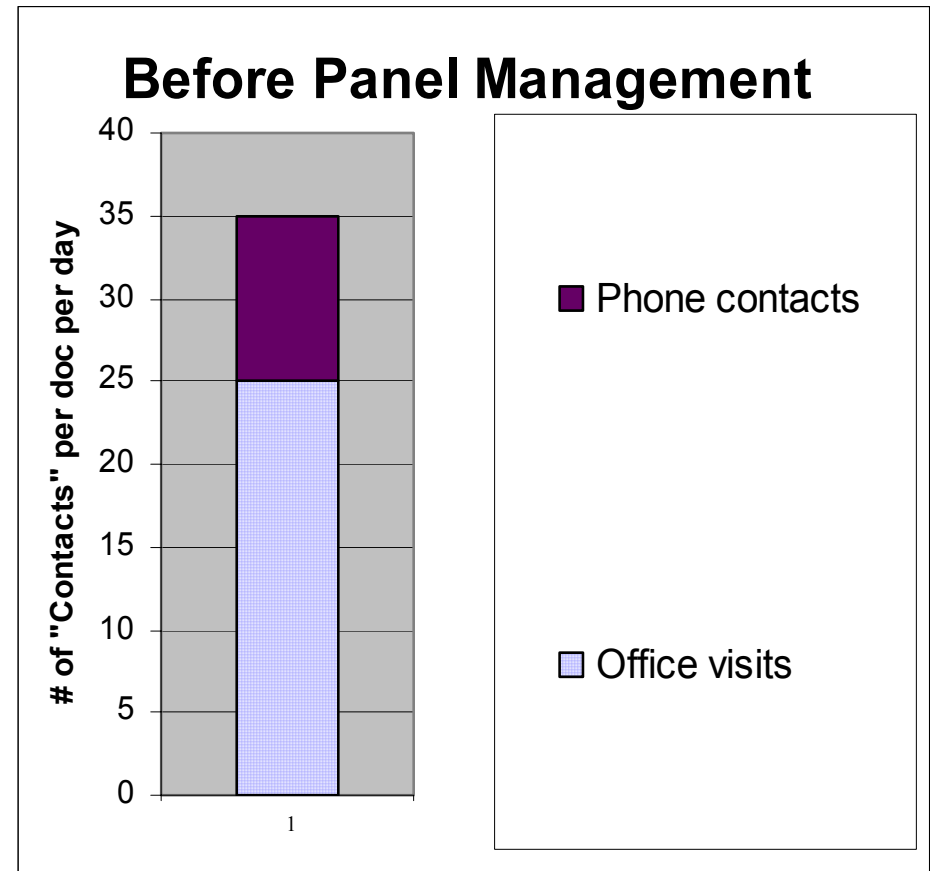
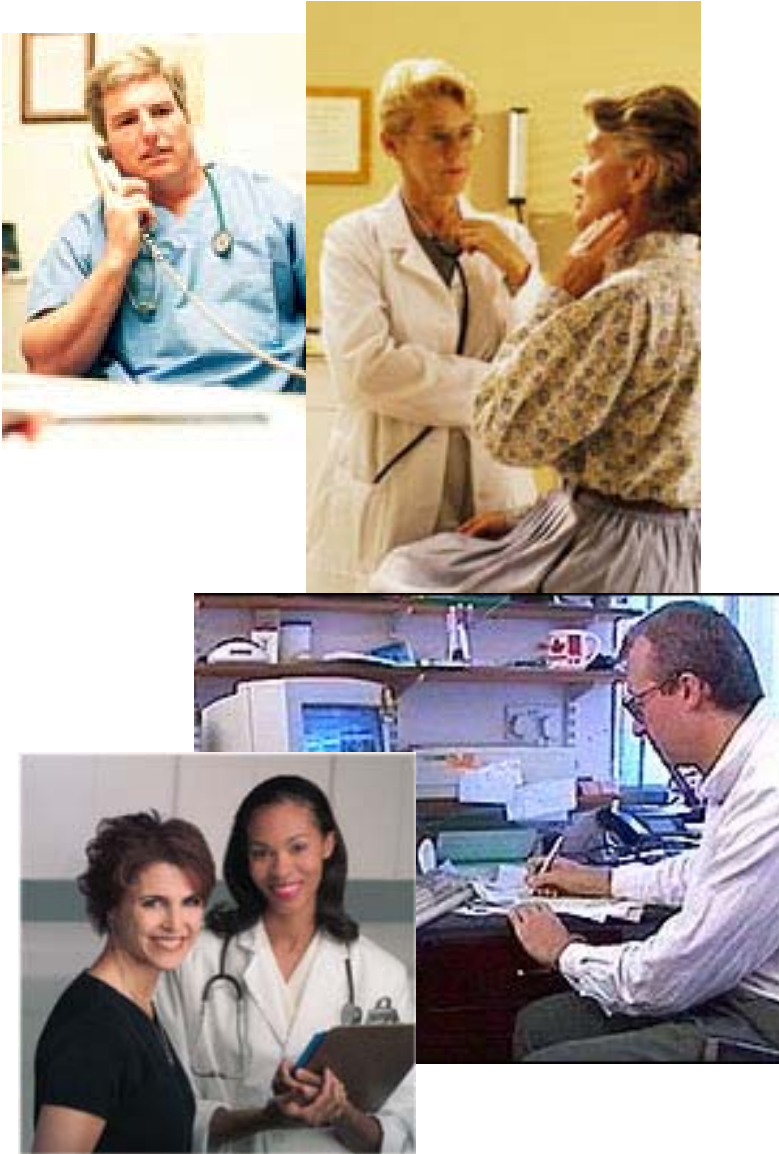
The Blueprint ...

Chronic Care Model



From Improving Chronic Illness Care
Ed Wagner, MD, Group Health Cooperative of Puget Sound

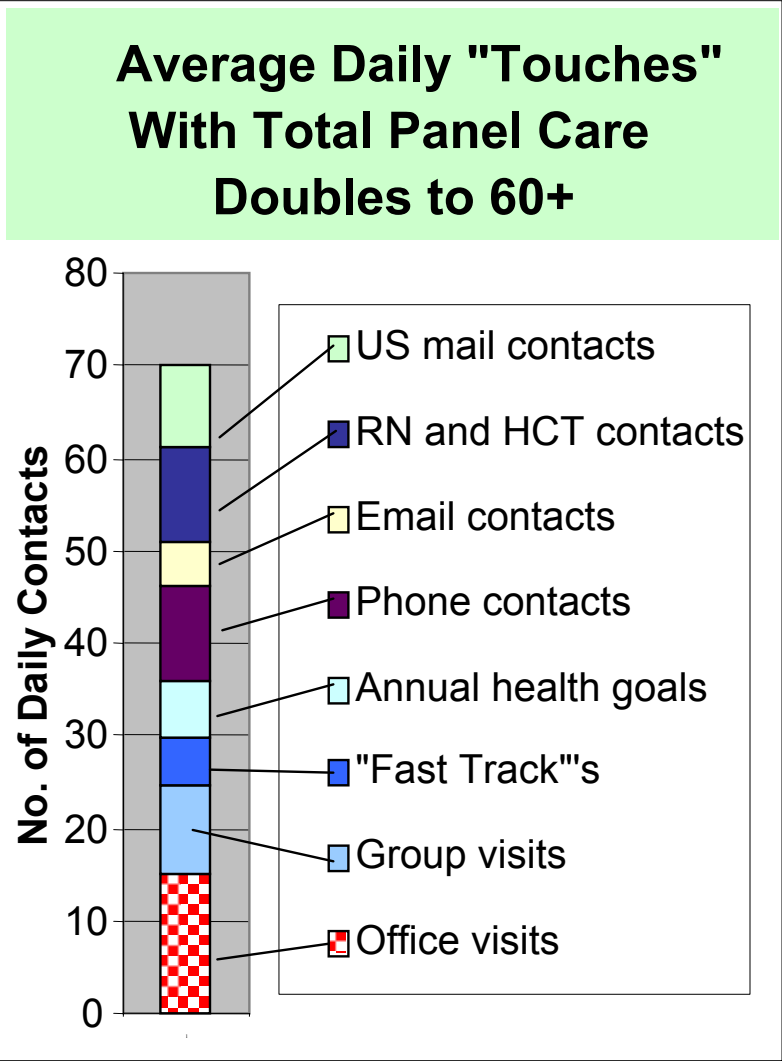
Primary Care Physicians and How They “Manage” Their Patient Panel



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

MR#	name	age	gender	dm	primary prevention	cad/ischemic h	chf	cancer
846675	BALDOSO, DANIEL,E	58	M	y	y			g
542915	BAYWATCH, SUSAN	84	F	y	y	g	g	y
334991	BECKER, BORIS,B	76	F	y	y			g
93203	BERADO, ALVIN,E	51	M	y	y	Y		y
9262046	BERNDAY, WILLIAM	60	M		Y			
9419440	BOWIE, JIM,A	56	M	y	Y			Y
2023008	CABERNAY, FELICIA	77	F		Y	Y	Y	Y
522481	CALAMARY, DIAN,P	62	F	y	y			y
903815	CAMBRANA, BETTY,J	65	F		Y			Y
9362864	CANOPY, KAREN,A	27	F		Y			
521305	MILLISA	41	F		Y		Y	Y
9342685	DELIMA, WARD,J	69	M		Y			Y
9366973	DIEGO, SANTO	53	F		Y			Y
651306	DOMINOS, PIZZA	53	F	y	y			Y
9257840	DOMINIQUE, PEGGY,J	46	F		Y			Y
330643	ELIZABETH, QUEEN	82	F	y	y			y
523266	ENDOCRAN, ALICIA	84	F	p	Y			Y

Dynamic Cross Condition Patient Registries

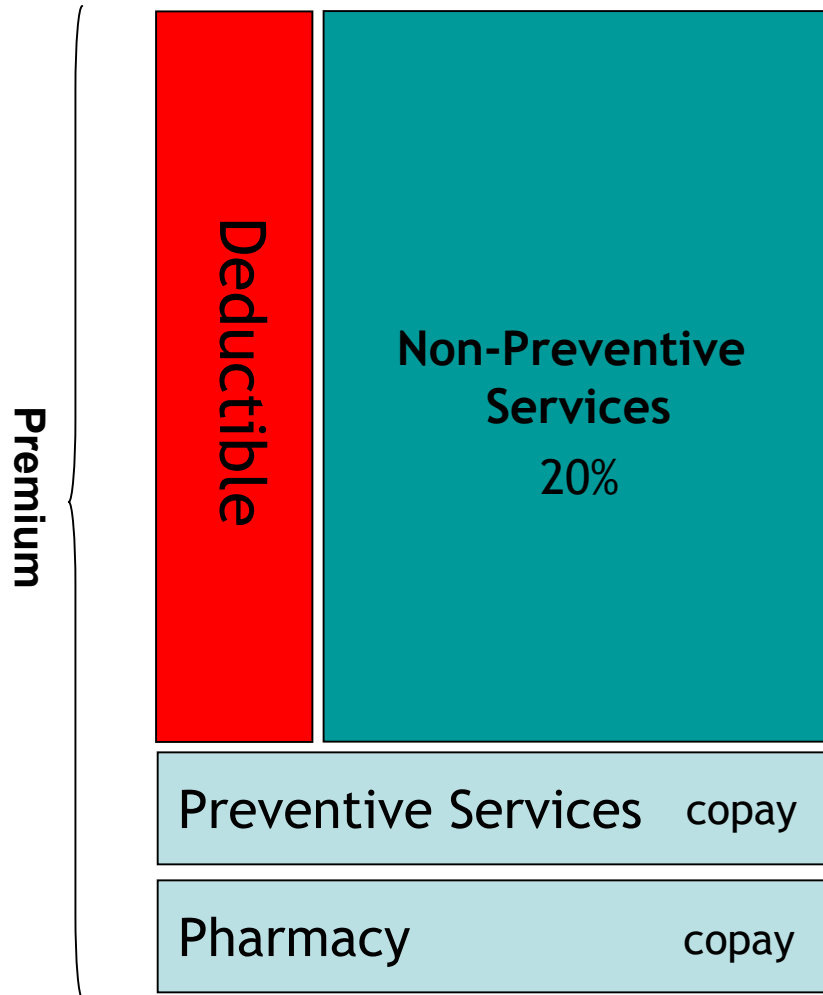




How do we get the consumer's attention?

- “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



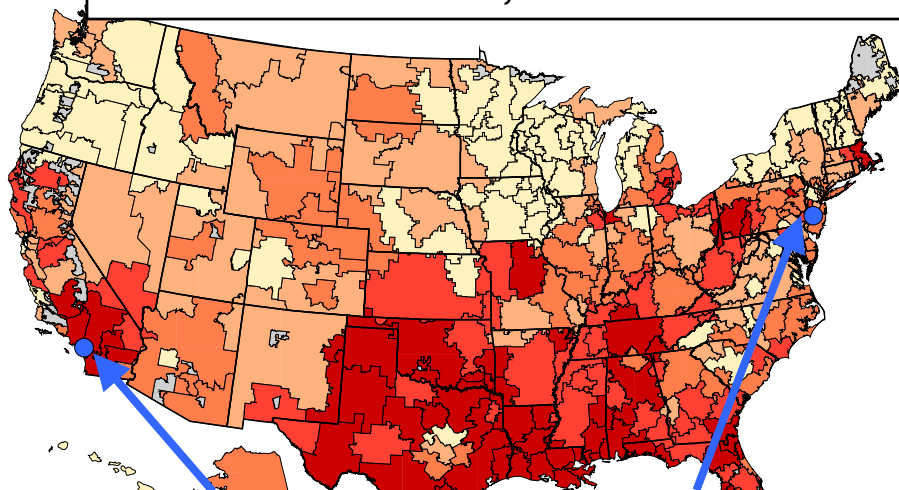
Clinical Relevance

“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%

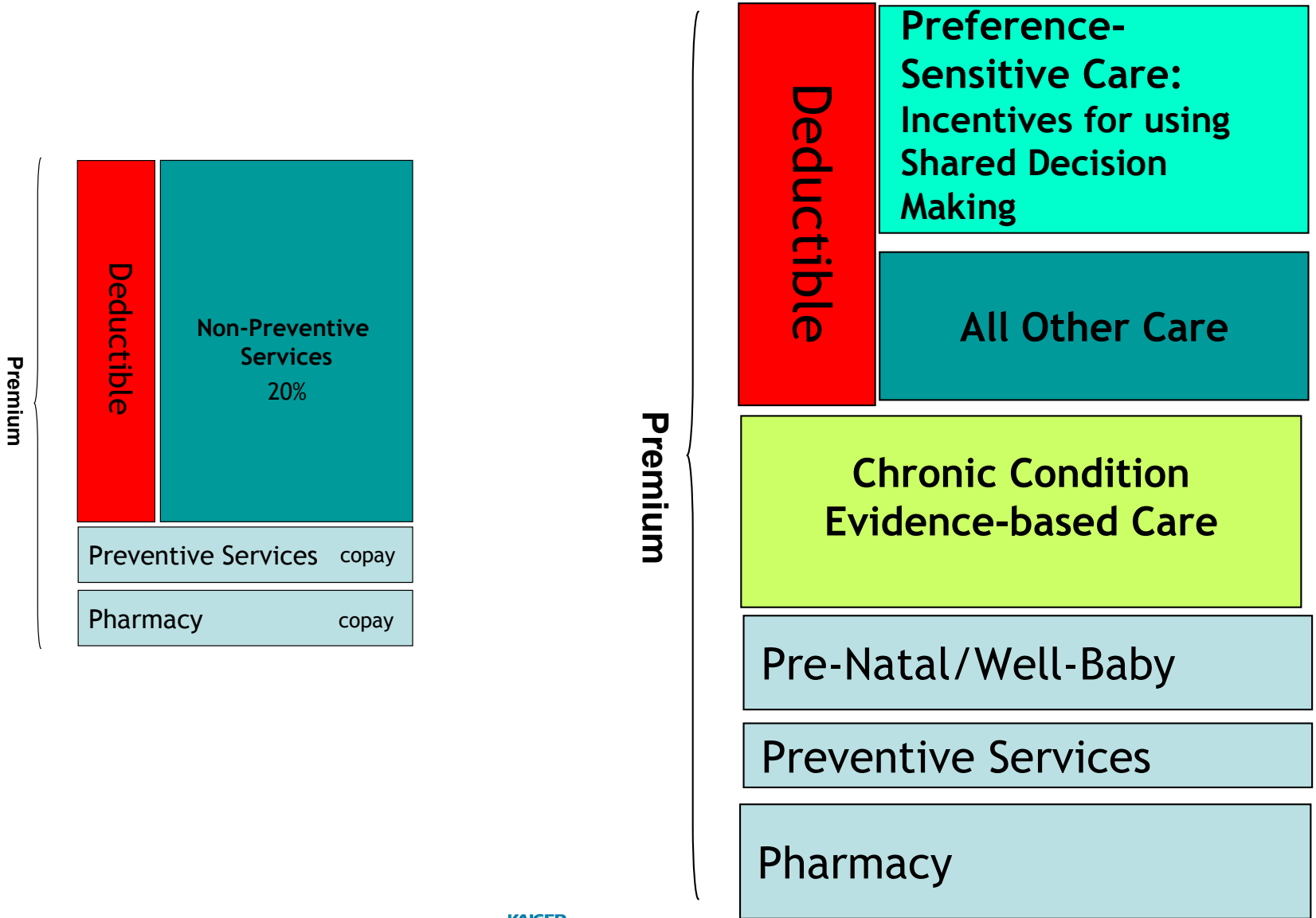


Preference-Sensitive Care - Herniated Disk:

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

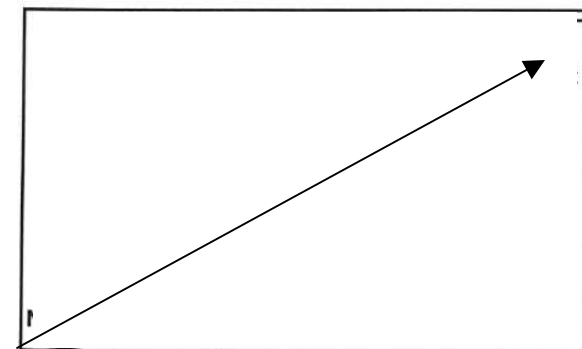
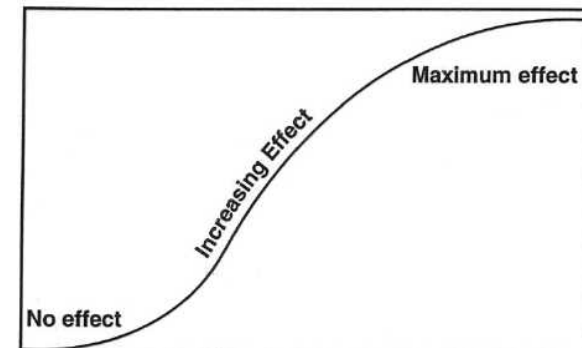
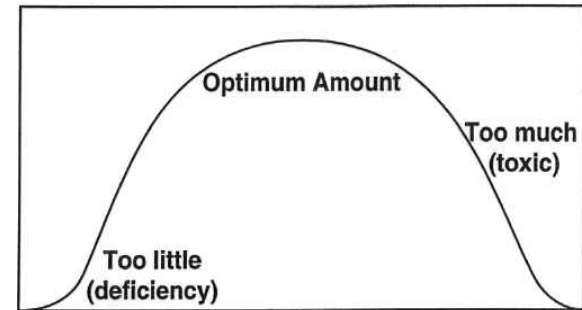
Linking Plan Design to Clinical Relevance



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



Improved Health ↑

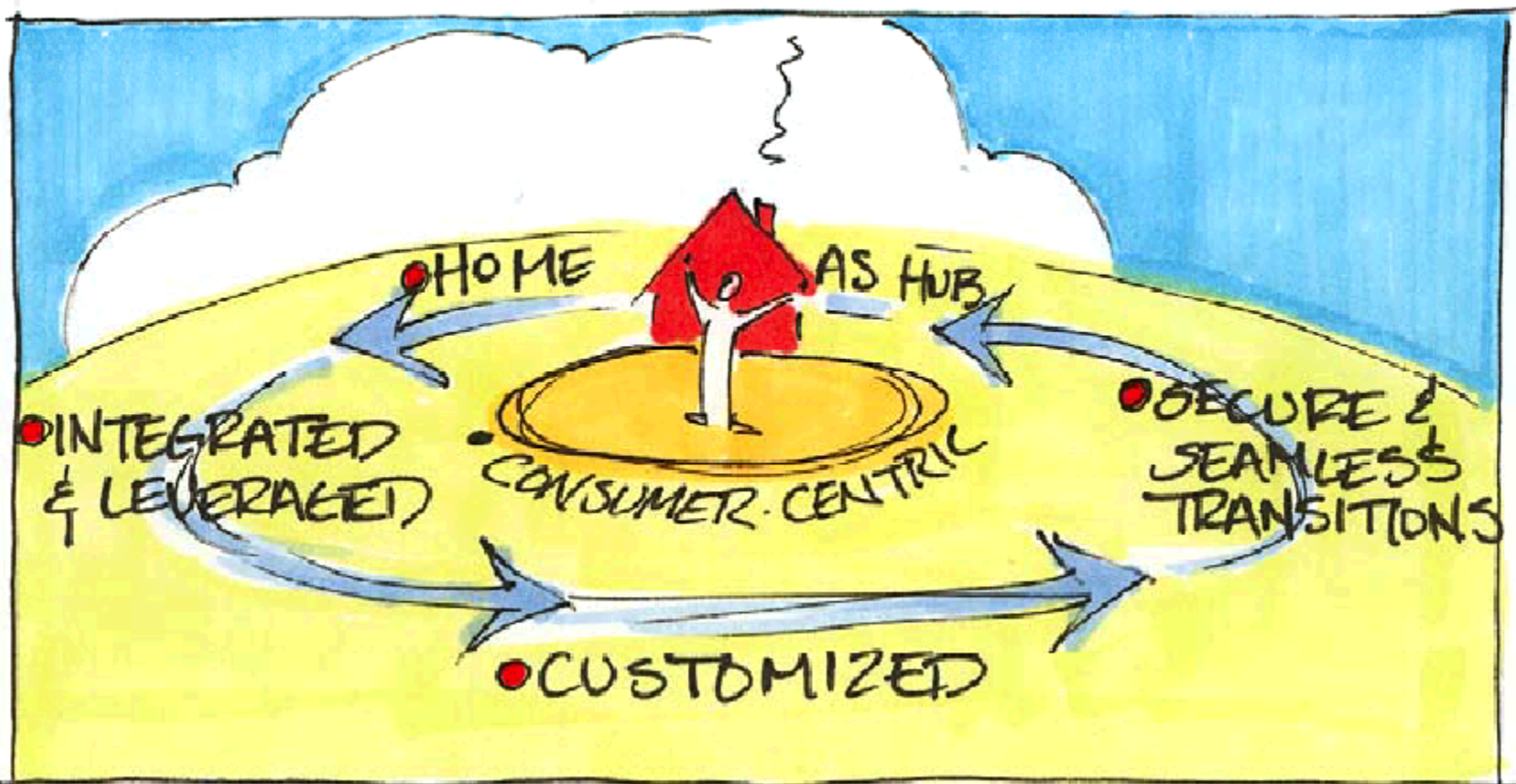


“Skin in the Game” →

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



Pat's King of Steaks®



est. 1930

Where 9th Street crosses Wharton & Passyunk Ave. Philadelphia, Pa. 19147

215-468-1546 office 215-271-1892 fax

Open 24 hours a day 361 days a year

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



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



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

Announcement about
asthma



Live well
[Healthy lifestyle programs](#)



A vital step
[Have you selected a physician?](#)

Featured health topics:

- Select a topic
- Select a topic
 - Allergies
 - Arthritis
 - Asthma
 - Child/teen health
 - Colds/flu
 - Depression
 - Diabetes
 - Fitness
 - Heart health
 - Making health decisions

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Kaiser Foundation
2101 East Jefferson

Asthma Featured Health Topic
from the pull-down menu

Asthma Featured Health Topic: Connecting to Information

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Asthma

- Topic overview
- Basic facts
- Could you have asthma?
- Managing your asthma
- Children with asthma
- Asthma medications
- Related topics
- Health classes
- Message boards

Related links:
☐ Featured health topics

Breathing easier with asthma

[Información en español acerca del asma](#)

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: Richard Roth, MD and Kate Christensen, MD
[Complete list of reviewers](#)
Last updated: December 2003

Información en español


Links to evidence-based content, and Health Encyclopedia

Reviewed by subject matter experts

Tools To Support Spanish Speaking Users



Guía en español información sobre la salud y los

 = español

Bienvenidos a nuestro sitio Web. Pensando salud, Kaiser Permanente ha preparado "La español." Aquí encontrará información esper correcta y útil para ayudarles a mejorar sus día tras día.

Por favor seleccione su region para ver en español:

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Children's health

- Topic overview
- Illnesses and conditions (A-Z)
- Growth and development
- Healthy habits
- Emotions and behaviors
- First aid and safety
- Learning differences
- Tips on teens
- Health classes
- Message boards

Related links:

☐ Featured health topics



La salud de sus niños

- [Problemas de salud](#)
- [Primeros auxilios](#)
- [Salud general](#)
- [Healthy Kids, Healthy Futures \(Niños saludables\)](#)

Porque las necesidades de salud de cada niño son diferentes, le proveemos información para ayudarles durante el crecimiento de sus niños y también consejos cuando estén enfermos.

La Guía de salud práctica de Healthwise® le ofrece información útil acerca de los temas de la salud de sus hijos.

Problemas de salud

- [Acné](#)
- [Alergias](#)
- [Alergias a los alimentos](#)
- [Apendicitis](#)
- [Asma](#)
- [Bronquitis y pulmonía](#)
- [Catarro \(resfriado\)](#)
- [Cólico](#)
- [Convulsiones por fiebre \(convulsiones por calentura\)](#)
- [Cordón umbilical y ombligo](#)
- [Croup](#)
- [Diarrea y vómitos en niños \(bebidas de rehidratación\)](#)
- [Dolor de garganta, amigdalitis y amigdalitis por](#)

Managing Your Asthma: Connecting to Appropriate Actions



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- Featured health topics

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:

- 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](#) daily 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.

**Link to
asthma action plan**

**Physician
Follow-up**

**Self
Management**

**Link to Asthma
Triggers tool**

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, scarring 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 be free of asthma symptoms. Kaiser Permanente wants to help you control your asthma. Using this self-management plan will help you breathe easier so you can live a healthy, active life.

Asthma Medicines

"Controller"/"Preventer" Medicines

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

Examples: QVAR[®], Advair[®], cromolyn (Intal[®]), Pulmicort[®], Tilade[®], Flovent[®], Singulair[®], Accolate[®], Aerobid[®], and Azmacort[®].

Serevent[®] or Foradil[®] may be used as a booster (or add-on) but not alone.

"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[®] and Ventolin[®]), Alupent[®], Maxair[®], Xopenex[®], and Atrovent[®].

"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: prednisone, Medrol[®], Prelone[®], Pediapred[®], and OraPred[®].

Green Zone...Go ahead

Your asthma is in good control



No Symptoms:

- You can sleep without waking
- You are wheeze-free
- "Quick-Relief" medicines are rarely needed (except for exercise)
- You can participate in most activities without asthma symptoms
- Work or school is not missed
- You rarely, if ever, need emergency care

Go ahead...

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

Always tell your asthma care professional when you have a severe asthma attack.

If you are thinking of changing or stopping your asthma medicine(s) be sure to talk with your asthma care professional first.

care management | institute



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 80 percent of your "personal best"

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[®], Serevent[®], 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/or 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 walking or talking, or in the case of a child, there is sucking in between the ribs, widening of the nostrils, or blue lips, go to the nearest Emergency Department or call 911 now!

- 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



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Related links:

- Featured health topics

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Peer Support

... 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

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Message boards

- Main categories
- Posting policy
- Message moderators
- Update profile and preferences
- Change screen name
- Search

Manage your stress

[Main Categories](#) ▶ [Health and wellness](#) ▶ [Relaxation & stress reduction](#) ▶

[Manage your stress](#)

[Getting to a calmer place](#) (168 messages, 168 new)

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Healthy Lifestyles: Tools to Improve Health



Healthy lifestyle programs personalized to your unique needs

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

Get a personalized total health assessment
Get an in-depth look at the health of each day with HealthMedia Succeed®. A personal plan to improve your well-being and quality of your life.

Get a personalized weight program
HealthMedia Balance® gives you personalized strategies for reaching your ideal weight. A program that's helped thousands of people and keep it off.

Want a customized nutrition plan?
HealthMedia Nourish® gives you personalized strategies for making smart and delicious food choices to increase energy, manage weight, and live a healthier life.

Tame the beast of daily stress
HealthMedia Relax® gives you personalized strategies for relieving and preventing stress by learning about your specific needs.

Personalized plans to quit smoking
HealthMedia Breathe® gives you customized plans to quit smoking. This award-winning program has helped others succeed. See how it can help you.

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Online Health Assessments and Interventions

Balance, Relax, Breathe, Nourish, Succeed



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Please start with the Health Assessment.

Health Assessment



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Coming in Spanish

Are we really what we eat?

what's inside

Understanding

what's on
your plate?

vegetables

You eat a serving.
Remember for you a serving:
Vegetables provide vitamins A and C, fiber, potassium, magnesium, and more.
There's a big difference between vegetables that contain more water and those that contain less water.

start here:

Increase your fruits and vegetables
a limit fats

Best Choice MONOSATURATED FATS	Good Choice POLYUNSATURATED FATS	Choose Less Often SATURATED FATS
These fats have healthful effects on cholesterol levels and are found in olive oil, avocados, and nuts.	These fats have healthful effects on cholesterol levels and are found in soybean, corn, and sunflower oils.	These fats have healthful effects on cholesterol levels and are found in butter, lard, and shortening.

Diet

Priorities

Strategy

Solutions

Skills

Plan

HealthMedia Nourish®

tailored nutrition program
for each individual

Follow-up Interventions

keeping nutrition
simple

Think you need to stop eating out if you're trying to follow a lower-fat diet? Think again! Use the tips in Order Smart to help you easily find lower-fat options at your favorite restaurant.

decode
labels

When you shop for groceries, it's hard to know what to look for. Use the tips in Decode Labels to help you find the best choices for your diet.



more than
just food

Improving a daily habit has a lot to do with setting goals and eating support. The same is true of changing your eating habits. Knowing what you want to accomplish and having someone to encourage you will significantly improve your chances of making healthy changes that last.

order
smart

Stirring up healthy choices. Use such a simple trick to help you find lower-fat options at your favorite restaurant.

try
moving forward

Resources:
American Dietetic Association
American Heart Association
American Lung Association
American Cancer Society
American Diabetes Association
American Heart Association
American Lung Association
American Cancer Society
American Diabetes Association

What to do:
- Choose a healthy diet.
- Choose a healthy lifestyle.
- Choose a healthy environment.
- Choose a healthy community.

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- Choose a healthy diet.
- Choose a healthy lifestyle.
- Choose a healthy environment.
- Choose a healthy community.

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2 weeks

making progress

Track your progress for 2 weeks. Use the tips in the 2-week plan to help you make progress.

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4 weeks

no one's perfect

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8 weeks

what's ahead?

Track your progress for 8 weeks. Use the tips in the 8-week plan to help you make progress.

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Supporting Change : Goal Setting

- participants set goals including
 - calorie intake
 - fat consumption
 - physical activity
- select the frequency they will report their progress

home > balance > goals >

GET STARTED

To successfully manage your weight, it is valuable to eat healthy **and** be active. While both are important, it can be easier to focus on one issue at a time. This is why this goal setting tool is designed to have you set one goal in an area of your choosing. Your choices are:

- decrease the number of calories you have in a day
- decrease the number of fat grams you have in a day
- increase the number of minutes of exercise you do in a week

Which goal do you want to set?

☐ Increase

☒ Decrease

☐ Decrease

home > balance > goals >

GET STARTED

How many calories do you want to have per day?

Goal setting is only helpful if you get to report and then view your progress. In this program you can choose how often you report your progress.

How often would you like to report your progress?

☐ every day

☐ every week

Supporting Change : Goal Setting

home > balance > goals >

REPORT YOUR PROGRESS

How are you doing? We will use this information to chart your progress.

On average, how many calories did you have each day last week?

Next >

home > balance > goals >

TRACKING YOUR PROGRESS

Calories

Time	Calorie Goal	Calorie Reported
10/15/03	1300	1500
10/22/03	1300	1450
10/29/03	1300	1300
11/5/03	1300	1300
11/12/03	1100	
11/19/03	1100	1200
11/26/03	1100	

The graph on your left shows your reported progress. The most recent time -- where there is a goal, but no actual report -- is what your goal is set to for next time.

What would you like to do next?

- [Learn more about this goal](#)
- [Adjust This Goal](#) -- Make it higher or lower for next time, or change how often you report progress.
- [Return to Balance](#)
- [Return to 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



KAISER PERMANENTE

■ Home ■ Sign on ■ Web site map ■ Search our site

Your health record Health advice Appointments/Rx refills Your plan Locate our services Mailbox

- 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.](#)

A vital step:
[Have you selected a physician?](#)

Featured health topics:
Select a topic

[Terms & conditions](#) [Privacy practices](#) [Site policies](#) [About us](#) [Contact Web manager](#)
[Web awards & accreditations](#) [Careers](#) [Technical information](#)

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

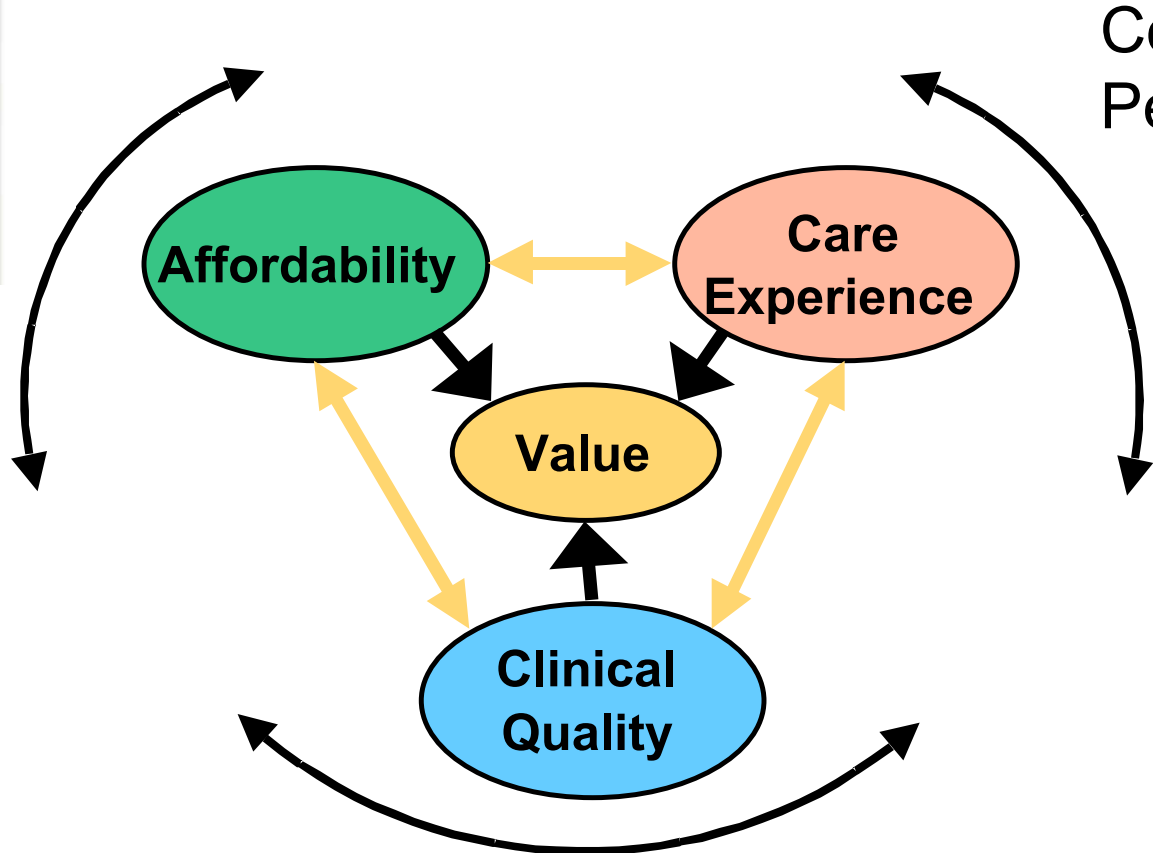
HBA 1C

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.



Purchaser
Perspective

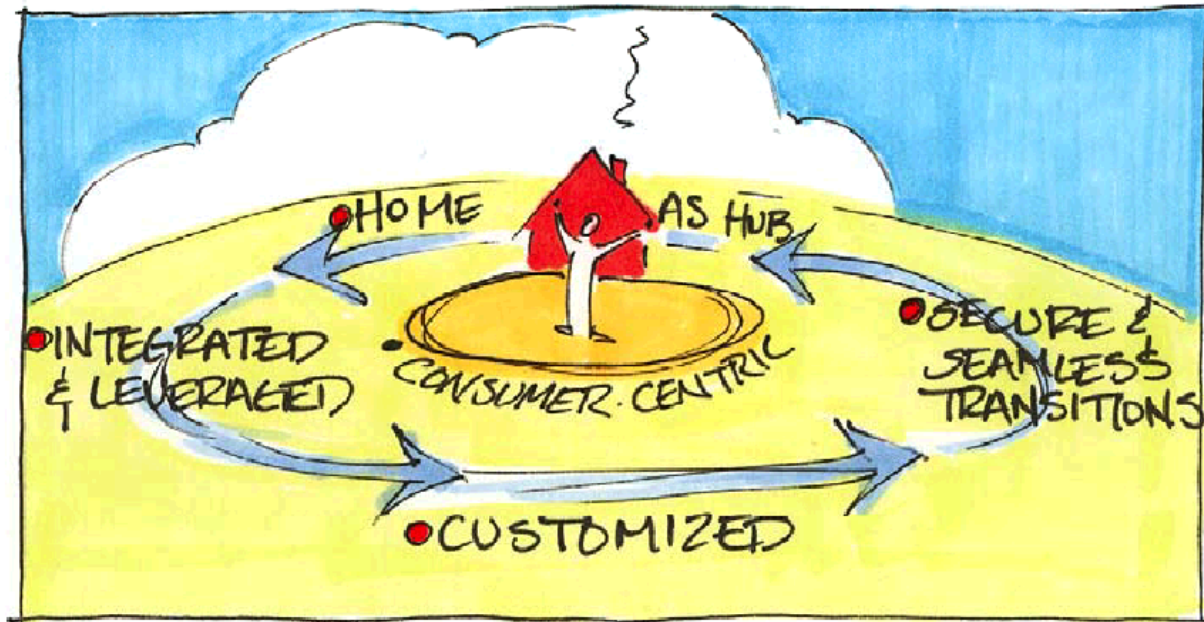


Consumer
Perspective



Clinician
Perspective

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



KAISER PERMANENTE®