Advanced IT for the Medical Home: Engaging the Patient

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Patient Engagement Systems has Taken the Pledge

- Data Holders Pledge for those who manage or maintain individually identifiable health data
  - make it easier for individuals and their caregivers to have secure, timely, and electronic access to their health information.
  - encourage individuals to use this information to improve their health and their care.
- Make personal health information (complete health record and/or a subset such as a visit summary) available to individuals and their caregivers in a secure, timely, and usable manner

[www.healthit.gov/pledge]
What is Patient Engagement?

Actions that individuals must take to obtain the greatest benefit from available health care services
- focuses on behaviors relative to their health care
- critical and proximal to health outcomes

Not synonymous with compliance
- Compliance = obeying provider directive
- Engagement = involved in a process

Invites the result you want and expect
- Positive actions toward a desired behavior

1 Center for Advancing Health, 2010
What is Patient Centeredness?

Depends on whom you ask…
What About the Patient?

Patient Centeredness is dead last in current conformance with medical home goals

Source: Richard Stark, MD VA, Director of Primary Care Operations, Department of Veterans Affairs, and American College of Physicians
Where is the Patient?

New for NCQA 2011

“In developing the PCMH 2011 standards, we were guided by a strong consensus that we must expand the patient-centered perspective.”

Robust patient centeredness is an important program goal:
• There is a stronger focus on integrating behavioral healthcare and care management
• Patient survey results help drive quality improvement
• Patients and their families are involved in quality improvement.
Where does engagement fit?

External Pressures on Primary Care

- Current practice guidelines for only 10 chronic illnesses require more time than primary care physicians have available for patient care overall.

Patient Engagement is the “Last Mile”

- Patient centered care correlated with decreased utilization and lower total annual charges.

Chronic Condition Crisis

- “Current practice guidelines for only 10 chronic illnesses require more time than primary care physicians have available for patient care overall”

Legislation (PPACA), contracting (P4P), organizational models (PCMH and ACO) ALL rely on primary care

References:
1 http://www.ncbi.nlm.nih.gov/pubmed/15928223
2 http://www.ncbi.nlm.nih.gov/pubmed/21551394
## What are the options?

### Available choices for engaging patients

<table>
<thead>
<tr>
<th>Medium</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portals</td>
<td>• Large amount and wide variety of content</td>
<td>• Need secure login</td>
</tr>
<tr>
<td></td>
<td>• Flexibility for personalization</td>
<td>• Too much/confusing content can wash out key messages</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Can be difficult to navigate</td>
</tr>
<tr>
<td>eMail</td>
<td>• Cheap and easy</td>
<td>• Complexities for secure email or</td>
</tr>
<tr>
<td></td>
<td>• Easily personalized</td>
<td>• No PHI</td>
</tr>
<tr>
<td></td>
<td>• People more accustomed to receiving information via email</td>
<td></td>
</tr>
<tr>
<td>Text messages</td>
<td>• Cheap and easy</td>
<td>• Limited to 140 characters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• No PHI</td>
</tr>
<tr>
<td>IVR</td>
<td>• Can handle &amp; triage complex cases</td>
<td>• Difficult to navigate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Impersonal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Language limitations</td>
</tr>
<tr>
<td>1st class mail</td>
<td>• Can carry structured messages</td>
<td>• Expense</td>
</tr>
<tr>
<td></td>
<td>• Secure for PHI</td>
<td>• One-way messaging</td>
</tr>
<tr>
<td>Live person</td>
<td>• Personal</td>
<td>• Costly</td>
</tr>
<tr>
<td></td>
<td>• Can be staffed with clinical personnel</td>
<td>• Requires training and staff with clinical understanding</td>
</tr>
<tr>
<td>Smart-phone Apps</td>
<td>• Secure for PHI</td>
<td>• Programming</td>
</tr>
<tr>
<td></td>
<td>• Flexible</td>
<td>• Uncertain psychological impact</td>
</tr>
</tbody>
</table>
Our Intervention

Design Criteria

• Low cost per case
• Low technology investment at the practice
  o With or without electronic medical record
• Little change in practice flow
• Little disruption of patient-provider relationship
• Accommodate multiple data sources
• High face validity (accuracy)
Informatics are critical

Data driven analytics based on process and timing

Clinical Lab

Secure Network

Centralized Repository and Analytics Engine

EHR eMail Fax

eMail Portal Mail

Medical Home

Patient

Patient Management
## Clinical Outreach

Guidelines Based Communications

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flow sheets</td>
<td>• Trends and decision support</td>
</tr>
<tr>
<td></td>
<td>• Assists with guideline recognition</td>
</tr>
<tr>
<td>Condition specific population</td>
<td>• Practice “report card”</td>
</tr>
<tr>
<td>reports</td>
<td>• Basis for QI</td>
</tr>
<tr>
<td>Provider reminders &amp; alerts</td>
<td>• Maintain “patient centeredness”</td>
</tr>
<tr>
<td>Patient reminders</td>
<td>• Motivates patients to stay involved</td>
</tr>
<tr>
<td></td>
<td>• Heightens understanding of care plans</td>
</tr>
</tbody>
</table>
Evaluation

3 peer-reviewed studies

• 5 year NIH randomized trial with 7,414 patients in 64 practices

• 4 years of commercial managed care claims

• 4 years of hospital and ER admissions from a state-wide registry
PATIENT ENGAGEMENT WORKS

Demonstrated Reductions in Utilization and Charges

- Admissions
- ER Visits

- All
- < 65
- 65+

- Total IP Charges
- Total ER Charges

- All
- < 65
- 65+

-28%
-15%
-13%

-22%
-11%

-42%

-27%
-11%
-10%

-39%
-15%
-13%
PATIENT ENGAGEMENT WORKS

Lower Overall Costs

Effect of PES Platform on Claims Paid
Lowess Smoothing

Vertical line represents the start date for PES group patients and a randomly chosen date for control patients.

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Summary Points

1. Medical Homes Need to be Patient Centered
2. Patient Centeredness Means an Engaged Patient
3. Informatics and Technology Can Be Used to Engage Patients
4. Successful Patient Engagement Improves Outcomes and Saves Money
Thank You

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