



## Patient Empowerment Framework

Feb. 28, 2012



# About Emmi Solutions

- Focused on helping consumers take an active role in their health
- Adopted by leading hospitals, health systems and health plans
- Engaging Interactive Communications
  - Voice, image, text
  - Targeting 4th to 5th grade reading level
  - Approximately 90% completion rate
  - Support 3rd party content
- Advanced Technology Platform
  - Prescribe, track and document experience
  - Surveys and data collection
  - Utilization monitoring and reporting

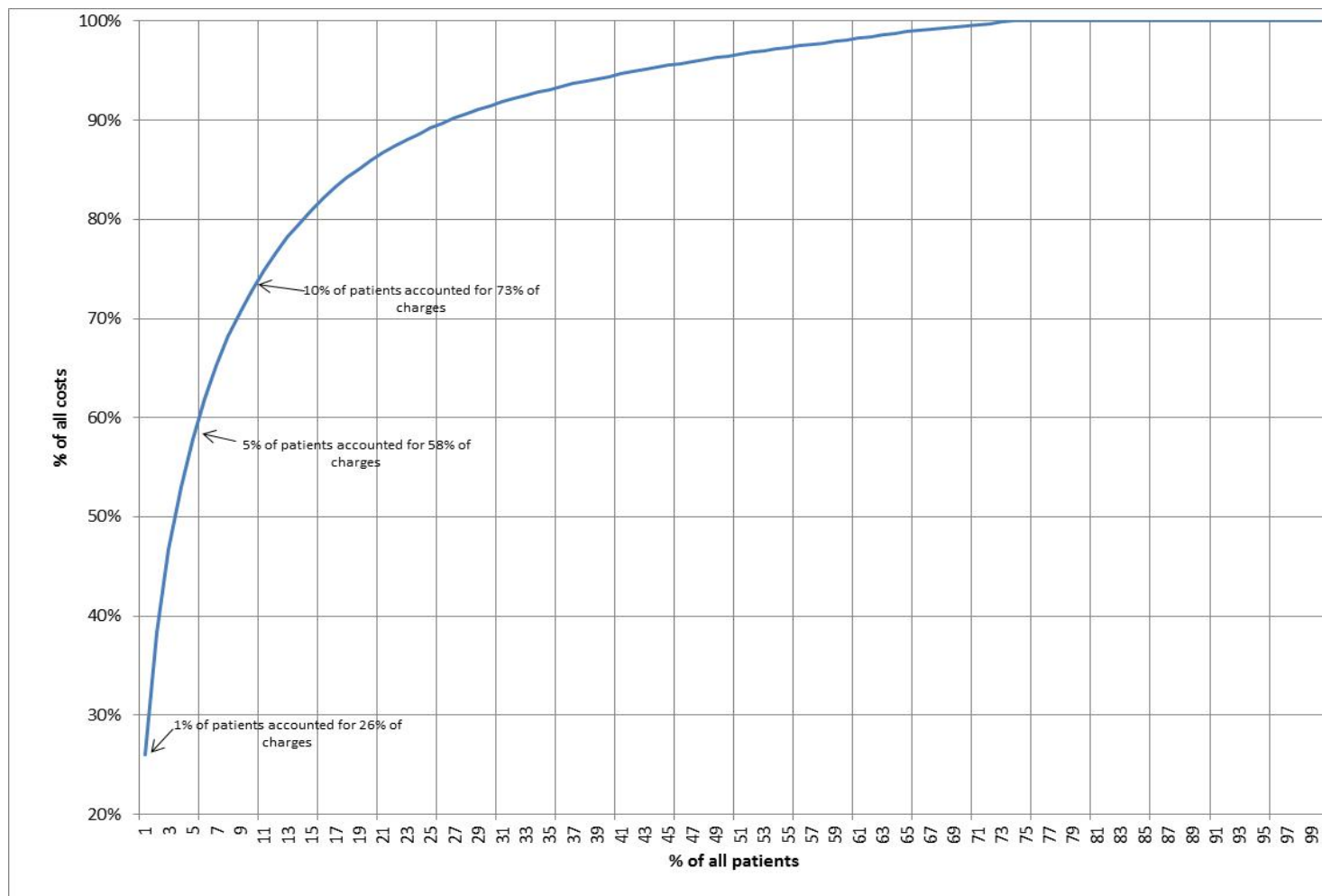


# About the Camden Coalition

- The Coalition is a citywide organization of social workers, nurses, physicians, administrators, hospitals, health service organizations, and clinics that serve the health needs of Camden New Jersey residents.
- We work in a variety of settings – from small neighborhood based practices to hospital based offices – with the goal of improving the coordination and capacity of the health care system for residents of Camden.



# Camden, NJ Cost Curve, 2009



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1. Becoming more efficient treating an ever growing population of chronically ill will not bend the cost curve
2. We must help patients acquire *the knowledge, skills, and self-awareness necessary improve the quality of their lives.*
3. This can not occur in a few 15 minute office visits – engagement must be sustained throughout the year
4. A new set of tools and techniques must be mastered for Population Health Management to succeed



*“In our country, patients are the most under-utilized resource, and they have the most at stake. They want to be involved and they can be involved.*

*Their participation will lead to better medical outcomes at lower costs with dramatically higher patient & customer satisfaction.”*

**Charles Safran, M.D.**

President, American Medical Informatics Association  
*Testimony Before the Subcommittee on Health  
of the House Committee on Ways and Means*



*An empowered patient is one who has the knowledge, skills, attitudes and self-awareness necessary to influence their own behavior and that of others to improve the quality of their lives.*

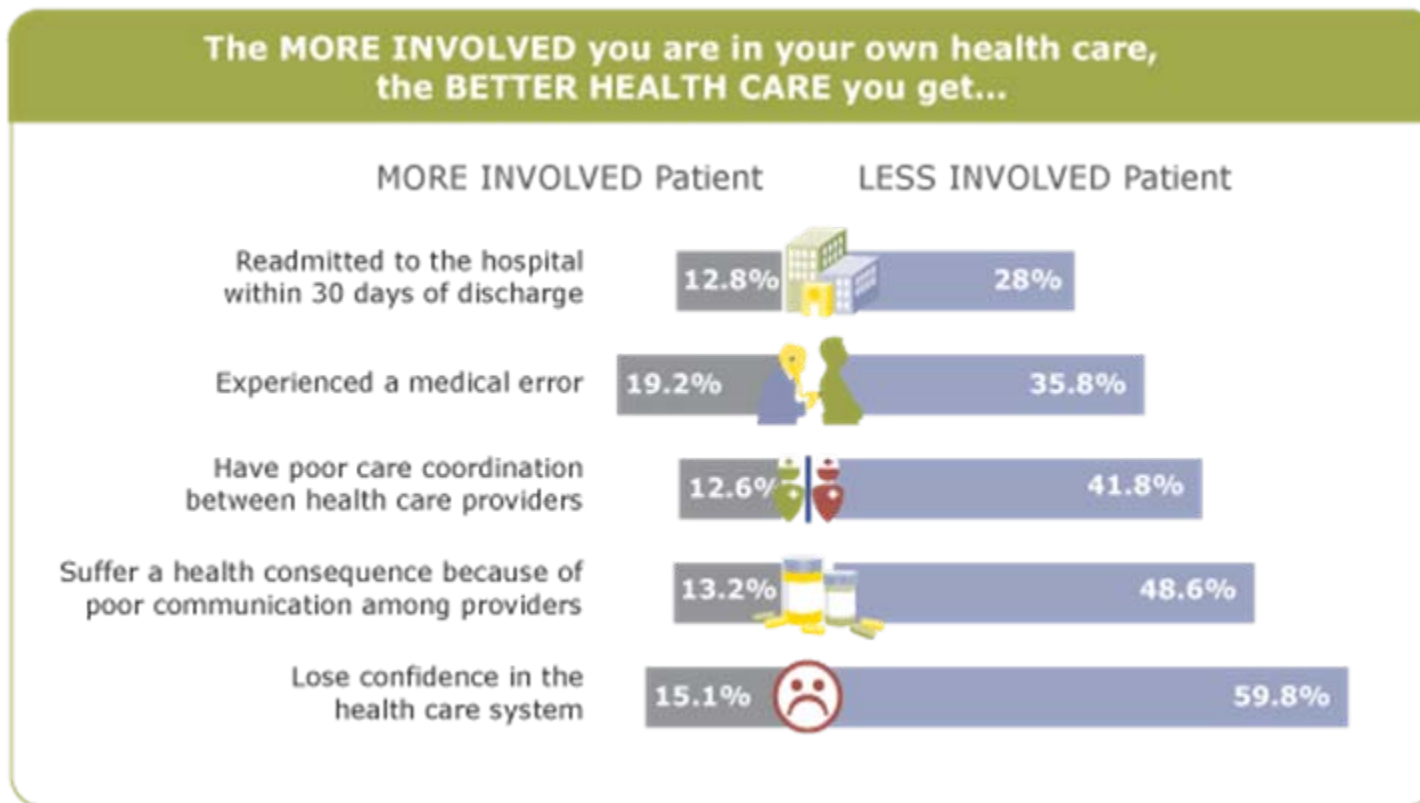
*The role of the patient is to be well-informed active partners or collaborators in their own care, while the role of the professional is to help patients make informed decisions to achieve their goals and overcome barriers.*

Funnell, M. and Anderson, R ,Clinical Diabetes; July 2004 vol. 22 no. 3 123-127

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# The Impact of Patient Empowerment



Source: Insignia Health

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# The Patient Empowerment Framework



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- Registries (clinical data, scheduling data)
- Patient Reported Data (goals, preferences)
- Episode Groupers
- Gaps in Care
- Predictive Modeling



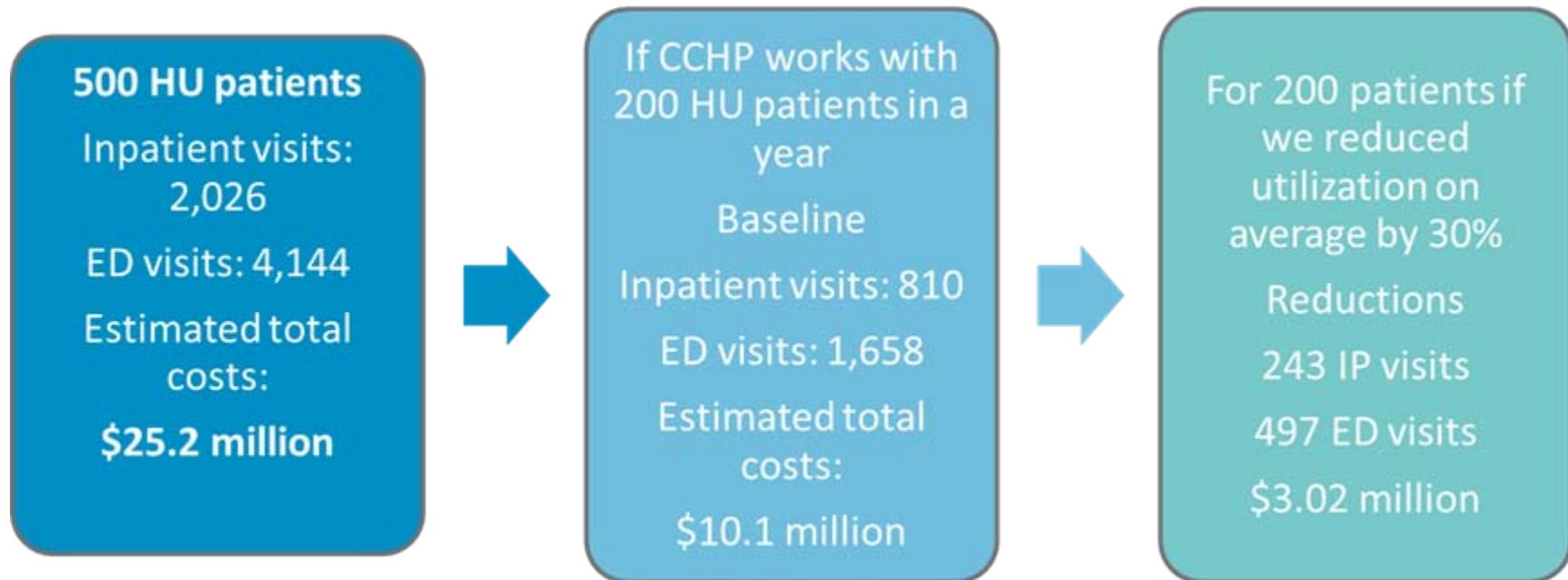
# Identifying the Population in Camden, NJ

	Inpatient visits, 2011				
ED visits, 2011	0	1	2	3 to 4	5+
0	44,728 (85%) patients 5,210 Inpatient visits 63,489 ED visits		985 (2%) patients 1,856 IP visits 4,129 ED visits	503 (1%) patients 2,026 Inpatient Visits 4,144 ED Visits	
1					
2 to 3	\$28,000,000 (50%) IP payment \$25,800,000 (59%) ED payment				
4 to 5	4,961(9%) patients 28,447 ED visits	1,563 (3%) patients 1,239 IP visits 6,962 ED visits	\$10,000,000 (17%) IP payment \$1,700,000 (4%) ED payments	\$10,900,000 (20%) in IP payment \$1,700,000 (4%)in ED payment	
6 to 7					
8 to 9		\$6,700,000 (18%) in IP payment \$2,800,000 (6%) in ED payment			
10 +		\$11,500,000 (27%) in ED payment			

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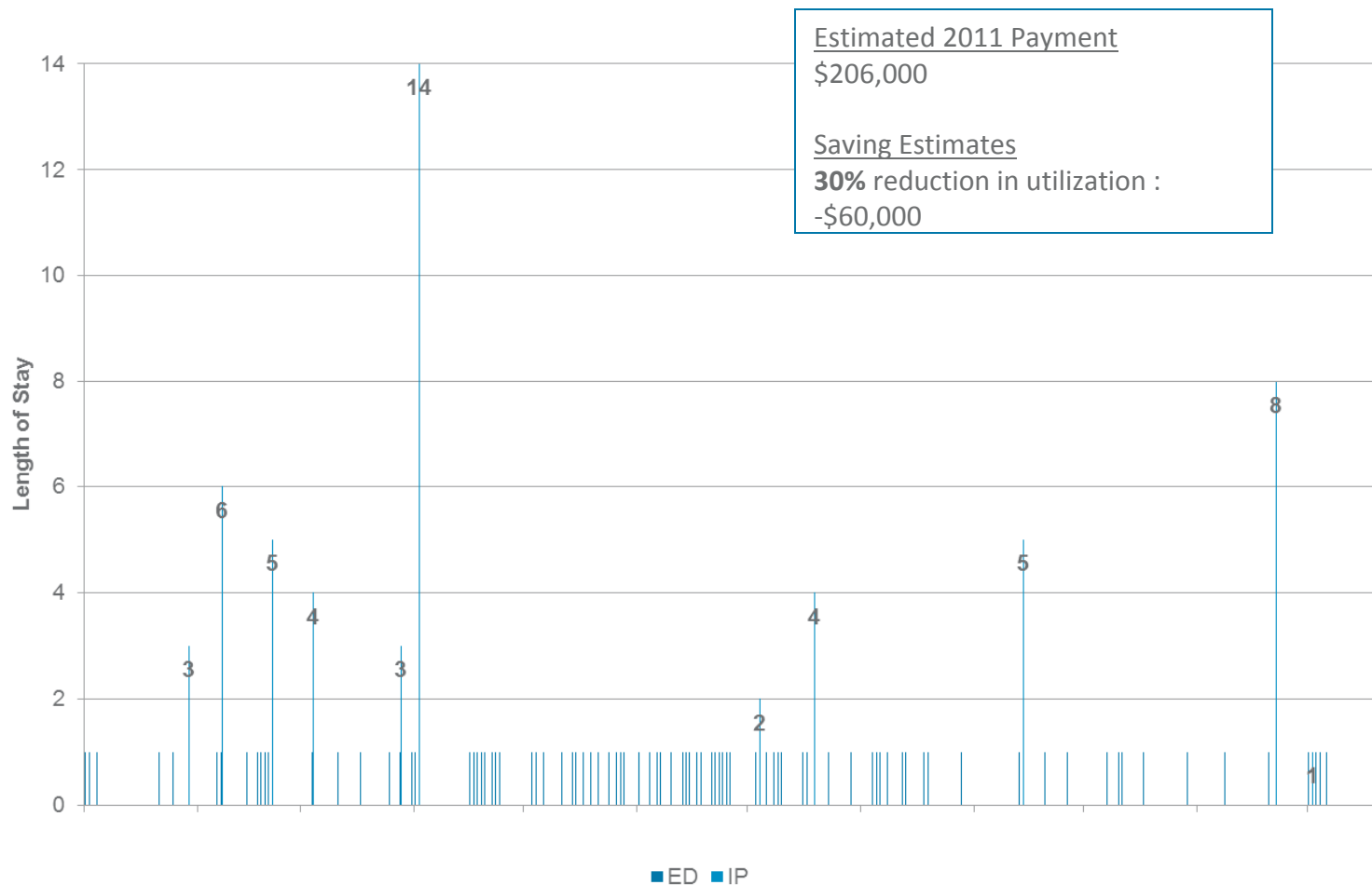
# Bending the cost curve



12



# Patient A

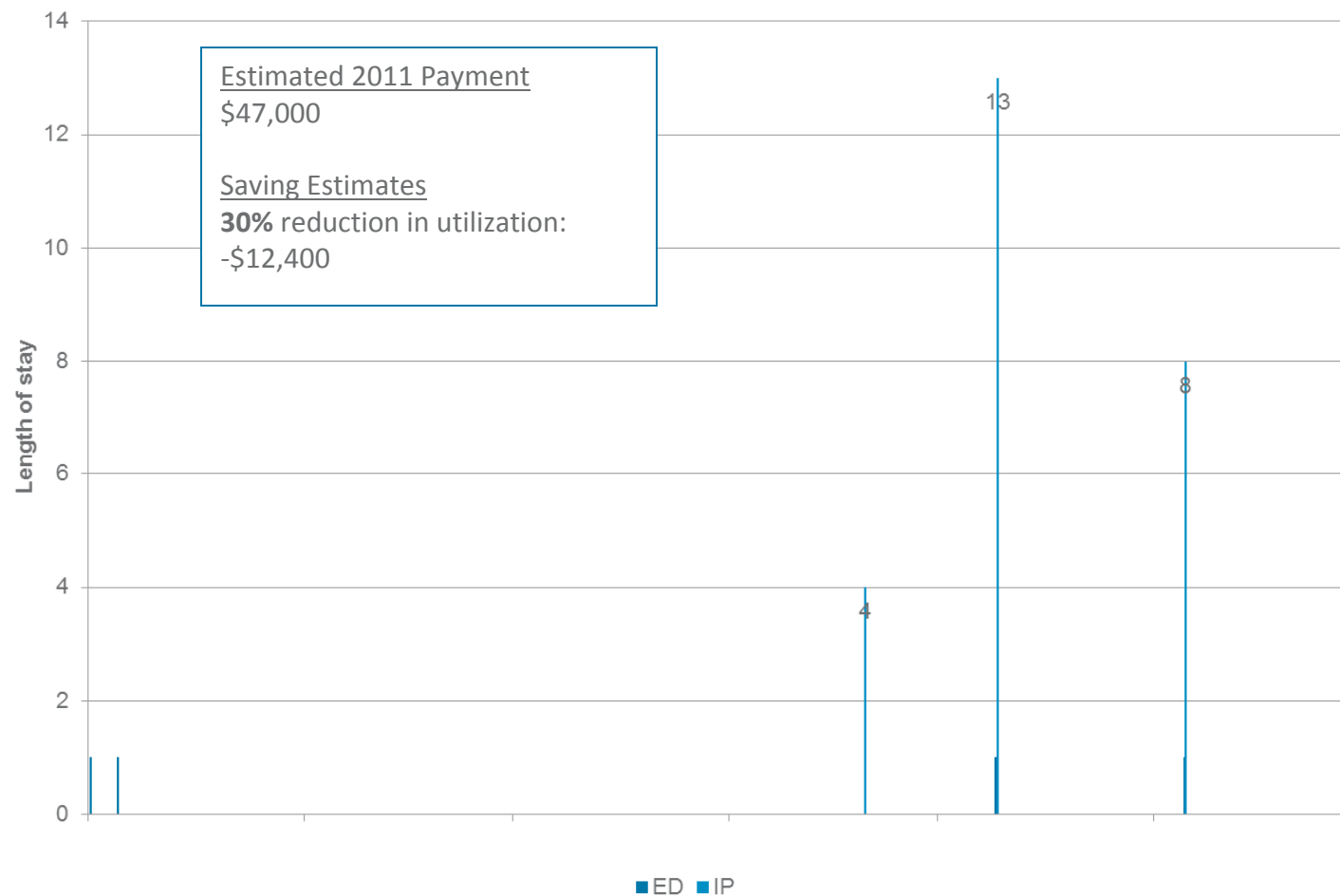


Estimated 2011 Payment  
\$190,000

**30% reduction in utilization:**  
-\$46,000



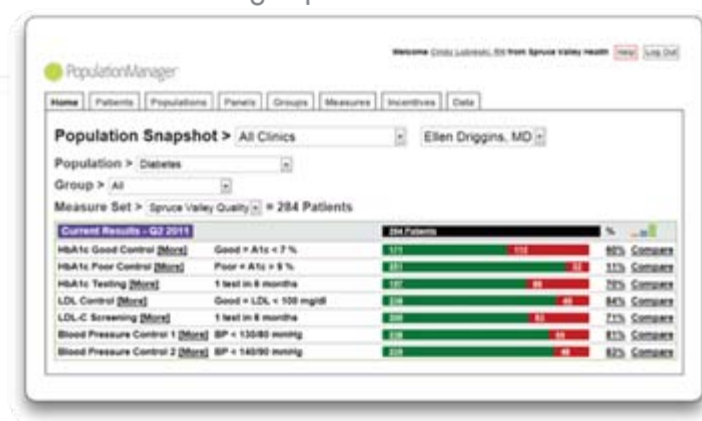
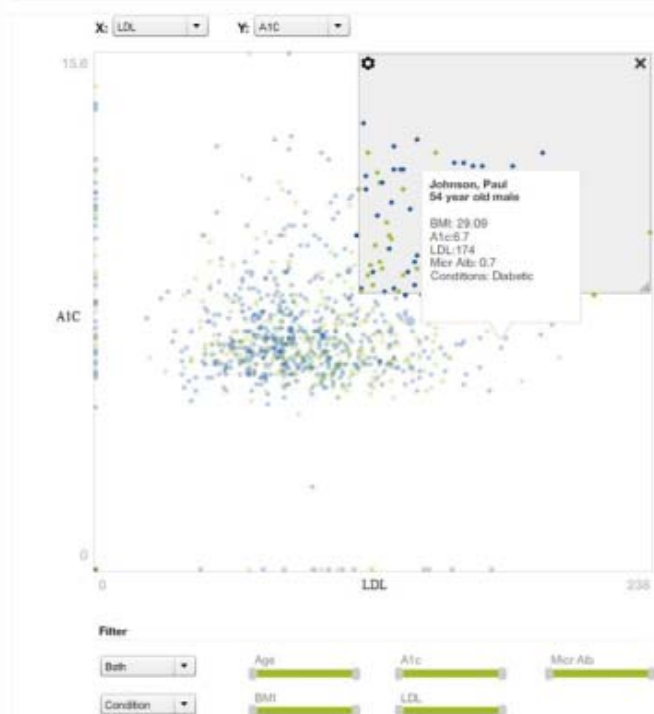
# Patient C



# Next Generation Tools for Identifying Populations



## Population Summary



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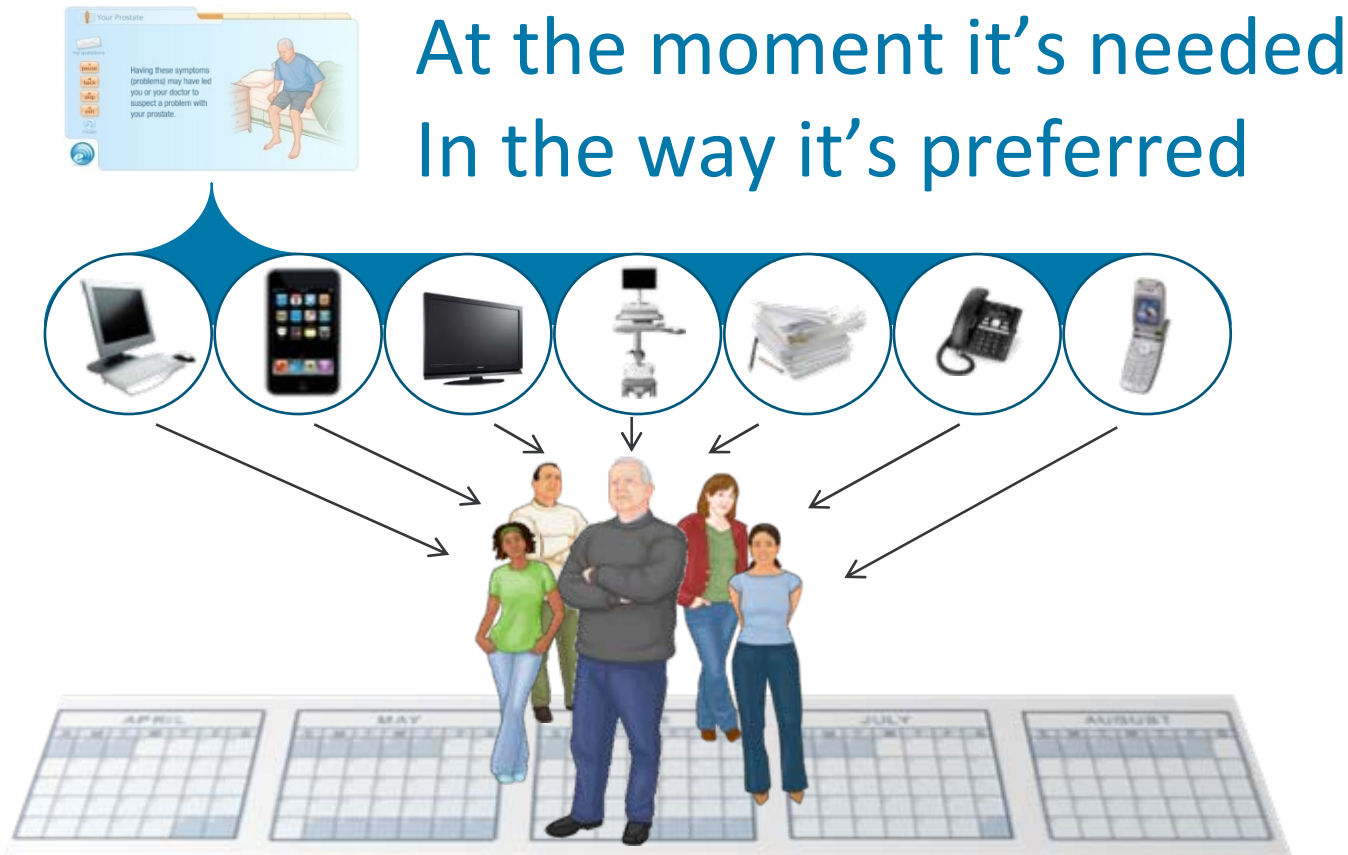




- Live telephone calls
- Automated telephone calls
- Text messages
- Mobile apps
- Email
- Web/Portal
- Point of Care Kiosks/Tablets



# Connecting with Patients on their Terms





- Social Networks / Peer Support
- Financial Incentives
- Non-financial Incentives (time, convenience)
- Entertainment
- Gaming



# Activation – The Least Understood Core Competency

The New York Times

June 13, 2010

## For Forgetful, Cash Helps the Medicine Go Down

By PAM BELLUCK

It has long been one of the most vexing causes of America's skyrocketing health costs: people not taking their medicine.

One-third to one-half of all patients do not take medication as prescribed in health costs annually because those patients often get sicker.

Now, a controversial, and seemingly counterintuitive, effort to tackle the idea, which is being embraced by doctors, pharmacy companies, insurers and hospitalization.

"It's better to spend money on medication adherence for patients, rather than England Healthcare Institute, a research organization, who said that adherence to medication. "Financial incentives are a critical piece of the

In a Philadelphia program people prescribed warfarin, an anti-blood-clotting drug, to record if they took the medicine and whether they won that day.

The screenshot displays the stickK website's goal commitment interface. At the top, the stickK logo is followed by the tagline "The smartest way to set and achieve your goals". Navigation links include Home, How It works, About stickK, Contact Us, FAQ, Login, and Sign Up Now!. The main section features a "I commit to" button with a dropdown menu for "(Select your Goal)" and a "start Now!" button. Below this, a list of goals is shown: "Be on time, study hard, lose weight, no more debt, more time with family, better sleep schedule, eat better, go back to the gym, help others, go jogging, learn something new...". The background of the interface is a collage of images: a woman working on a laptop, a calendar, a stack of books, a person swimming, and a person celebrating. At the bottom, a progress bar shows four steps: 1. Select your goal (with a notepad icon), 2. Set the stakes (with a money bag icon and the note "money is optional"), 3. Get a referee (with a whistle icon), and 4. Add friends for support (with a group of people icon).

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- Assessments & Questionnaires
- Remote Monitoring
- Patient Education to support Self Management
- Decision Aids to support Shared Decision Making
- eVisits
- Alerts and Reminders



# Engagement Comes in Many Forms



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# Vision for Patient Empowerment in Camden

- Continue to refine how we **Identify** our population through predictive analytics to identify patients on their way to becoming high utilizers
- Expand how we **Connect** with patients beyond case managers/care coordinators in PCP
- Begin to explore **Activation** strategies including incentives for preventative and disease management actions
- Expand how we **Engage** with patients including cost effective ways to monitor patients post-utilization stabilization for signs of relapse



# Help us Evolve the Framework

- Download the Whitepaper at [www.emmisolutions.com](http://www.emmisolutions.com) and send us your feedback
- Currently over 400 vendors are mapped against the framework
- Complete a survey helping us understand what tools your using, what's working, and what's not. You will receive a copy of the aggregated results.
  - Email [btavares@emmisolutions.com](mailto:btavares@emmisolutions.com) for more info

