

**Patient Engagement
In Healthcare
Decisions –
The Critical Catalyst
to Health Reform in
the United States**

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Learning Objectives

- Define patient engagement and activation
- Quantify outcomes of interest related to patient engagement
- Evaluate emerging technologies to engage patients
- Understand the role active patients play in the future of healthcare reform in the United States

- Assigned Readings
 - Chapters 11 – Population Health: Creating a Culture of Wellness
 - Mosen D, Schmittiel J, Hibbard JH, Sobel D, Remmers C, Bellows J. Is Patient Activation Associated with Outcomes of Care for Adults with Chronic Conditions? *J Ambul Care Manage* 2007;30(1):21-29.

Mention exhibitors

Patient Engagement

- Patient's playing a more active role in their care and advocating for...THEMSELVES
- Seeks to improve the following areas
 - Health Literacy
 - Clinical Decision Making
 - Self Care
 - Patient Safety

Patient Engagement: Health Literacy

- AMA stated in 1999 that poor health literacy is a “stronger predictor of a person’s health than age, income, employment status, education level and race”
- Fundamental to engaging patients
 - Traditionally printed materials
 - Evolving onto the web and other technologies
 - Reliability concerns
 - Targeting disadvantaged groups
 - Elderly, minorities, immigrants, low income
 - Mass media campaigns

Over 60 – 2/3 have inadequate or marginal literacy skills. 81% could not read or understand basic materials such as prescription labels – Williams, JAMA (1995). 2003 National Assessment of Adult Literacy found 60% (little improvement) in 65+ age group. Rate lowers to ~30% under age 65

Patient Engagement: Clinical Decision Making

- Patient decision aids
- Training clinicians in communication skills
- Coaching and question prompts for patients
 - American Center for Patient Decisionmaking
www.decision.org
 - Foundation for Informed Medical Decision Making
www.informedmedicaldecisions.org

Currently little/no clinician training in this area

In contrast to Society for Medical Decision-Making (SMDM)

Patient Engagement: Self Care

- Self-management education
- Self-monitoring and self-administered treatment
- Self-help groups and peer support
- Patient access to personal medical information
- Patient-centered telemed and e-health

Patient Engagement: Patient Safety

- Information to choose quality providers
- Patient involvement in infection control
 - Joint Commission's Speak Up™ campaign
 - Johnson + Johnson Safe Surgery Initiative
www.safesurgeryinitiative.com
- Encouraging adherence to treatment regimens
- Checking records and care processes
- Patient reporting of adverse drug events

Engagement Trend: Patient Contracts

- Contracts commonly used in treating chronic pain patients
- Concept endorsed by the Patient-Centered Primary Care Collaborative for all primary care patients
 - Provide a template at www.pcpcc.net entitled “Patient-Clinician PACT”



Contract concept incorporates elements of safety, self-care, and CDM

Engagement Trend: Patient-Clinician PACT

- Delineates the responsibilities of the clinician and the patient in the following domains:

Domain	Patient Responsibilities	Clinician Responsibilities
Sharing Information	Keep and bring notes on medications, questions, medical problems, and all medical encounters since last visit	Provide confidential environment, ask pointed questions, review medication list, require patient to detail what is to be done before the next visit, ensure communication between providers
Shared Decision Making	Ask about alternative treatment options, agree on a care plan, if a new condition is diagnosed ask for help in seeking other opinions	Describe risk/benefits of treatment options, agree on a treatment plan and provide support, encourage referrals when appropriate
Responsibility for Care	Compliant with medications, monitor for side effects, ask about preventive measures	Utilize e-prescribing, inquire about side effects and efficacy of medications, encourage screening and early detection

Outcomes of Interest: Patient Knowledge

- Knowledge of condition and complications
- Self-care knowledge
- Knowledge of treatment options and likely outcomes
- Comprehension of information
- Recall of information

Outcomes of Interest: Patient Experience

- Patients' satisfaction
- Doctor-patient communication
- Quality of life
- Psychological wellbeing
- Self efficacy
- Involvement and empowerment of patients

Outcomes of Interest: Use of Services and Costs

- Hospital admission rates
- ED admission rates
- Length of stay
- Number of family medicine visits
- Cost effectiveness
 - Perspective?
- Patient costs
- Lost productivity

Outcomes of Interest: Healthy Behaviors & Status

- Health related lifestyles
- Self care activities
- Treatment adherence
- Severity of disease or symptoms
- Physical and mental functioning
- Clinical indicators

Patient Activation

- Patient is engaged and demonstrates:
 - An understanding that ACTIONS determine health outcomes
 - Confidence to institute change

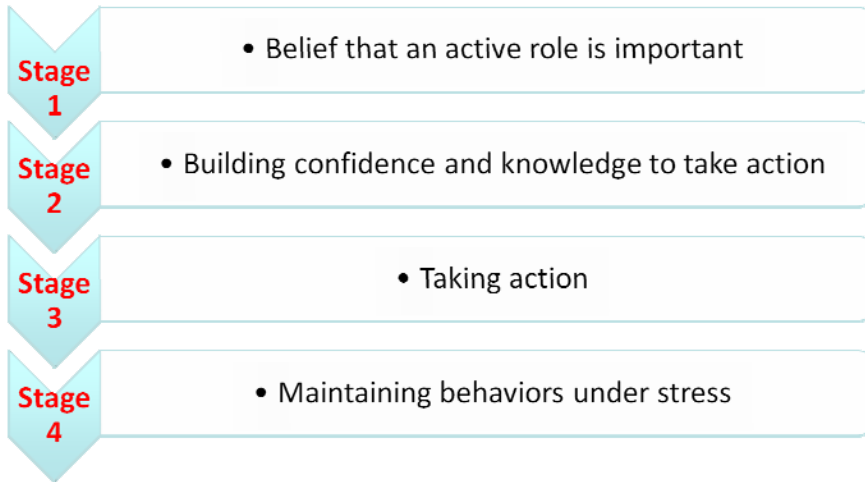
Patient Activation Measure™ (PAM)

- Developed by Judith Hibbard and colleagues at the University of Oregon
- Valid and highly reliable survey tool that assesses patient activation and places patients into 1 of 4 stages of activation
 - Long form (22 items) and short form (13 items)
- High scoring patients are significantly more likely to:
 - Perform self-management behaviors
 - Use self-management services
 - Report high medication adherence

PAM Sample Questions

1. When all is said and done, I am the person who is responsible for taking care of my health.
2. I know what each of my prescribed medications do.
3. I am confident that I can follow through on medical treatments I may need to do at home.
4. I understand my health problems and what causes them.

Stages of Activation



Patient Activation: Stages 1 and 2

- **Stage 1 – Belief that an active role is important**
 - Individuals do not feel confident enough to play an active role in their own health
 - Predisposed to be passive recipients of care
- **Stage 2 – Building confidence and knowledge to take action**
 - Individuals lack confidence and an understanding of their health or recommended health regimen

Patient Activation: Stages 3 and 4

- **Stage 3 – Taking action**
 - Individuals have the facts and are beginning to take action but may lack confidence and the skill to support their behaviors
- **Stage 4 – Maintaining behaviors under stress**
 - New behaviors have been adopted but may not be able to be maintained under stress or health crises

How Engaged are Patients?

- Center for Studying Healthcare Change 2007 Health Tracking Household Survey
 - Over 6500 respondents
- Higher Activation
 - Younger
 - Higher education/income
 - Private insurance
 - White
 - No chronic conditions
- Overall 78% in levels 3 or 4

Contrast with Mosen finding of 37% in 2007

Activation in Patients with Chronic Conditions

- Higher activation conditions
 - Asthma
 - Cancer
 - Diabetes
- Lower activation conditions
 - Depression
 - Heart Disease
 - Arthritis
 - Hypertension
 - Multiple conditions, smoking, obesity

Mosen et al. (2007)

- Survey of Kaiser Permanente Medical Care program members in 2004
 - 4108 respondents out of 6673 contacted (61.2% response rate)
 - Respondents enrolled in 1 of 6 programs
 - Asthma
 - Diabetes
 - Heart Failure
 - Coronary Artery Disease (CAD)
 - Chronic Pain
 - Diabetes + CAD

Mosen et al. (2007)

- Results
 - Each increase in PAM stage (1-4) was associated with a increase in
 - Performance of self-management behaviors
 - Medication adherence
 - Satisfaction with services
 - Self-reported quality of life
 - Functional status

PAM Summary

- Can be useful in assessing an individual's engagement and their willingness to learn and modify their behaviors
- Used in research in conjunction with previously discussed outcome measures
 - Identify effective interventions

Basics of Engagement

- Remember your audience
 - How do you reach?
 - Literacy level
 - Content must be personalized
- KISS
- Nothing can replace the interactions between patients and professionals

Trends in Engagement

- Web-based
 - Interactive modules
 - Self-monitoring tools
- Phone-based
 - Text reminders and education
 - Self-monitoring apps
- Cable TV-based
- Home telehealth devices



Mention specific examples in the exhibit hall and at the conference presenting.

Cable TV – Our collaboration with Comcast. Diabetes reality TV show on Comcast in collaboration with United HealthCare

Interactive Patient Engagement

- Institute for Interactive Patient Care (IIPC)
www.instituteipc.org
 - Organization dedicated to supporting research that evaluates interactive solutions that inform and engage patients
 - Funded studies on falls prevention and heart failure using an in-hospital solution
 - Launching a study in 2012 studying the effects of engaging nurses and other care team members on hospital inpatients

Mike O'Neill presenting Tuesday afternoon CONCURRENT SESSION I:
CONNECTED HEALTHCARE: USING TECHNOLOGY TO IMPROVE
CARE

Importance of Active Patients in Health Reform

- “You can lead a horse to water...”
- Primary emphasis of health reform has been on improving patient outcomes through technology, access, communication, coordination of care, provider incentives, etc.
- Little focus on health literacy and patient engagement (or lack thereof)



Mention Tuesday afternoon session **CONCURRENT SESSION II: EMPOWERING PATIENTS AND CONSUMERS**

Conclusions

- Large improvements in patient outcomes for patients suffering from chronic diseases in the US are unlikely without improvements in patients' activation and engagement levels
- Technology will likely play a significant role in making these improvements a reality
 - Efficacy and efficiency of technology should be demonstrated through rigorous outcomes research on par with medical devices and other health technologies

Contact Information

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