

# A New Frontier in Patient Engagement

May 20, 2015

*Provided by Avalere*



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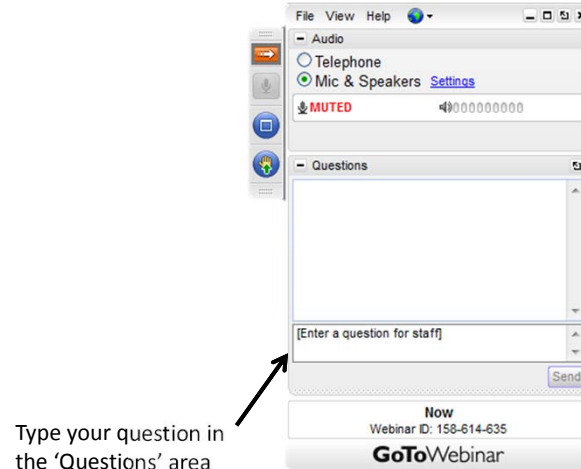
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### The New Frontier in Patient Engagement

*Prepared by Avalere Health*  
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 May 20, 2015  
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## Presenters



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## Objectives for Today's Webinar

What is the goal of this presentation?

- **Enhance** your knowledge of "patient engagement" and "patient experience" and the role it plays in affecting healthcare quality
- **Identify** opportunities to engage patients in a meaningful way

How will today's information be helpful?

- Provide an overview of the **existing landscape** for patient engagement and the key players in this space
- Explore **case studies** of where engagement has been successful

Why should you care?

- Today's **shift from volume to value** is changing how providers, pharmacists, and other healthcare professionals are delivering care
- A greater emphasis on value, accountability, and transparency will **impact** overall patient experience and engagement

In today's session, we will cover how patient experience, engagement, education, and satisfaction are defined. In addition, we will examine what the existing patient experience measures address and provide strategic considerations that may improve the experience for all patients



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## Policy Landscape: Patient Experience and Engagement as a Result of Health Reform

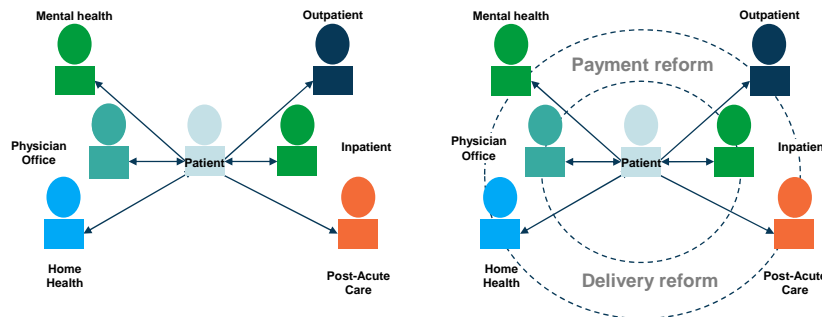
### Shifting Market Dynamics Require Patient-Centered Approaches with a Focus on Overall Patient Experience

#### Traditional Model

Provider fragmentation →  
 Provider autonomy →

#### New Model

Care coordination across sites of service  
 Increased payer control with P4R, P4P and Value-based Purchasing (VPB)



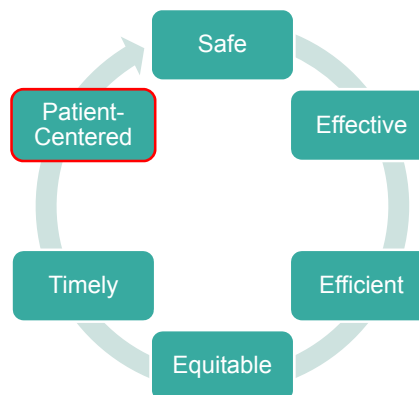
P4R: pay for reporting  
 P4P: pay for performance



## Early Definitions of “Quality” Included a Focus on Patient-Centered Care

IN THIS PIVOTAL REPORT, THE IOM DEFINED QUALITY AS, THE DEGREE TO WHICH HEALTH SERVICES FOR INDIVIDUALS AND POPULATIONS INCREASE THE LIKELIHOOD OF DESIRED HEALTH OUTCOMES AND ARE CONSISTENT WITH CURRENT PROFESSIONAL KNOWLEDGE.

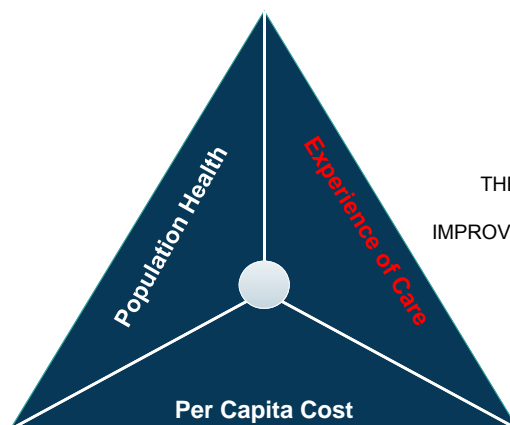
- In 2001, the Institute of Medicine released [Crossing the Quality Chasm: A New Health System for the 21st Century](#), an examination of the six dimensions of quality, one of which is “patient-centered” care.
- Healthcare should be patient-centered: the patient should play an active role in making decisions about his/her own care.



See references in the notes section.

## The “Triple Aim” Considers Patient Experience to be One of the Pillars of Optimal Care

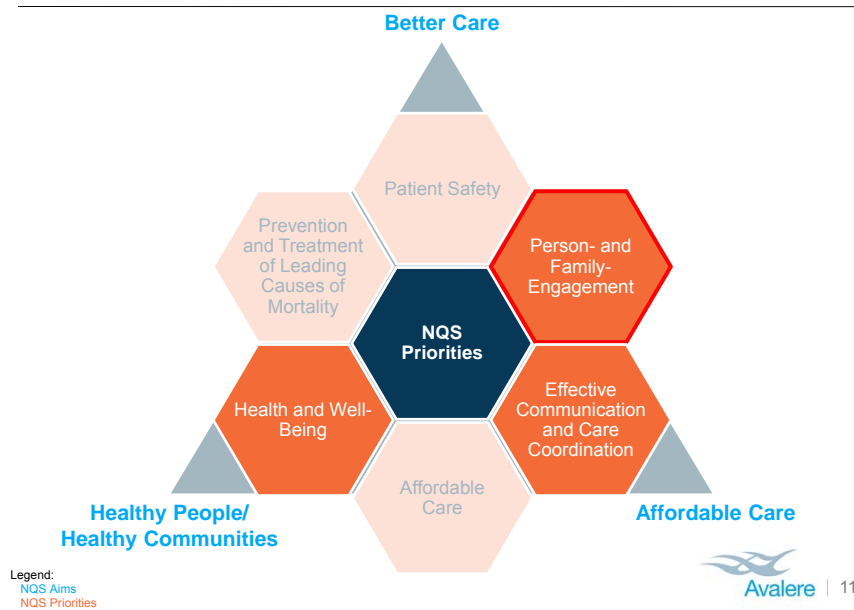
VARIOUS ORGANIZATIONS (E.G. CENTERS FOR MEDICARE AND MEDICAID SERVICES, HEALTH AND HUMAN SERVICES, KAISER PERMANENTE, NATIONAL PATIENT SAFETY FOUNDATION) HAVE ALIGNED THEIR INTERNAL STRATEGY TO ALIGN WITH THE TRIPLE AIM



THE INSTITUTE FOR  
HEALTHCARE  
IMPROVEMENT'S (IHI) “TRIPLE  
AIM”

See references in the notes section.

## Additionally, Person- and Family-Engagement Is a National Quality Strategy Priority Alongside Communication and Care Coordination



## Patient Engagement, Education, and Satisfaction are Pivotal to Improving Overall Patient Care



**Patient engagement** can be defined as the "actions individuals must take to obtain the greatest **benefit** from the health care services available to them."

**Patient education** is the process by which health professionals and others impart information to **patients** and their caregivers that will alter their health behaviors or improve their health status.

**Patient satisfaction** is a key determinant of **quality** of care and an important component of pay-for-performance metrics.

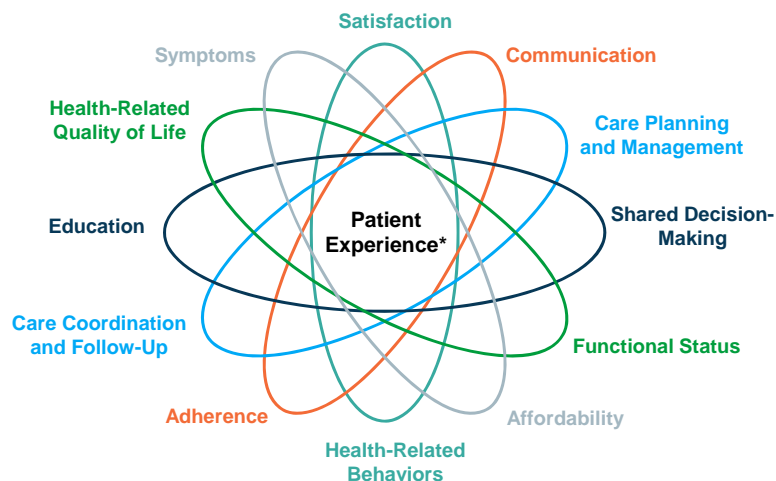


As patient experience continues to emerge as an important focus area across healthcare globally, the need for a standard definition becomes even more evident

The focus of today's webinar is to discuss strategies for improving patient experience in the context of better patient engagement

See references in the notes section.

## Patient Experience Includes a Variety of Dimensions

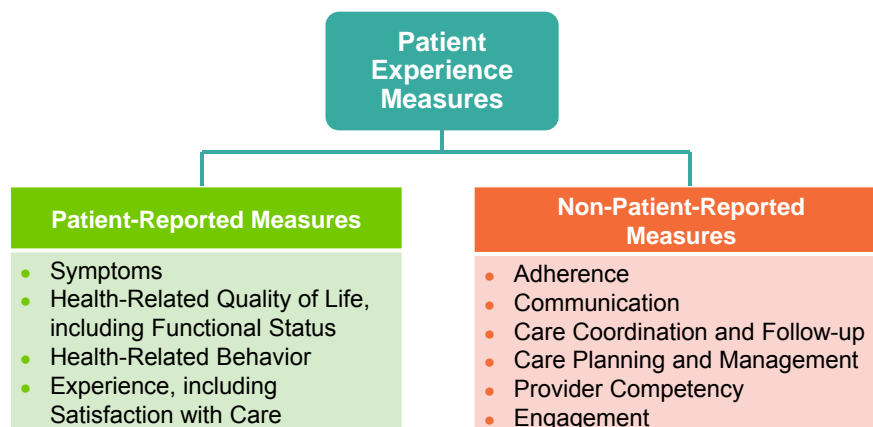


\*This is illustrative and not a comprehensive list



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## In Some Cases, Patient Experience Is Evaluated by Both Patient-Reported and Non-Patient Reported Measures



PRO: Patient-Reported Outcome

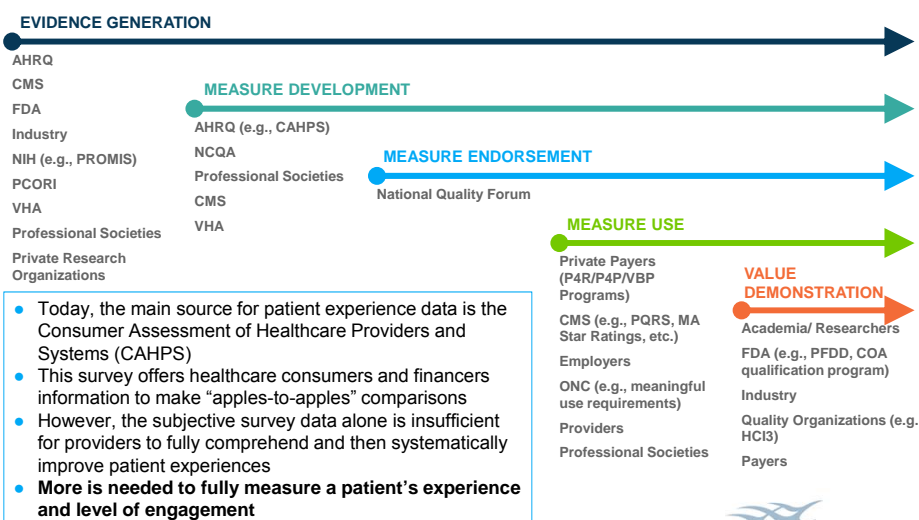


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## Patient Experience Measures Landscape: Response to Policy Pressures

### National Organizations Are Promoting Development and Utilization of Patient Experience Measures



Acronyms found in notes section.



## Recognizing Value in the Future Will Require Greater Focus on the Patient

| NQS Domain*                       | EXAMPLES  |   |
|-----------------------------------|---|---|
|                                   | Current Measures  | Future Measures   |
| Safety                            | Central-line infections; claims-based healthcare-acquired conditions    | All-cause <b>patient harm</b> including clinical data   |
| Care coordination                 | Care transitions measure (3-item patient report); hospital readmissions | Readmissions across settings; care transition composite; <b>patient-reported care coordination</b> across settings                    |
| Clinical care                     | Setting-specific clinical process of care measures by condition         | <b>Patient-centered</b> and <b>patient-reported outcome measures</b> ; outcome measures for patients with multiple chronic conditions |
| Population and community health   | Smoking; immunizations  | Determinants of health; reduction in <b>disparities</b>   |
| Patient experience and engagement | CAHPS surveys   | Multimodal collection of <b>patient experience</b> ; <b>shared decision-making</b> and engagement                                     |
| Cost and efficiency               | Cost for individual episodes around hospitalization                     | Costs across episodes with shared accountability; total cost of care for populations  |

Conway PH, Mostashari F, Clancy C. The Future of Quality Measurement for Improvement and Accountability. *JAMA Viewpoint*. 5 June 2013. Vol. 309, No. 21.



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## Measurement of Patient Experience Is Becoming More Sophisticated

| Past   | Future  |
|--|---|
| <b>Objective:</b> To assess patient satisfaction | <b>Objective:</b> To integrate patient experience into additional activities <ul style="list-style-type: none"> <li>• Providers' / plans' performance measurement</li> <li>• Drug / medical device development &amp; safety evaluation</li> <li>• Comparative effectiveness research</li> </ul> |

- Growing focus on patient-centered healthcare has led to increasing interest in integrating patient experience across healthcare spectrum from drug/device development to provider/plan performance evaluation
- Electronic Health Record (EHR) systems are evolving so that patient experience can be collected for registries and daily clinical settings to support various activities above

References in the notes section.



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## The Current State of Patient Experience Measures



According to Avalere's Quality Measures Navigator™, **less than 10 percent** of the 600+ measures in Centers for Medicare & Medicaid Services quality programs address patient engagement and/or experience, education, and satisfaction.

### RELEVANT PHARMACY MEASURES

- CAHPS Health Plan Survey: Getting Needed Prescription Drugs
- CAHPS: Contact from doctor's office, plan, pharmacy, or prescription drug plan
- Reminders to Fill Prescriptions
- Reminders to Take Medications

Analysis based on Avalere Quality Measures Navigator™.  
Find out more at: <http://avalere.com/business-intelligence/quality-measures-navigator>



## Three Distinct Gaps Exist in Patient Experience Measures

- **Lack of healthy behavior domain PRO measures:** While many instruments, tools, and surveys related to healthy behaviors (e.g., smoking cessation, diet, exercise, preventive behaviors) exist, we only found one measure related to this domain
- **Lack of disease-specific measures:** Given that most patient experience domains are for overall healthcare encounters, there is a lack of condition-specific experience measures. Going forward, developers need to think about patient experience measures when creating measure sets for specific conditions
- **Lack of patient experience measures in outpatient quality reporting programs:** While CMS has begun to integrate patient experience measures in most quality reporting programs for providers and payers, there is a lack of patient experience measures in the outpatient quality reporting program, which includes ambulatory surgical centers (ASC)

CMS: Centers for Medicare and Medicaid Services



## National Organizations Are Attempting to Fill Measure Gaps Through Patient Experience Measurement and Quality Improvement

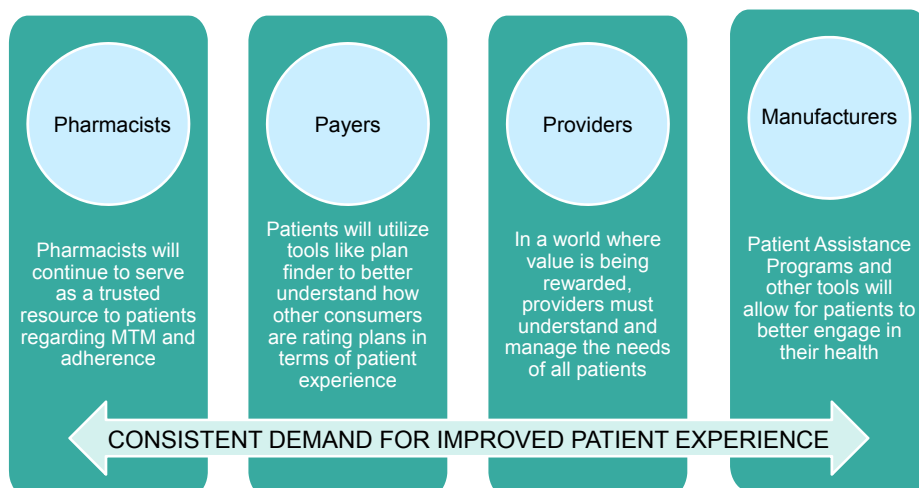
PROMINENT EXAMPLES OF EXISTING INITIATIVES IN IMPROVING PATIENT EXPERIENCE MEASUREMENT ARE LED BY NQF, NCQA, AND ASCO

|   |  |
|---|--|
| <p><b>1 NQF's Person-Centered Care Outcomes (PCCO) Committee</b></p> <ul style="list-style-type: none"> <li><b>Goal:</b> As part of NQF's Prioritizing Measure Gaps project, the PCCO Committee will develop specific recommendations for performance measurement to address person- and family-centered care, including patient-centered communications, shared decision-making, the concordance of care plans with patient preferences, values, and goals, and measures based on PROs<sup>1</sup></li> <li><b>Progress:</b> Thus far, NQF has released a draft framework on Priority Setting for PCCO<sup>2</sup>. More recently, NQF held an in-person meeting on April 8-9 to more concretely discuss the definition/core concept of ideal person- and family-centered care. NQF also identified how to measure person- and family-centered care</li> </ul> | <p><b>3 ASCO's CancerLinQ™ System</b></p> <ul style="list-style-type: none"> <li><b>Goal:</b> Launched in November 2013, CancerLinQ™ is an HIT initiative to achieve higher quality, higher value cancer care with better outcomes for patients; the multi-phase development process will encompass a series of quality improvement tools for physicians, with the first components becoming available by early 2015</li> <li><b>Progress:</b> The first components of CancerLinQ™ will center on providing quality measurement tools that build on ASCO's Quality Oncology Practice Initiative (QOPI®). Future components will encompass more powerful quality improvement tools, real-time clinical decision support, and analysis of thousands of patient experiences to create a continuous cycle of learning</li> </ul> |
| <p><b>2 NCQA's Project to Develop Functional Status PRO-PMs</b></p> <ul style="list-style-type: none"> <li><b>Goal:</b> Develop functional status PRO-PMs for the following conditions: <ul style="list-style-type: none"> <li>Hip and knee replacement</li> <li>Congestive heart failure</li> <li>Asthma</li> <li>Rheumatoid arthritis</li> </ul> </li> </ul>  | <p><b>4 CMS' PQRS – Call for Measures</b></p> <ul style="list-style-type: none"> <li><b>Goal:</b> CMS is interested in include measures of patient safety and adverse events, appropriate use of diagnostics and therapeutics, care coordination and communication, patient experience and patient-reported outcomes and measures of cost and resource use<sup>4</sup></li> <li><b>Progress:</b> CMS continues to conduct a call for measures to all interested stakeholders, specifically requesting measures of experience</li> </ul>  |

Sources and acronyms provided in the Notes section.



## Healthcare Stakeholders Have a Continued Need for New Ways to Measure Patient Experience

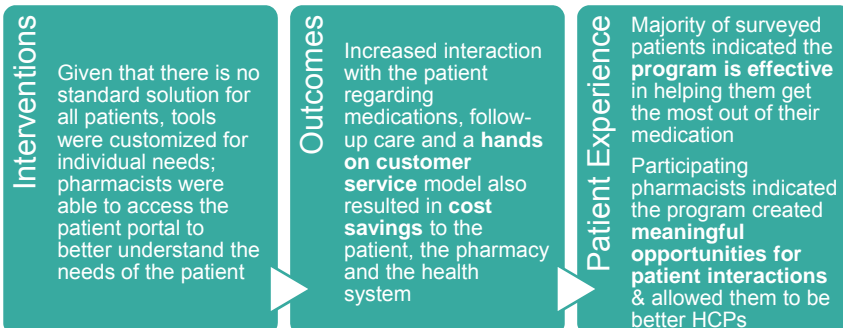




## Improving Patient Experience in Practice

### Case Study: A Prescription for Adherence

IN 2010, BOEHRINGER INGLEHEIM LAUNCHED A PILOT (IN FOUR STORES) TO: (1) IMPLEMENT PHARMACY INTO THE WORKFLOW AND (2) FIND A WAY TO MEASURE WHETHER OR NOT THE GAP IN ADHERENCE WAS CLOSED



**This is one of many pilots targeted at improved adherence with an effective pharmacist at the center of the care team**

A Prescription for Adherence. Available at:  
[https://www.pharmacy satisfaction.com/resources/pdf/adherence/Adherence\\_Pilot\\_Metrics\\_Presentation\\_111229.pdf](https://www.pharmacy satisfaction.com/resources/pdf/adherence/Adherence_Pilot_Metrics_Presentation_111229.pdf)



## Case Study: Pharmacists Tackle Readmissions

IN AN EFFORT TO IMPROVE EXPERIENCE AND DECREASE READMISSIONS, PAYER PARTNERS WITH A PBM THROUGH A PATIENT-INTERACTIVE PILOT

### CHALLENGE

- Aetna Rx Home Success Program targets members identify as “high-risk” and are on multiple medications and offers “personal support” from a pharmacist, with a focus on members who have recently been released from a hospital, nursing home or rehabilitation facility

### INTERVENTION

- Pharmacist will review any new and/or pre-existing medications, help create a care plan between patient and physician, address potential medication-related issues, identify gaps in care and educate members about their medicines

### PREDICTED RESULTS

- Results have yet to be defined from this six month pilot between a Commercial payer and a PBM
- Plan review showed better discharge planning and medical reconciliation and optimization of pre- and post-hospital medications could improve overall continuum of member care and prevent a return trip to the hospital

Aetna targets readmissions with pharmacy pilot. August 2013. Available at: <http://www.dovetailhealth.com/newsroom/articles-and-press-releases/bid/70435/Aetna-Targets-Readmissions-With-Pharmacy-Pilot>



## Case Study: Advances in Technology Can Equate to Improved Patient Experience

GEISINGER HEALTH SYSTEMS LAUNCHED A MEDICATION FEEDBACK PILOT IN 2011 TO IMPROVE PATIENT ENGAGEMENT WITH ITS EHR. THE PILOT ENCOMPASSED PATIENTS FROM TWO PRIMARY CARE CLINIC SITES

Patients were invited to review and update the list of current medications in their EHR

Patients who were more involved in updating medications sought more frequent clinician contact through secure electronic messaging via the same outpatient portal

Pilot found that 89 percent of patients requested changes to their medication records and were more actively engaged in their health

**Technology must help, not hinder, the connection between patients and healthcare providers**

When patients review Rx in EHR, accuracy & engagement improve. October 2014. Available at: <http://www.cardiovascularbusiness.com/topics/health-it/when-patients-review-rx-ehr-data-communication-improves-1>



## Pharmacists Can Play an Active Role in Improving Patient Experience

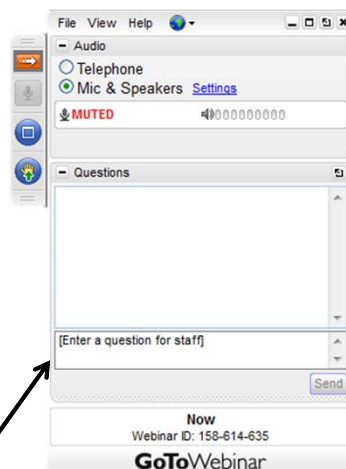
- **As trusted health advisors, pharmacists can promote the safe use of medications and improve clinical outcomes**
  - Pharmacists are an affordable and accessible healthcare resource. For many patients, it is probably easier to consult with a pharmacist than with a physician
- **Patient education is one component to an overall improved patient experience**
  - Remind patients of the role and importance of each medication in their regimen. Pharmacist-provided counseling also can be a key component of other types of pharmacist interventions that have been shown to improve outcomes
- **Pharmacists are equipped to provide follow-up care, ensuring better outcomes**
  - Many patients have no contact with healthcare providers following a visit or between visits; in some cases their only contact is with a pharmacist. The continued expertise in medication management is helpful to a growing population of patients managing chronic diseases



Avalere Health. Exploring Pharmacists' Role in a Changing Healthcare Environment. May 2014. Available at: [http://avalere-health-production.s3.amazonaws.com/uploads/pdfs/1400680820\\_05212014Exploring\\_Pharmacists\\_Role\\_in\\_a\\_Changing\\_Healthcare\\_Environment.pdf](http://avalere-health-production.s3.amazonaws.com/uploads/pdfs/1400680820_05212014Exploring_Pharmacists_Role_in_a_Changing_Healthcare_Environment.pdf)



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