Ask the Right Questions: Patient Engagement as an Integrated Strategy

Tammy Richards RN, MSN, CPXP
Director, Clinical and Patient Engagement
Why focus on Patient Engagement?
HCAHPS
Care Transitions

During this hospital stay, staff took my preferences and those of my family or caregiver into account in deciding what my health care needs would be when I left.

When I left the hospital, I had a good understanding of the things I was responsible for in managing my health.

When I left the hospital, I clearly understood the purpose for taking each of my medications.

43.0% 53.3% (PR=87)
51.4% 64.1% (PR=87)
60.0% 71.3% (PR=89)

NRC 50th Percentile top box score  Intermountain YTD top box score
Health Literacy

Medication Adherence

Many patients stop taking their medications
Adherence rates plummet in just a few months

<table>
<thead>
<tr>
<th>Treatment area</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cholesterol</td>
<td>60%</td>
<td>52%</td>
<td>41%</td>
</tr>
<tr>
<td>Diabetes (type 2)</td>
<td>53%</td>
<td>43%*</td>
<td>38%</td>
</tr>
<tr>
<td>Obesity</td>
<td>48%</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>Hypertension</td>
<td>47%</td>
<td>43%</td>
<td>34%</td>
</tr>
<tr>
<td>Depression</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

By the end of the first year of treatment, 50 to 90% of patients stop taking their prescribed therapies.

* Adherence rate ranges were averaged. Source: Various sources; A.T. Kearney analysis.
Differences in health care behaviors and attitudes: Six distinct approaches to consumer engagement

Deloitte’s behavioral-attitudinal segmentation identifies six unique consumer segments that differ systematically in how they approach their health and health care.

Out and About
- Independent — tends to rely on self when making decisions, but raises questions
- Partners with doctors who use or integrate alternative medicine and treatment approaches
- High use of online resources
- Some use of and interest in health technologies

Shop and Save
- Partners with doctors, but raises questions
- Actively seeks options and switches plans, doctors, and medications for better value
- High use of online resources — wants quality/price details
- High use of and interest in health technologies
- Saves for future health care costs

Sick and Savvy
- Heavy users of health care
- High trust in doctors
- Partners with doctors to make decisions
- Most prepared financially to handle future costs
- Some use of online resources
- Some use of and interest in health technologies

Online and Onboard
- Happy with care, but wants to understand options and partner with doctors to make decisions
- High use of online resources — wants quality/price details
- High use of and interest in health technologies
- Interested in communicating electronically with doctors

Content and Compliant
- Happy with plan and providers
- High trust in doctors — most likely to rely on doctors to make decisions and least likely to question
- Low use of online information resources
- Low use of and interest in health technologies
- Adheres to treatment recommendations

Casual and Cautious
- Least engaged (less need)
- Cost-conscious, but least prepared financially
- Prefers partnering with doctors instead of relying on doctors or self when making decisions
- Low trust in and use of information resources
- Low use of and interest in health technologies
- Least compliant

6 health care consumer segments

Deloitte Center for Health Solutions

Source: Deloitte Center for Health Solutions 2015 Survey of US Health Care Consumers

For more on the survey findings, implications, and methodology, please visit: www.deloitte.com/us/health-care-consumer-engagement


Copyright © 2015 Deloitte Development LLC. All rights reserved.
Definition: The effective partnership between the patient, their family and the healthcare team to collaboratively achieve the patient’s health-related goals.
Intermountain Healthcare’s Patient Engagement Framework

Shared Accountability
At this highest level, patients, in partnership with their providers and Intermountain Healthcare, share accountability for achieving optimal health.

Engaged in Health
Patients and consumers of health care are personally committed to improving their own health.

Empowered Consumer
Integrated Care Management, and other cross-continuum programs, will assure patients receive easy access to necessary resources to better manage their health.

Shared Decision Making
Health care providers work closely with patients to set health-related goals and choose treatment options based on the patient’s readiness to change, lifestyle, and cost.

Health Education & Literacy
Assuring health education is easy-to-understand, consistent, and relevant to enable best understanding of diagnosis and treatment options.

Patient Experience
Assessing and improving the patient experience is a critical first step in engaging patients in their health care.

Dynamic Progression

Meaningful Technology

Intermountain Healthcare
Partners in Healing℠

What is Partners in Healing?

THROUGH THIS VOLUNTARY PROGRAM
YOU CAN BECOME A PARTNER WITH US IN
THE CARE OF YOUR LOVED ONE.
Here's how it works:

▸ You will get a badge to wear to show that you're part of the program. When we see the badge, we'll know you can include you in your loved one's care.

▸ We'll teach you how to do specific caregiving tasks. This will help you be more prepared to help your loved one when they go home.

▸ You can give us important information about your loved one and their condition. For example, we may ask you to keep track of what foods they ate, how many times they used the restroom, or whether they took a walk in the hallway.

▸ We'll show you how to make sure your loved one is safe and well cared for. This might include making sure that everyone washes their hands before entering the room, keeping to prevent falls.

Remember this is completely voluntary. You don't have to participate. Plus you are free to take a break at any time. We will only assume you are participating if you are wearing your Partners in Healing badge.

Examples of Things Partners Do

▸ WHAT YOU'LL BE DOING: A nurse will teach you how to help the patient with things like:
  ▸ How to use an incentive spirometer (a device to measure breathing)
  ▸ How to safely get up or walk
  ▸ How to use TED hose, "leg squeezers" (a sequential compression device), or braces
  ▸ How to change a colostomy bag
  ▸ How to care for a wound
  ▸ What medications to watch out for
  ▸ How to safely give respiratory medications to help your loved one breathe better
  ▸ How to safely lift your loved one
  ▸ Why and how to follow a special diet

ANSWERS TO COMMON QUESTIONS:

▸ Isn't it your job to care for my loved one?
  Yes. The care of your loved one is our first priority and we will continue to provide quality care. But sometimes the best way for someone to heal is to be cared for by those who love them the most. This program will help you gain the skills you need to help the patient transition to home. Participation in Partners in Healing is completely voluntary.

▸ Where is my nurse and aid going to be?
  Your care team is only a call away and here for everything you need. The program doesn’t take away from what we are going to do for you.

▸ Am I expected to stay the whole time?
  No. Partners can participate in the program as often or as little as they choose. If you no longer want to participate, simply take off your Partners in Healing badge. When you are ready to leave for the day, please notify a member of the care team.

▸ What happens if I forget to write something down?
  It is important that you keep track of all the tasks that you and your care team have decided you will do. If you forget to record a task, please tell the charge nurse about the task that was missed.
**Intermountain Behavior Change Framework**

**KEY POINTS** about this Framework:

1. Motivation, Ability, and Prompt are three direct variables that can produce action. These variables are interdependent.

2. Mindset, environment, and relationships create a culture that promotes or deter action.

3. Once an action occurs, the outcome (both real and perceived) will influence future motivation, ability, and prompts and ultimately future action.

4. This framework can be applied to individuals, groups, families, and communities.

5. This framework will be used to plan interventions (e.g., communication, resources, technology).

6. This framework is influenced by established change theories, including Prochaska (Stages of Change Model), BJ Fogg (B=MAT), Influencer, and Carol Dweck (Mindset).
So, what is Mindset?

Mindset is the view you adopt about yourself.

It can be a *fixed* mindset or a *growth* mindset.
What are we really saying?

“If you want to feel better, you just need to lose some weight by exercising more and eating better. It would also be good for you to get more sleep and manage your stress. Let’s see you back in a couple of months and you can tell me how you’re doing with these changes.”
We’re Teaching Them To Fish

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”

-Proverb
Beliefs from a Growth Mindset

Growth Mindset: I can become anything.

• I embrace challenges.
• I persist in the face of setbacks.
• I see efforts as the path to mastery.
• I learn from criticism.
• I find lessons and inspiration in the success of others.
• I reach ever-higher levels of achievement.
“...change isn’t like surgery. Even when you change, the old beliefs aren’t just removed like a worn-out hip or knee and replaced with better ones. Instead, the new beliefs take their place alongside the old ones, and as they become stronger, they give you a different way to think, feel and act.”

-Carol Dweck
Success is an iceberg.

What people see:
- Succes!

What people don't see:
- Dedication
- Hard work
- Discipline
- Disappointment

Persistence
Failure
Sacrifice
Fail
7 Growth Mindset Messages

1) You can become the expert on your health and well-being by experimenting to find what works for you.

2) There is no magic formula or quick fix. Healthy living is a lifetime journey with highs and lows. The secret is not giving up when it’s hard or when you stumble.

3) Small steps move us toward big goals.

4) As long as you learn from your experience, you cannot fail. What have you already learned?
7 Growth Mindset Messages

5) Setbacks are normal.
   “An optimist is someone who figures out that taking a step backward after taking a step forward is not a disaster, it’s a cha-cha!” (Robert Brault)

6) The journey of growth can be just as fun and rewarding as the destination. Give yourself credit for your efforts and your discoveries. If you wait for perfection, you’ll never get to cheer.

7) Relax and be realistic – this journey isn’t about speed, it’s about steady progress forward.
“Growth-mindset is a buffer against defeatism. It reframes failure as a natural part of the change process. And that’s critical because people will persevere only if they perceive falling down as learning rather than as failing.”

-Carol Dweck
Your life does not get better by chance; it gets better by change.  
-Jim Rohn