Engaging Consumers: Addressing the Needs of Vulnerable and Complex Populations

SNP Alliance | November 2, 2017

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About the Center

• Focus on vulnerable populations
• State and local advocacy
• Policy and research
• Training and education
Three levels of engagement

- **Clinical Setting**
  - Care reflects goals, preferences, and values of patients
  - Patient engagement/activation

- **Health Care Organization**
  - Governing Boards
  - Advisory Councils

- **State/ Federal Policymaking**
  - Implementation Councils
  - Medicaid and other committees
Harnessing Evidence and Experience to Change Culture: A Guiding Framework for Patient and Family Engaged Care

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ABSTRACT | Patient and family engaged care (PFEC) is care planned, delivered, managed, and continuously improved in active partnership with patients and their families (or care partners as defined by the patient) to ensure integration of their health and health care goals, preferences, and values. It includes explicit and partnered determination of goals and care options, and it requires ongoing assessment of the care match with patient goals. This vision represents
>80% of healthcare execs have “total” or “significant commitment to SDH but....

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Lack of data</td>
<td>25%</td>
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<tr>
<td>Developing partnerships</td>
<td>17%</td>
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<tr>
<td>Patient/community involvement</td>
<td>24%</td>
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<tr>
<td>Medical literacy</td>
<td>7%</td>
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<tr>
<td>Marketing campaign efforts</td>
<td>0%</td>
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<tr>
<td>Other</td>
<td>27%</td>
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</tbody>
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*Source: Modern Healthcare research*
Breakdown of Visit Time

- **Patient Waiting Time**: 31 min (74%)
- **Visit Time**: 11 min (26%)

- **Physician Speaking**: 3.5 min (8%)
- **No One Speaking**: 3.5 min (8%)
- **Patient Speaking**: 4 min (10%)


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• **Meaningful Consumer Engagement Webinars**
  (https://www.resourcesforintegratedcare.com/resource-library):
  – Building A Person-Centered Culture Of Care: Shared And Supported Decision-Making And Goal-Driven Care
  – Hard-To-Reach Populations: Innovative Strategies To Engage Homeless Members
  – Hard-To-Reach Populations: Innovative Strategies To Engage People With Mental Health Conditions Or Substance Use Disorders
  – Locating And Engaging Members: Key Considerations For Medicare-Medicaid Plans

  – Liberty versus Need — Our Struggle to Care for People with Serious Mental Illness
  – Closing the Mortality Gap — Mental Illness and Medical Care
  – Unlearning Our Helplessness — Coexisting Serious Mental and Medical Illness
Engagement Pearls

1. It takes a village
2. Stay positive
3. Meet people where they are
4. Find tangible, early wins
5. Patience and persistent
Tips, Tools and Inspiration

• **Meaningful Consumer Engagement Webinars**
  (https://www.resourcesforintegratedcare.com/resource-library):
  – Consumer Advisory Committees: Recruiting And Retaining Members For Engagement

• **Perspectives on How to Engage Consumers in Health System Transformation**, Journal of Ambulatory Care Management 2017; 40(4):283-287
  – http://journals.lww.com/ambulatorycaremanagement/Abstract/2017/10000/Perspectives_on_How_to_Engage_Consumers_in_Health.8.aspx

• **Community Catalyst, Consumer Engagement in Medicaid Accountable Care Organizations: A Review of Practices in Six States**
Tips, Tools and Inspiration

• **Community Catalyst, Meaningful Consumer Engagement Toolkit**

• **Cambridge Health Alliance, Practice Improvement Team Toolkit**

• **Agency for Healthcare Research and Quality, Working With Patient and Families as Advisors, Implementation Handbook, 2013.**
  – [https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/systems/hospital/engagingfamilies/strategy1/Strat1_Implement_Hndbook_508_v2.pdf](https://www.ahrq.gov/sites/default/files/wysiwyg/professionals/systems/hospital/engagingfamilies/strategy1/Strat1_Implement_Hndbook_508_v2.pdf)

• **Institute for Patient-and Family-Centered Care, A Patient and Family Advisory Council Workplan: Getting Started, 2013.**
Suggestions for engagement at the organizational level

- Recruitment
- Logistics: scheduling, transportation, food, childcare
- Meeting management: structure, jargon, ground rules, visuals/learning modes
- Training: staff and consumers
- Goals and expectations
Ladder of Engagement

- Leadership
- Commitment
- Participation
- Interest
- Awareness
Efforts to ensure effective participation of patients in healthcare are called by many names—patient centredness, patient engagement, patient experience. Improvement initiatives in this domain often resemble the efforts of manufacturers to engage consumers in designing and marketing products. Services, however, are fundamentally different than products; unlike goods, services are always ‘coproduced’. Failure to recognise this unique character of a service and its implications may limit our success in partnering with patients to improve health care.

THANK YOU

For more information:

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