



HIMSS[®]18

WHERE **IT** CONNECTS FOR HEALTH



Conference & Exhibition | March 5–9, 2018
Las Vegas | Venetian – Palazzo – Sands Expo Center

The “P” is for Participation, Partnering and emPowerment

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Speaker Introduction

Mary Griskewicz, MS, FHIMSS

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Health Information Systems



Conflict of Interest

Mary Griskewicz

Have no real or apparent conflicts of interest to report.

Agenda

1. Welcome & Introductions
2. The value of this work
3. This is a Journey
4. Digital health capabilities
5. Satisfiers and dis-satisfiers
6. Barriers
7. Strategies
8. Voice of the Patient and Family Caregiver
9. Your Role – Call to Action
10. Questions



Learning Objectives

- **Learning Objective 1:** Identify digital health capabilities that will best demonstrate and incorporate participatory health frameworks
- **Learning Objective 2:** Analyze key satisfiers and dis-satisfiers for patients and caregivers in the area of participatory healthcare
- **Learning Objective 3:** Appraise attitudinal and cultural barriers to participatory healthcare in your organization
- **Learning Objective 4:** Differentiate strategies for building participation across process, policy, systems, and attitudes
- **Learning Objective 5:** Identify patient-generated and caregiver-based data to be incorporated when welcoming patient, consumer and caregiver participation in your organization

Focused on Patient Engagement portion of STEPS framework



This is a Journey



Participation



What is participatory healthcare?

- Egalitarian:
 - Patients and caregivers are viewed and included as partners both in their own care and in designing the system
 - Attitudes and behaviors of health system, physicians, employees reflect belief in equality of patients and caregivers
- Empowering:
 - The system is designed around patients and caregivers
 - Information and tools are provided to enable patients to understand and participate in shared decision making
- Easy:
 - Everything is focused on reducing friction for patients and caregivers



What does “Participatory Health” really mean? Quiz: Polling

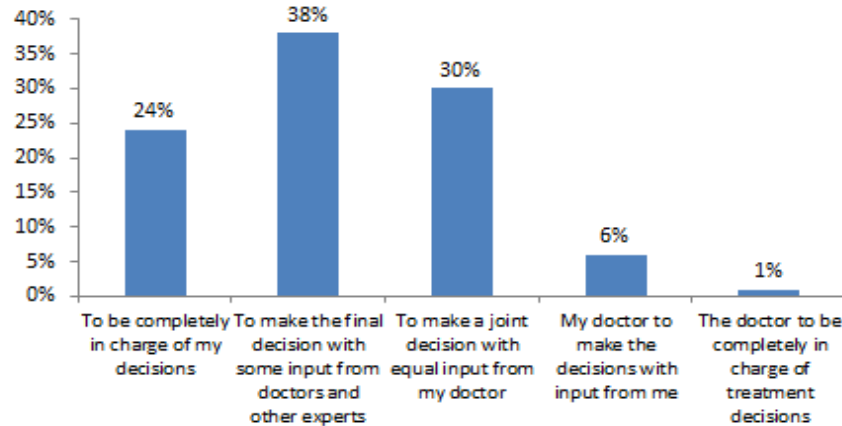
- Have a patient/caregiver council that reports to the Board?
- Have a patient/caregiver council that reports lower in the organization?
- Incorporate patients/caregivers into system, process, and policy design teams?
- List family caregivers in your medical record?
- Train clinicians in shared decision-making?
- Have launched a patient portal?
- Include access to clinical notes (ie, OpenNotes) on your patient portal?
- Enable patients to download all of the data on your portal?
- Have opened APIs to enable end-user innovation with the information on your portal?
- Allow patient generated health data to be uploaded into your EHR?



Shared Decision Making

9 in 10 U.S. Adults (92%) Want to Share in Health Decision Making, Spring 2014

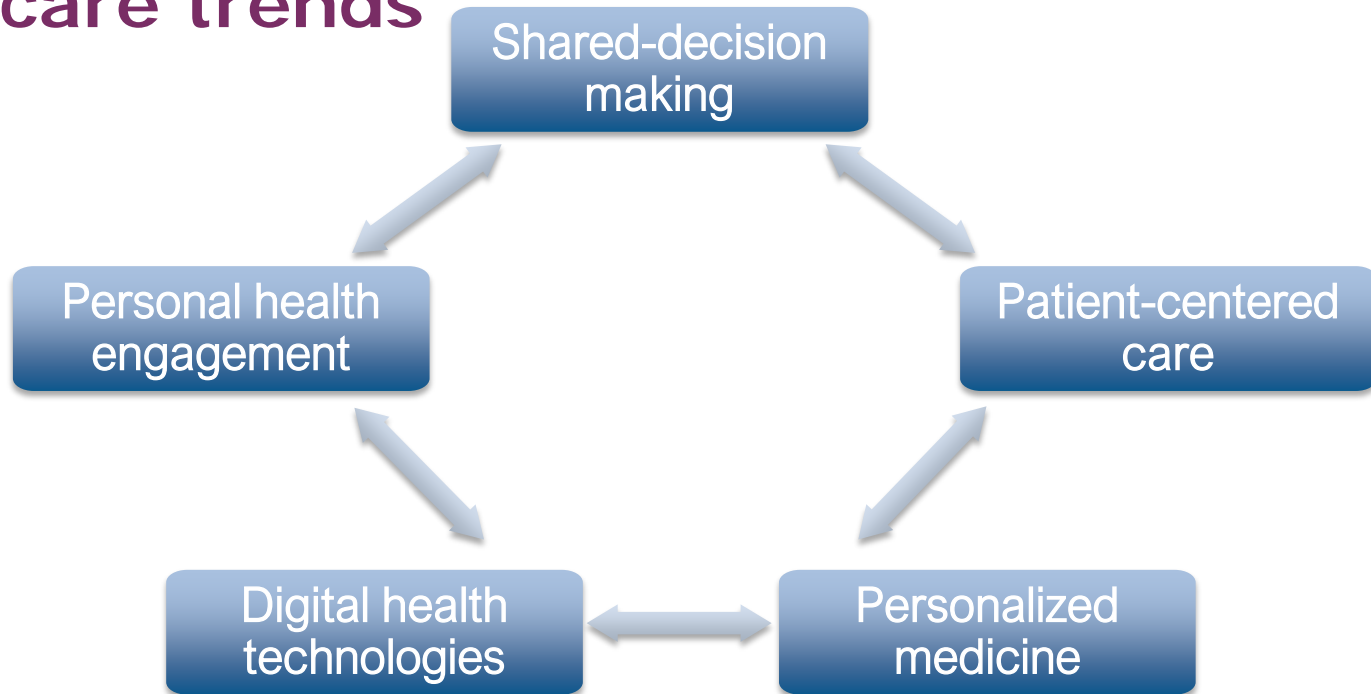
1 in 4 Wants to Be "Completely" In Charge



Source: Altarum Institute Survey of Consumer Health Care Opinions, Spring 2014

Vast majority of U.S. adults want to share in health care decision making

Participatory Health intersects several healthcare trends



Other consumer trends impact consumer expectations



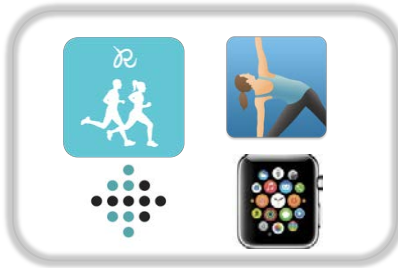
Banking



Smartphones



Shopping



Exercise



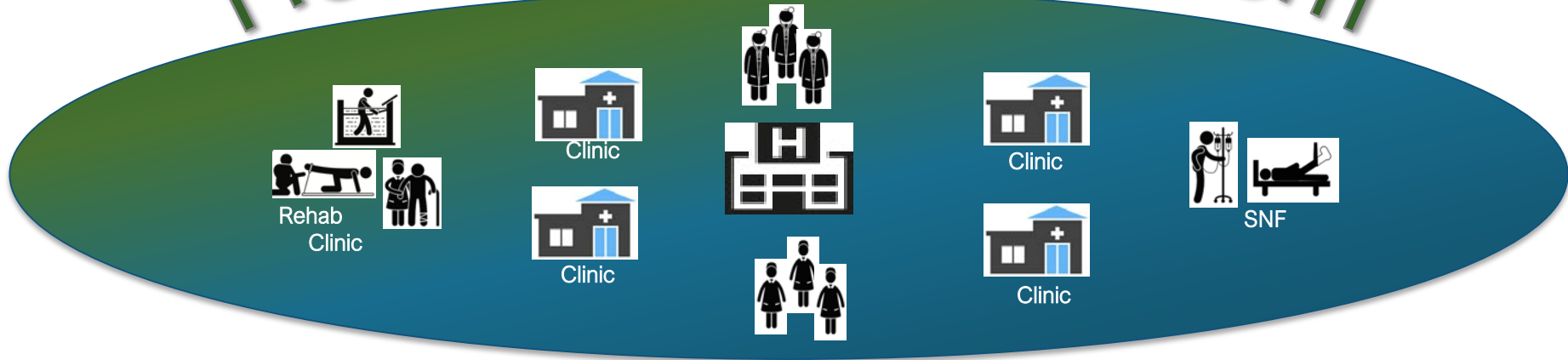
News



Entertainment

The Healthcare ecosystem

Healthcare Ecosystem

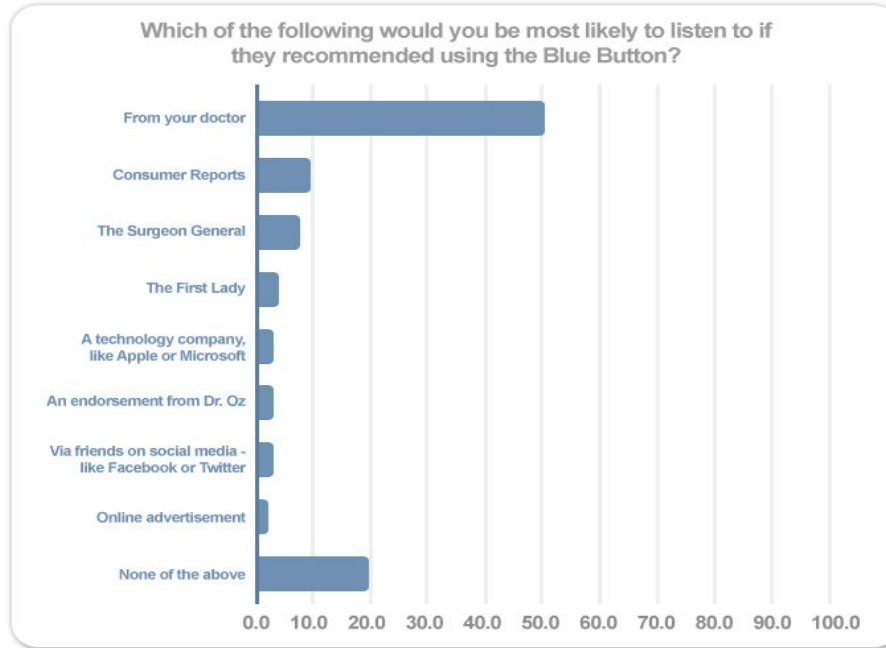


The Healthcare ecosystem failed them



Partnering





The most influential recommender for accessing records online, by far, is one's physician (50%)

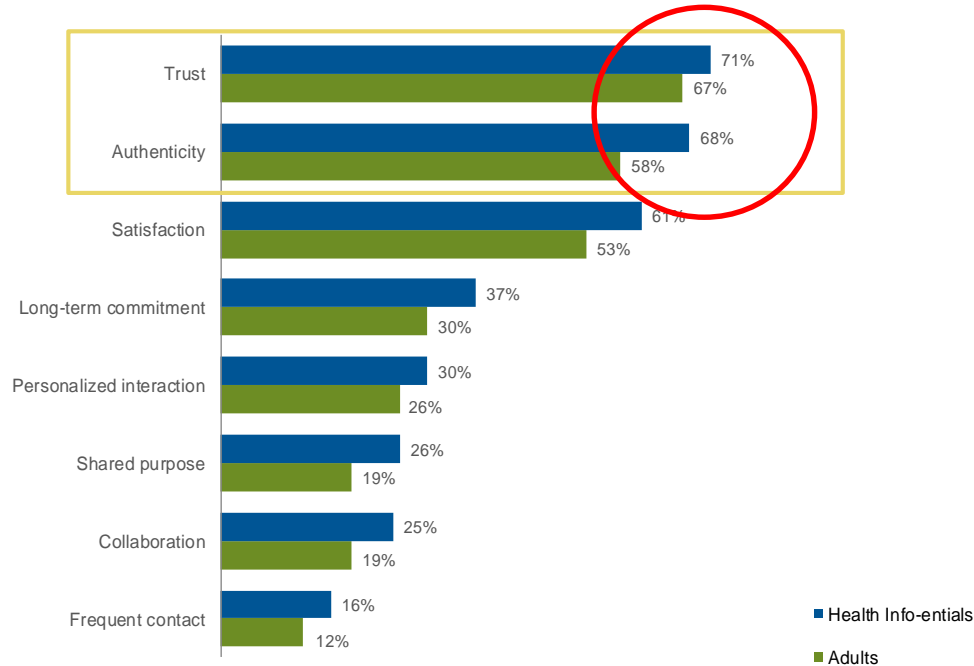
Source: Eliza Corporation Survey Conducted in fulfillment of the Blue Button Pledge, June 2013



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Trust is the Most Important Factor in Health Engagement

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Source: Edelman Health Engagement Barometer, October 2008

Enterprise framework for consumer engagement

	Continuum of engagement		
Levels of engagement	Consultation	Consultation	Partnership and shared leadership
Direct care	Patients receive information and instructions about a condition or diagnosis	Patients preferences are discussed in treatment planning	Patient makes treatment decisions taking into account personal preferences, medical evidence, and clinical advice
Organizational design and governance	Organization surveys patients about their care experiences and goals	Organization involves patients as advisors or advisory council members	Patients co-lead organizational safety and quality improvement committees
Policy-making	Organization conducts focus groups with patients to ask opinions about healthcare issues	Patients' recommendations about research priorities are used to make funding decisions	Patients have equal representation on committees that make decisions about resource allocations

Source: Adapted from Sample Consumer Engagement Framework American Institutes for Research
<http://forces4quality.org/print-preview/6771.html>



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Barriers to enterprise engagement

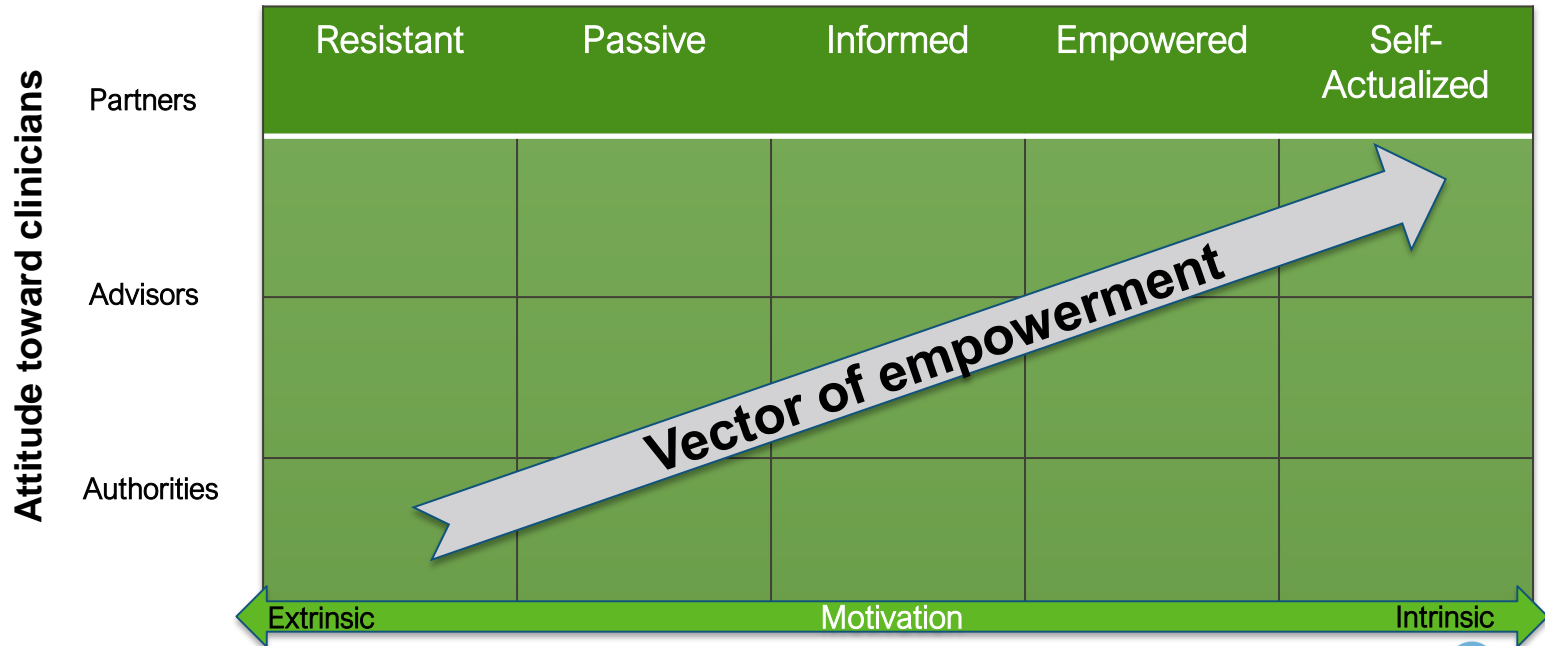
- Existing attitudes and beliefs:
 - Patients
 - Physicians and staff
- Insufficient or weak leadership
- Belief that consumers don't really want things to be different
- This seems like a lower priority than other required changes
- No perceived ROI



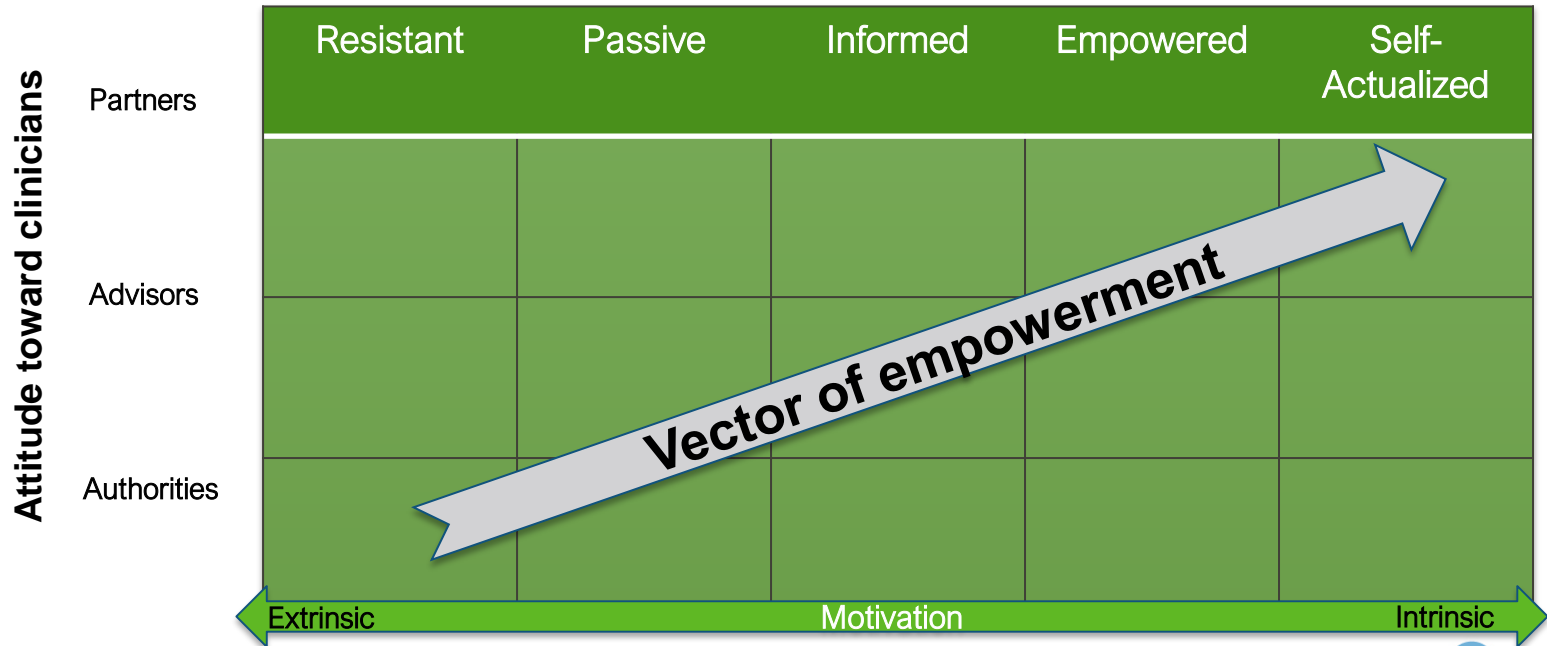
Patient Engagement Is The Blockbuster Drug Of The Century, Leonard Kish, Forbes, 2012



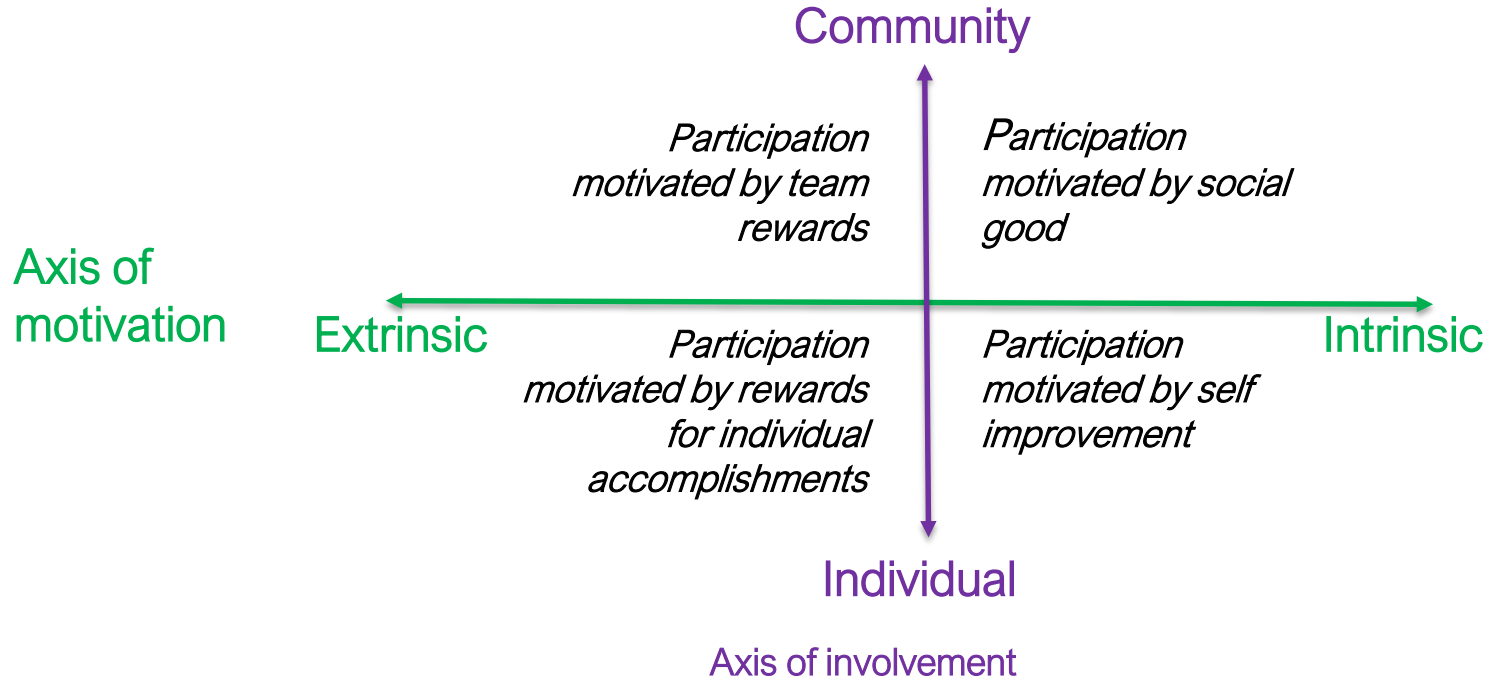
Patients need personalized engagement strategies



Patients need personalized engagement strategies



Framework for individual engagement



Where to start with patient-focused technology and Policies

1. Make sure your portal is more than a “check the box” offering:
 - Ensure everyone has a role
 - Reinforce how the portal can help at every interaction
2. Keep improving your capabilities:
 - Survey patients about what they want to see next (minimal)
 - Include them in the actual prioritization sessions
3. Consider apps, text messaging, as well as web solutions to reach all audiences:
 - Text messaging can be very effective for reminders
 - Different solutions fit different situations, needs
 - Try apps for doctors to “prescribe” for behavior change
4. Build process, workflow, and policies around technology to ensure you don’t undermine it

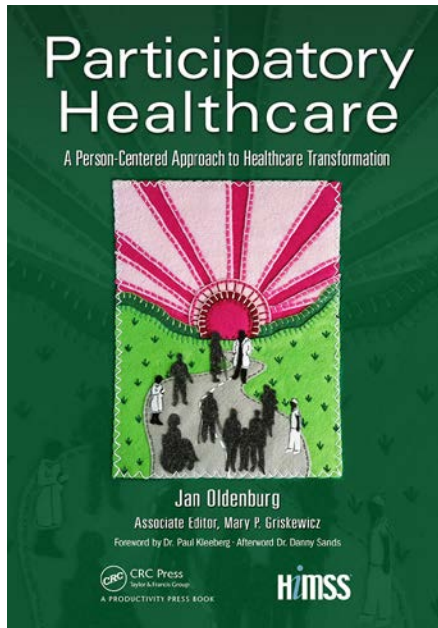


Directions for technology choices

- Use technologies that are already working, perhaps in other business vertical's
- Benchmark others
- Patient financial health technologies should also be considered
- Partner with your technology companies
- Education is required for clinicians, ancillary providers, patients and family members
- Usability is Queen....



Participatory Healthcare: A Person Centered Approach To Healthcare Transformation



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- Save 20% with discount code PB120
- <http://tinurl.com/k29309>



Industry Examples

- **Improved Symptom Awareness**
- **Tucson Medical Center | 05/01/2015**
- [Tweet](#)
- Tucson Medical Center has equipped each patient room with a computer allowing providers to easily share information with their patients. Images from scans help transform medical terminology into understandable language for patients and help improve patient knowledge about conditions and symptoms. Educating patients is important if health outcomes are truly to be achieved outside of medical facilities.
- *Citation: HIMSS. (2012). Tucson Medical Center. <http://www.himssanalytics.org/emram/stage7caseStudyTMC.aspx>. Accessed June 18, 2013.*
- **Consumer Engagement**
- **Yale New Haven Health System, | 10/4/16**
- [Interview](#) – HIMSS Most Influential Women, Lisa Stump (2017)
- The Humm app a product that originated in the restaurant industry. Leveraging the technology to get real-time feedback from our patients and families so that they could intervene in real time, rather than trying to respond to month-old data through traditional post-discharge surveys. Analytics around Humm have been key, along with the ability to present that visibly on the patient care units as our nurses are doing their hourly rounds and as our executives are doing their rounds. Having that data readily available and visible has been a big win.
- some of our patient care units that the Press Ganey scores and HCAP scores have materially improved through the use of that tool.
- So this is one area where I think the tool was important and the technology was important, but the culture around seeing and responding to the data, I think, was key.
- Citation: HealthLink Advisors, Accessed January, 7 2017 <http://healthsystemcio.com/2016/10/04/lisa-stump-svp-interim-cio-yale-new-haven-health-system-chapter-2/>



Be Effective

“Effective patient engagement technology is not about what people should do, but how to make it easier to do the right thing”

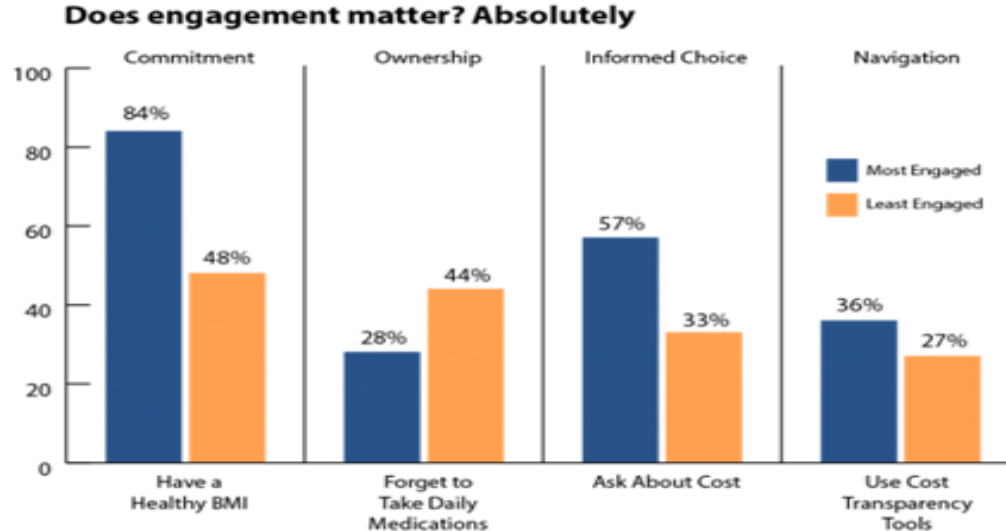
Source: [HIMSS, The State of Patient Engagement in Health IT, 2014](#)

HIMSS Patient Engagement STEPS framework



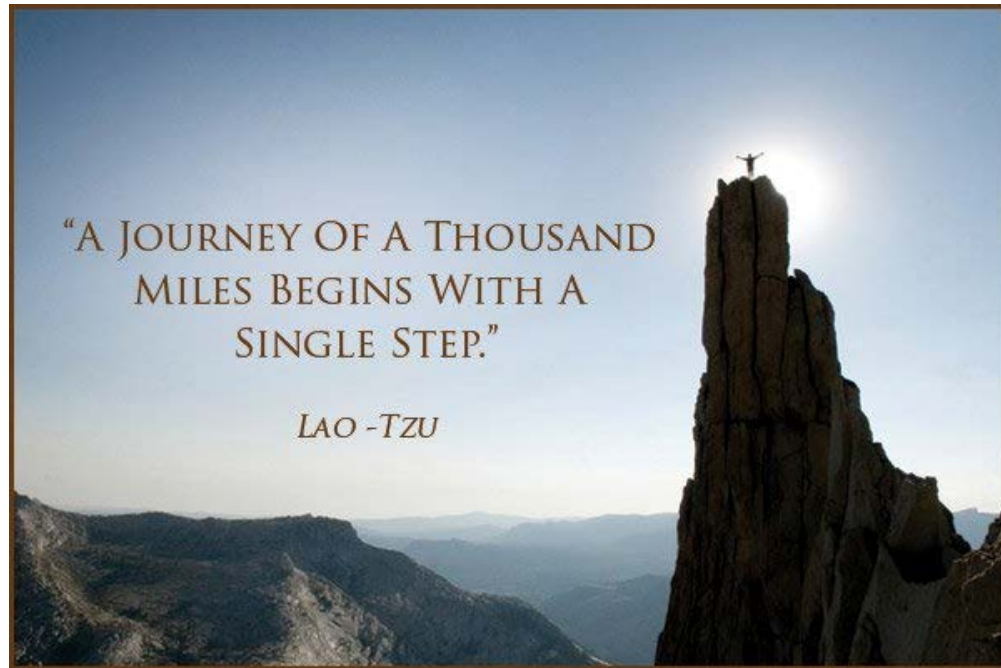
Value Patient Engagement Matters

Most engaged Patients have healthier BMIs, take meds, ask about cost, use tools



Source: Altarum Consumer Engagement Measure

Your Journey Continues



Summary

- Participate
- Partner
- Be empowering

Attain Value By:

1. Leveraging your digital health capabilities
2. Understanding satisfiers and dissatisfiers
3. Being aware of barriers
4. Developing strategies
5. Listening to the voice of the patient and family caregiver
6. Be effective by doing the right thing



Questions

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Please complete session evaluation forms!

