The Patient Perspective on Patient Engagement: One Year Later

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Louisiana Health Care Quality Forum
Speaker Introduction

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Marketing & Communications

Louisiana Health Care Quality Forum
Speaker Introduction

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Health IT Programs

Louisiana Health Care Quality Forum
Conflict of Interest

Jamie Martin, B.A., and Nadine Robin, B.A., have no real or apparent conflicts of interest to report.
Agenda

• Louisiana Health Care Quality Forum
• Louisiana: Complexities
• The Campaign & Year in Review
• Lessons & Feedback
• Recommendations
Learning Objectives

• Demonstrate the results of statewide patient engagement efforts in Louisiana and how that data was applied to drive long-term improvements in health outcomes and healthcare decision-making at the patient level

• Discuss patient feedback, insights and challenges with regards to the value and use of health IT

• Identify strategies through which Louisiana’s patient engagement successes can be replicated within and across care settings, health systems, communities and states
HIMSS Steps

**SATISFACTION:** Patients report greater satisfaction with, and confidence in, the use of health IT to manage their health.

**ELECTRONIC SECURE DATA:** Patients report reduced concerns/fears about the privacy and security of their information.

**PATIENT ENGAGEMENT:** Providers report increased interest and use of health IT among their patients.
Louisiana Health Care Quality Forum

- **Private, not-for-profit organization** established after Hurricanes Katrina and Rita
- **Neutral convener** of Louisiana’s healthcare stakeholders
- **State-designated entity** for health IT initiatives
  - EHR adoption and Meaningful Use
  - Louisiana Health Information Exchange (LaHIE)
  - Patient-Centered Medical Home
  - Quality Measurement & Analytics
Louisiana’s Landscape

- **50th in nation** in terms of health & outcomes
- **45th in nation** in Emergency Department (ED) utilization
- **High incidences** of infectious & chronic diseases
- **High prevalence** of low birth weight, preventable hospitalizations & obesity
- **Significant geographic variations** in care that cannot be attributed to patient demographics or payer status

*Sources: Kaiser Family Foundation, Louisiana Department of Health, United Health Foundation*
Developing A Solution

• Lead statewide, direct-to-patient campaign to promote health IT (2015)

• Primary objectives:

  1. **Increase awareness & understanding** of health IT tools

  2. **Provide education regarding patient rights** to access personal health information, regardless of format

  3. **Promote messaging about how to use personal health information** to improve decision-making at the point of care and beyond
Campaign Challenges

**Health Literacy**
- 26% of state residents demonstrate lowest literacy levels (HRSA)

**Rural State**
- 64% of state residents live in rural areas (USDA)

**Limited Funding**
- Consumer/Patient interest

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*HRSA, USDA*
Poll Question

What is your biggest patient engagement challenge?
A. Lack of resources/training
B. Health literacy
C. Patient interest
D. Lack of user-friendly IT
What's your biggest Patient Engagement challenge?

- Lack of resources
- Health literacy
- Patient interest
- Lack of user-friendly

Start the presentation to activate live content
If you see this message in presentation mode, install the add-in or get help at PollEv.com/app
Campaign Process

• Health Care Consumer Advisory Council
  – Provides feedback/insights

• Target audiences were identified:

  WOMEN  
  ages 18-64  

  Baby BOOMERS

  Sandwich Generation/ CAREGIVERS

• Pre-campaign survey to identify baseline
"I can access my medical records anywhere."

When you go on vacation, you don’t have to leave important health information behind. An electronic medical record can be accessed whenever and wherever you are. Having your records can help you have better care, better health and make better decisions. Ask your doctor about how to access your records.

Visit MakeMyHealth.me to make your health personal.
"I need to get my medical records for my next doctor appointment!"

A patient portal is a secure website where you can access your medical records, whenever and wherever you are. Having your records can help you have better care, better health and make better decisions. Ask your doctor how to use a patient portal.

Visit myhealth.me to make your health personal.
Campaign Tools

- Website
- Social media (paid & organic)
- Traditional advertising
- Community-level partnerships
- Direct consumer engagement
- Media outreach
- Provider outreach
Consumer Spokespersons

In January 2016, we asked Louisiana residents to send us short videos describing how they engage in their health.
Campaign Footprint

OUTDOOR: 5.95M+ impressions/month
BROADCAST: 800K+/Month
PRINT: 175K+/month
DIGITAL/SOCIAL MEDIA: 600K+/month
MALL: 5.84M+ impressions/month
Poll Question

How do you communicate with patients about health IT?

A. I’m using all available channels
B. I’m on social media
C. I send out newsletters/emails
D. I talk to them when they come in
How do you communicate to patients about HIT?

- Use all available channels
- I'm on social media
- I send emails and letters

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Results

We asked: **Do you have current copies of your health information?**

**Pre-campaign:** 32%

**Post-campaign:** 41%

**9% INCREASE**
Results

We asked: **Have you ever requested copies of your health information?**

<table>
<thead>
<tr>
<th>Pre-campaign</th>
<th>Post-campaign</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>63%</td>
<td>12%</td>
</tr>
</tbody>
</table>

INCREASE
Results

We asked: **Have you heard of Electronic Health Records (EHRs)?**

<table>
<thead>
<tr>
<th>Pre-campaign</th>
<th>Post-campaign</th>
<th>INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>41%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Results

We asked: Have you heard of Patient Portals?

Pre-campaign: 27%

Post-campaign: 78%

51% INCREASE
Results

We asked: Have you heard of LaHIE?

Pre-campaign: 18%

Post-campaign: 44%

Increase: 26%
# Results

We asked: **How do you track your personal health information?**

<table>
<thead>
<tr>
<th>Method</th>
<th>2015</th>
<th>2016</th>
<th>Total Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask doctor</td>
<td>42%</td>
<td>70%</td>
<td>28%</td>
</tr>
<tr>
<td>Write it down</td>
<td>15%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Patient portal</td>
<td>29%</td>
<td>52%</td>
<td>23%</td>
</tr>
<tr>
<td>Memorize it</td>
<td>13%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Family member</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Poll Question

What do your patients say about your patient portal?
A. They love it
B. They’d rather talk to a human
C. They would love it if they used it
D. They don’t know how to use it
What do patients say about your portal?

They love it
They'd rather talk to a human
They'd love it if they used it
They don't know how to use it

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Patient Feedback

The post-campaign survey provided consumers with the opportunity to share personal feedback about their experiences using patient portals.

Positive Feedback
• 66% of respondents who have used a patient portal reported positive experiences

Negative Feedback
• 17% reported problems related to logging in, remembering/retrieving passwords & system errors
What Patients Say About Portals

Positive

“I changed doctors to get one that has a patient portal. My child has special health needs, and it lets me make sure medications are correct and ask our doctor questions.”

Negative

“I tried it once and was told to come to the office to get my information because it isn’t in the portal, so what’s the use of having the portal in the first place?”
Patient Feedback

Positive Feedback
• 13% indicated they prefer to use their portal to communicate with their provider

Negative Feedback
• 5% indicated dissatisfaction with having multiple portals and passwords
• 7% indicated difficulty in navigating their providers’ portals
• 19% reported there is no usable data in their providers’ portals
What Patients Say About Portals

Positive

“My portal works well for me. I carry my health records on an app on my phone and can show it to any doctor I see outside of my primary care doctor.”

Negative

“I have two portals from two different health systems. They contain incomplete information and aren’t linked to each other, so I rarely use them. I want one portal, one password and one comprehensive medical record.”
What We Learned

• **Patients want user-friendly technology** for convenient, comprehensive, 24-hour access to their personal health information
• More than others, **seniors want access to their data**
• **Social media is extremely effective** in conveying health IT messages
• **Providers are the most important messengers** about the value and benefits of health IT
• **Word-of-mouth is powerful** – patients talk to each other about their health, healthcare and available resources
Replicating Louisiana’s Campaign

• **Bring patients to the table** by establishing consumer advisory groups
• **Identify your target audiences** – know which patient populations will most benefit from your messaging
• **Integrate your strategy** to include all available communication channels, from traditional advertising to social media and beyond
• **Seek out consumer spokespersons and partnerships** with community-level organizations
• **Establish relationships with providers** and healthcare professional organizations to support their patient engagement efforts
Recommendations

Communicate

RELENTLESSLY
Recommendations

Less talk
MORE ACTION
Recommendations

Make it PERSONAL
HIMSS Steps

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Questions?

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