Patient Engagement Beyond Patient Portal – Strategic Approach

March 4, 2016

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Conflict of Interest

Shashi Tripathi
Has no real or apparent conflicts of interest to report.

Satin Katiyar
Has no real or apparent conflicts of interest to report.
Agenda

• Transition to FFV and Patient Engagement
• Patient Portal - Gaps for effective Patient Engagement
• Strategic Steps to Achieve higher Patient Engagement
• Implementation Steps
• Measuring Success and Benefits
• Q&A
Learning Objectives

• Recognize landscape of opportunities for engaging patient beyond patient portal for delivering value based care

• Illustrate the use of strategic plan for addressing gaps in patient portals

• Perform implementation of plan with right mix of in-house team, commercial off the shelf products and vendors

• Outline options for measuring success in patient engagement and corresponding benefits in terms of cost reduction and improved satisfaction
Engagement – Value STEPS™

**Improved Engagement**

**Improved Prevention**
Notifications for Immunization & Screenings

**Improved Care Access**
Discover services beyond portal via mobile app

**Improved Satisfaction**

**Improved Participation**
Access educational content and give feedback with surveys

**Improved Education**
Polling Question

What percentage of your total patient population is registered at your patient portal?

A) 0-10 %
B) 20-40 %
C) 40+ %
D) I don’t know
Three transformational waves will reshape the health marketplace ...

**WAVE 1**
**PATIENT-CENTERED CARE**
2010-2016

**FROM**
- Physician-centered
- Transactional, isolating
- Sick-care
- Inaccessible
- Patient turnover-volume
- Unwarranted variation

**TO**
- Patient-focused
- Care team managed
- Health and well-being
- Convenient and 24/7
- Patient health-value
- Evidence-based standard

**WAVE 2**
**CONSUMER ENGAGEMENT**
2014-2020

**FROM**
- Uninformed
- Limited engagement
- Isolated individual
- Limited consequence
- Bricks, office hours
- Physician opinion

**TO**
- Informed, shared decisions
- Highly engaged/empowered
- Socially connected
- Financial rewards/incentives
- Virtual, mobile, anytime
- Informed shared decisions

**WAVE 3**
**SCIENCE OF PREVENTION**
2018-2025

**FROM**
- Basic health management
- Symptom treatment
- One-size-fits-all
- Limited biomarkers
- Big pharmaceuticals
- Medical competencies

**TO**
- Genome-linked life plan
- Monitoring and prevention
- Personalized therapies
- 100% accurate diagnostics
- Tailored gene/microbiome therapies
- Life, social, and ethics competencies

*Source: Oliver Wyman*
By 2016/17 nearly 100 MM consumers will choose value-based health solutions

Value market opportunity by funding source 2010-2025

$3.7 TN in 2025
(70% of total spend)

Value market tops 30% of the total

TIPPING POINT

*Source: Oliver Wyman
Today: Fee-for-service (2015)

I only seek care when I have no other alternative

My doctor controls my referrals, and I don’t know who provides the best care

Doctor’s hours don’t match real life hours

I feel rushed during doctor visits

I am the only person coordinating my care – doctors don’t talk to each other and don’t think about me once I leave their office

I avoid my healthcare because it’s too confusing and inconvenient

I feel lost and overwhelmed

I have no idea how my insurance works – it’s so confusing

*Source: Oliver Wyman
Wave 1: Patient-centered care

I work with my care team to improve my health and live better – we have a shared plan that is personalized to me.

I believe that my healthiest days are ahead of me.

My care team truly cares about my holistic health – I am not alone.

My care team takes care of all my health needs.

The system is working for me.

My substance abuse and depression are managed.

Care extends beyond my doctor’s office to my home and to local retailers.

My care team proactively motivates me to stick to my care plan.

I monitor my health with tools to identify issues early.

*Source: Oliver Wyman*
Wave 2: Consumer engagement

I know how to live well and be healthy – I have great resources (apps) at my disposal to inform me

I can surf and navigate the health system with ease and the patient-centered care models are so convenient and easy to work with

I feel engaged in my health and am empowered to make informed decisions

I use crowdsourced reviews of goods and service providers (like Yelp) to decide where I can get the best value

I connect through social media to other “patients like me”

Competing against friends in online health challenges motivates me to live healthier – I earn great rewards that I value

I know what I need and how to buy it – shopping and health tools have made it easy and boosted my confidence

I have web-based/mobile tools so I can manage my healthcare

Consumer-driven competition is great – all the population health managers have extended office hours and most offer virtual web visits

*Source: Oliver Wyman
Wave 2: Health and lifestyle managers redefine the consumer experience

Personalization of engagement

- Full integration with consumer’s life
- Social media
- Fitness and nutrition
- Wellness
- Sick care

Increasing consumer engagement

Decentralization of care
Lower cost always available

*Source: Oliver Wyman*
Patient Portal

Current Features

- Communication with the Providers
- Appointment
- View Vital Health Info
- Pay Bills

In Progress..

- Online Consult
- Video Visit
- Patient Entered Data

Future..

- Forms
- Disease Specific Education
- Quality Score
Gaps in Patient Portal

- Registered Users Only
- Interoperability across multiple organizations / platforms
- Integration with population management
- Interactive Education
- Simulated Positive Enforcements
- Patient goals and outcomes
- Exception Based Alerts
- Better Collaboration with the clinical staff
- Care Delivery
- Tele-visit
- EHR Vendor – Features and Brand
Patient Engagement

What does Patient Engagement mean to you?

- Patient Portal Access
- User-Generated Data, Tracking & Logging
- Communication Via EHR
- Self-efficacy
- Condition-Specific Educational Content
- Shared Decision Making

* Image source: ayogo.com blog
How Patients See Providers

Patient Interaction Channels

- In Person Visit
- Bill Boards & Print Media
- Events & Conferences
- Patient Portal
- Social Media & Internet
- Mobile & Web Presence

People

- Roles
- Level of Education
- Departments

HEALTHCARE PROVIDER

People

- HIPAA

IT Systems

- EMR / EHR
- Portals
- Hospital Management
- PAC
- Productivity Tools

Processes & Workflows
Every Patient Is Unique

Patients
- Age
- Ethnicity
- Lifestyle
- Occupations
- Care needs

Multiple choices

Various Health Statues
- Fitness Focused
- Short Term Illness
- Critical Care / Emergency
- Hospitalized
- Chronic
- Terminally ill
- Addiction / Mental disorder

Care Takers & Family
- Tech Savvy
- Young Parents
- Distant Family
- Working Children
- Old Aged Partners
- Busy Schedule
- Limited Resources

Rise of Health & Fitness Apps

Usage of wearable devices & bands
Changing Landscape

- Changing technology landscape
- Regulations
- Increasing demands from Patients

Transitioning from Patient to partner...

- Mobile
- Social
- Analytics

End to end experiences delivered in other industries

- Retail
- Travel
- Finance
# Land of Opportunities

<table>
<thead>
<tr>
<th>People Beyond Patients</th>
<th>Provider’s premises</th>
<th>Care Transitions &amp; Chronic Care Mgmt.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discover</strong></td>
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<td><strong>Discover</strong></td>
</tr>
<tr>
<td>Find Physician, Services...</td>
<td>Way finding, Café Menu...</td>
<td>Personalized digital content including disease specific healthcare applications</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td><strong>Access</strong></td>
<td><strong>Access</strong></td>
</tr>
<tr>
<td>Schedule Appointment...</td>
<td>In room entertainment, On call, Patient forms, Medical Id, Wi-Fi</td>
<td>Remote access to care with tele-visit, virtual coaching</td>
</tr>
<tr>
<td><strong>Educate &amp; Self Help</strong></td>
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<td><strong>Reminders &amp; Adherence</strong></td>
</tr>
<tr>
<td>Recommended screening, immunization schedule..</td>
<td>Department specific content, procedure updates..</td>
<td>Checklist, reminders, adherence tracking, gamification...</td>
</tr>
<tr>
<td><strong>Keep updated</strong></td>
<td><strong>Listen</strong></td>
<td><strong>Integration &amp; Wellness</strong></td>
</tr>
<tr>
<td>Social media, News &amp; events, Community wellness..</td>
<td>In person experience, track metrics like waiting time</td>
<td>Wearable, goals &amp; outcomes..</td>
</tr>
<tr>
<td><strong>Listen</strong></td>
<td></td>
<td><strong>Listen</strong></td>
</tr>
<tr>
<td>Surveys &amp; feedbacks, application analytics</td>
<td></td>
<td>Track metrics like application analytics, readmission rates, PMPM cost..</td>
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Engagement – Key Attributes

Trust “I trust the information shared by my provider”

Personalized “Provide wellness content for my profile rather than giving access to health library”

Connected & Collaborative “Connected with my health devices, Care circle”

Integrated “Give me a simple application to use rather than multiple applications which do not talk”

Participative “Include my close family members participate in wellness care program like adherence, goals”

Context Aware “Suggest based on my health state, goal etc. rather than just providing generic content”

Secure “Ensure security and privacy of my health information”
Our Journey @ Springfield Clinic-Case Study

Executive led initiative with strategic approach involving all concerned stakeholders early in process and roadmap driven agile based implementation via external vendor.
Why Strategic Planning

CLOSE TO HOME

BY JOHN McPHERSON

“WELL, YOU KNOW WHAT THIS MEANS? NO CHRISTMAS BONUS THIS YEAR.”

©HIMSS 2016
Integrating Virtual Presence - Springfield Clinic

Connecting Dots with integrated experience

External Resources

Health Library, Care Recommendation Immunization Schedule, Health Apps..

Social

Reach out using existing channels – helps in user’s acquisition and staying connected

Patient Portal

Provide health info for existing patients along with services like schedule appointment – helps in sharing patient health information

Unified identity with mobile app & web presence – helps in creating differentiation

External Resources

Health Library, Care Recommendation Immunization Schedule, Health Apps..
Picking up starting point

Bag of Opportunities towards Patient Engagement

Pick up one that you feel are having maximum ROI for your organization

Don’t follow sheep’s blindly, choose that matters most for you

Outcome based filtering

Ideas ready for Implementation

Saves Money

Legally Required

Increased revenue

Implements Experience

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Towards Patient Engagement – Springfield Clinic

Strategic approach unifying the experience beyond patient portal for the user.
Key features in mySC application – Springfield Clinic

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<tr>
<td>Find Physician, locations, Specialties, distance…</td>
<td>Patient Portal, Social Media, Health Apps…</td>
<td>Health Library, Care mgmt., Immunization…</td>
<td>• Listen – Application Analytics, Push Survey…</td>
</tr>
<tr>
<td>Access</td>
<td>Stay Updated</td>
<td></td>
<td>• Procedure Updates – ASC status</td>
</tr>
<tr>
<td>Tele Nurse, Schedule Appointment…</td>
<td>News &amp; Events, Videos, Blogs…</td>
<td></td>
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What care gaps I should address based on my age, gender and health conditions?

- **Doctors recommend that all men age 25**
  - **Get Your Blood Pressure Checked**
    - Get your blood pressure checked at least once every 2 years...
    - Last Updated on Jul 15, 2015 16:10
  - **Get Shots to Protect Your Health (for Adults)**
    - Get important adult shots (vaccinations). (ACIP)
    - Last Updated on Jul 31, 2015 14:24
  - **Get Tested for HIV**
    - Get tested for HIV at least once. You may need to get tested more...
    - Last Updated on Dec 1, 2012 12:24
  - **Protect Yourself from HIV**

- **Check your blood pressure at least every 2 years starting at age 18.**
  - It’s important to check your blood pressure often, especially if you are over age 40.

- **What is blood pressure?**
  - Blood pressure is how hard your blood pushes against the walls of your arteries when your heart pumps blood.

- **What are arteries?**
  - Arteries are the tubes that carry blood away from your heart. Every time your heart beats, it pumps blood through your arteries to the rest of your body.

- **What is hypertension?**
  - Hypertension (“hy-puh-TEHN-shun”) is the medical term for high blood pressure. High blood pressure has no signs or symptoms. The only way to know if you have high blood pressure is to have it measured.

Immunization Schedule, Health Apps...
Implementation Steps

Perform implementation of plan with right mix of in-house team, commercial off the shelf products and vendors
Implementation Aspects

Benefits
- Cost Effective
- Creating differentiator
- High adoption rate
- Reduced risk

Should I buy commercial off the shelf solution or build in-house?

EMR/EHR
Health Library
Population Health
Secure Collaboration
Data collection
Hospital Management
Public data sources like CDC, Health finder

Best of All Worlds
Vendor to Partner

Integrate
Artifacts – Visual View

A Day in User’s Life

7:00 AM to midnight
Back to home. Time to print
data of all the interesting
streams happened around
Lunch Hour
Reading through details I
cut and paste of what’s
happening around the world.
1:00 PM to 6:00 PM
These elements ensure
always to be in touch

Presentation Elements (Managing User Interface)
Activity
- User Interface
- Content Handler APIs
- Content Handler Management (Albums, playlists)
- Media Management (Albums, playlists)
- Platform Services Interface (Web browser, AppStore)
- Additional Interface
- Context Handlers
- Integration
- Content Filtering (Access to User Interface)
- Content Integrators & Personalization (in future)

Technical Design Elements

Process Mapping

Feature Feasibility

### Capability

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<tr>
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<th>Feasible</th>
<th>Remarks</th>
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<td>✓</td>
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<td>✓</td>
<td>-</td>
</tr>
<tr>
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<td>✓</td>
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User Interface Elements required for interaction with User (User Interface Controls)

Services available for completing the Use case (Services)

Combining the User Interface and Services to complete a User task (Use case Controller)

Interfacing with External sources of data like GPS Position, HTTP Network (Datasource Agents)

A Day in User’s Life

Technical Design Elements

Feature Feasibility

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Measuring Success – App Analytics

* This view is to demonstrate the usage of application analytics solutions for measuring usage.
Measuring Success

- Number of people using app
- App analysis, number and what features
- Surveys and feedbacks
- Patient satisfaction survey
- Readmission rates, ER, LOS
- Disease specific measurements
- Care gaps Improvements
- PMPM Cost
Lesson Learned

• Think beyond patient portal
• Strategic view and executive led initiatives
• Roadmap driven approach
• Involve clinician in the design process
• Patient focus group
• Right development partner
• Marketing and Marketing
• Measure and share the success
Engagement – Value STEPS™

**Improved Prevention**
Notifications for Immunization & Screenings

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Discover services beyond portal via mobile app

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**Improved Participation**
Access educational content and give feedback with surveys

**Improved Engagement**
Patient Engagement: A journey towards delivering unified health experience integrated in patient’s lifestyle
Questions

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