

# Promoting Patient Engagement: Evidence from the United States

II Conferenza Nazionale sull'Assistenza Primaria  
7 November, 2017

Jessica Greene, PhD

# High Hopes for Patient Engagement

SEP 9, 2012 @ 11:14 AM 27,153

The Little Black Book of Billionaire Secrets

## Patient Engagement Is The Blockbuster Drug Of The Century



**Dave Chase**, SUBSCRIBER

VC; Speaker; Author; Exec Producer, *The Big Heist* [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

## The Blockbuster Drug of the Century: An Engaged Patient

AUGUST 28, 2012 BY LEONARD KISH 3 COMMENTS

# HealthAffairs

TOPICS JOURN

FROM THE EDITOR-IN-CHIEF

HEALTH AFFAIRS > VOL. 32, NO. 2: NEW ERA OF PATIENT ENGAGEMENT

## Rx For The 'Blockbuster Drug' Of Patient Engagement

AUG 17, 2013 @ 11:25 PM 7,449

The Little Black Book of Billionaire Secrets

## Patient Engagement: Blockbuster Drug Or Snake Oil?



**Dan Munro**, CONTRIBUTOR

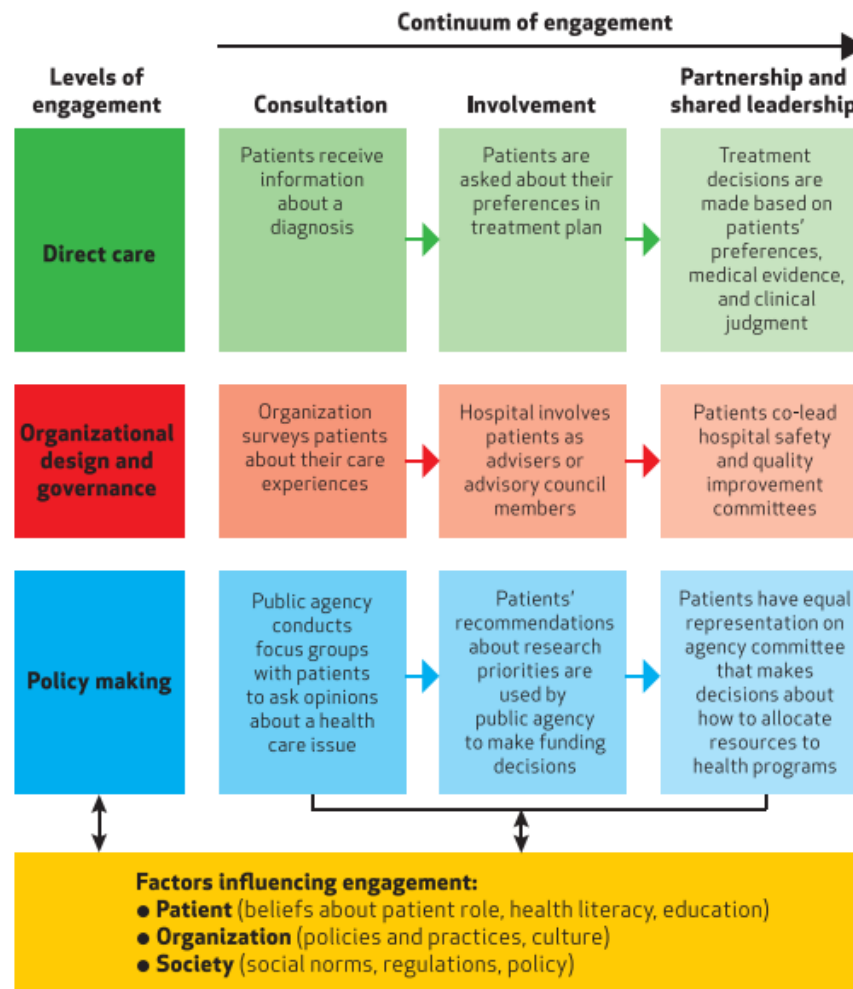
I write about the intersection of healthcare innovation and policy.

[FULL BIO](#)

# Creating A Common Definition

## EXHIBIT 1

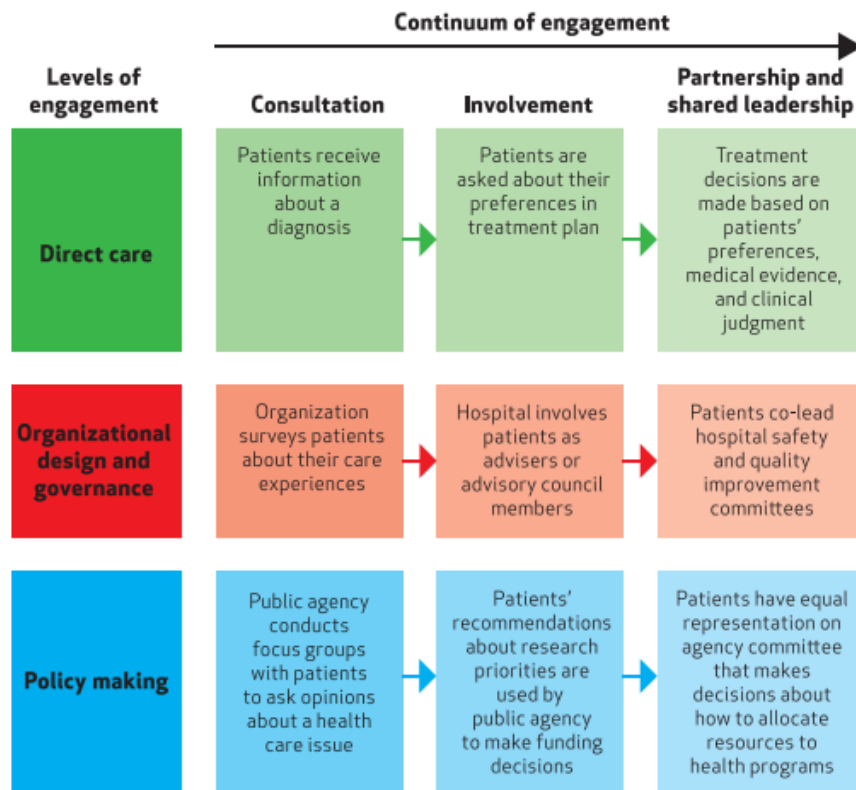
### A Multidimensional Framework For Patient And Family Engagement In Health And Health Care



# Creating A Common Definition

## EXHIBIT 1

### A Multidimensional Framework For Patient And Family Engagement In Health And Health Care



#### Factors influencing engagement:

- **Patient** (beliefs about patient role, health literacy, education)
- **Organization** (policies and practices, culture)
- **Society** (social norms, regulations, policy)

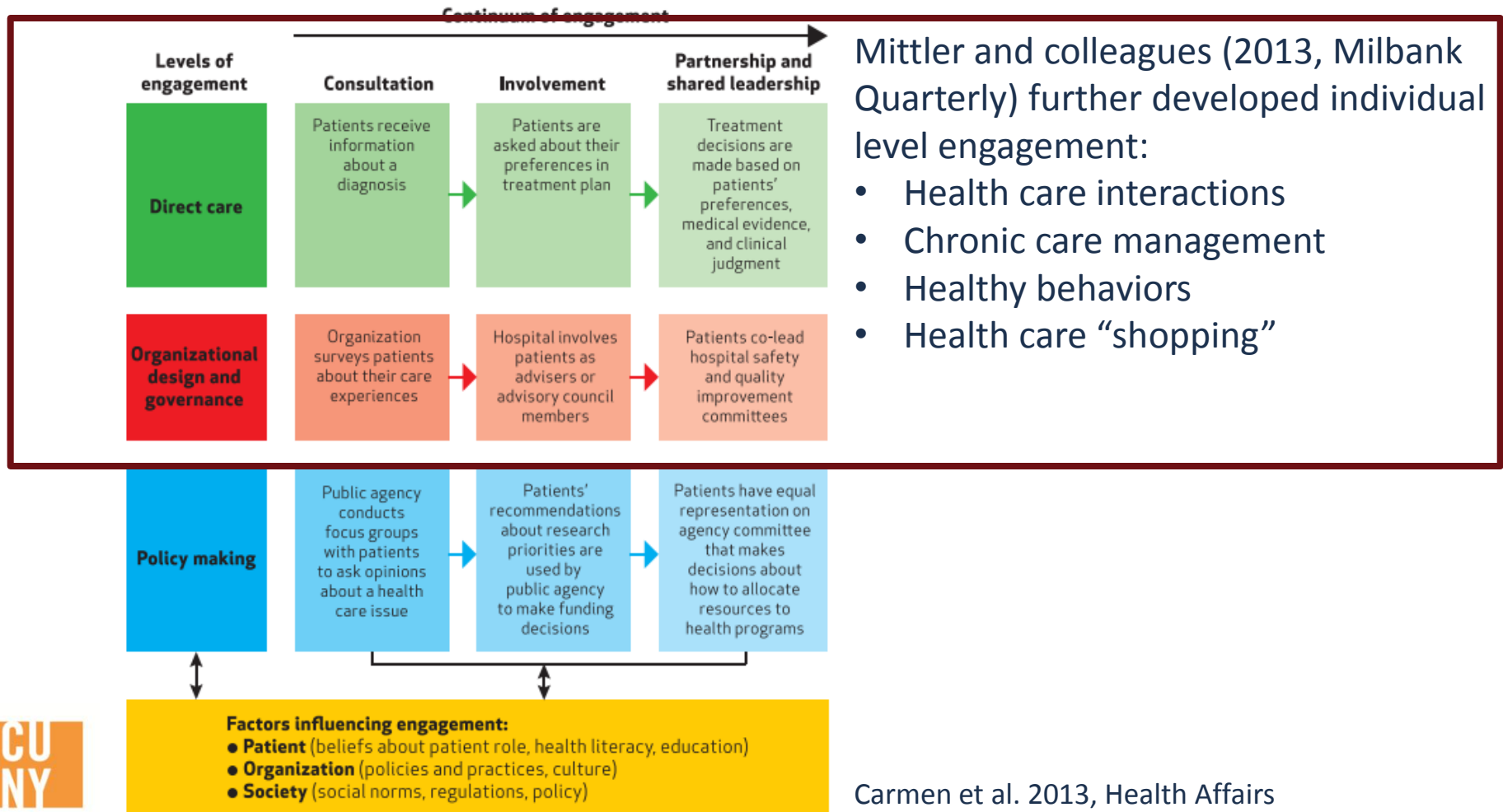
Mittler and colleagues (2013, Milbank Quarterly) further developed individual level engagement:

- Health care interactions
- Chronic care management
- Healthy behaviors
- Health care “shopping”

# Creating A Common Definition

## EXHIBIT 1

### A Multidimensional Framework For Patient And Family Engagement In Health And Health Care



# Patient Engagement- #1

## Patient Chronic Care Management & Healthy Behaviors

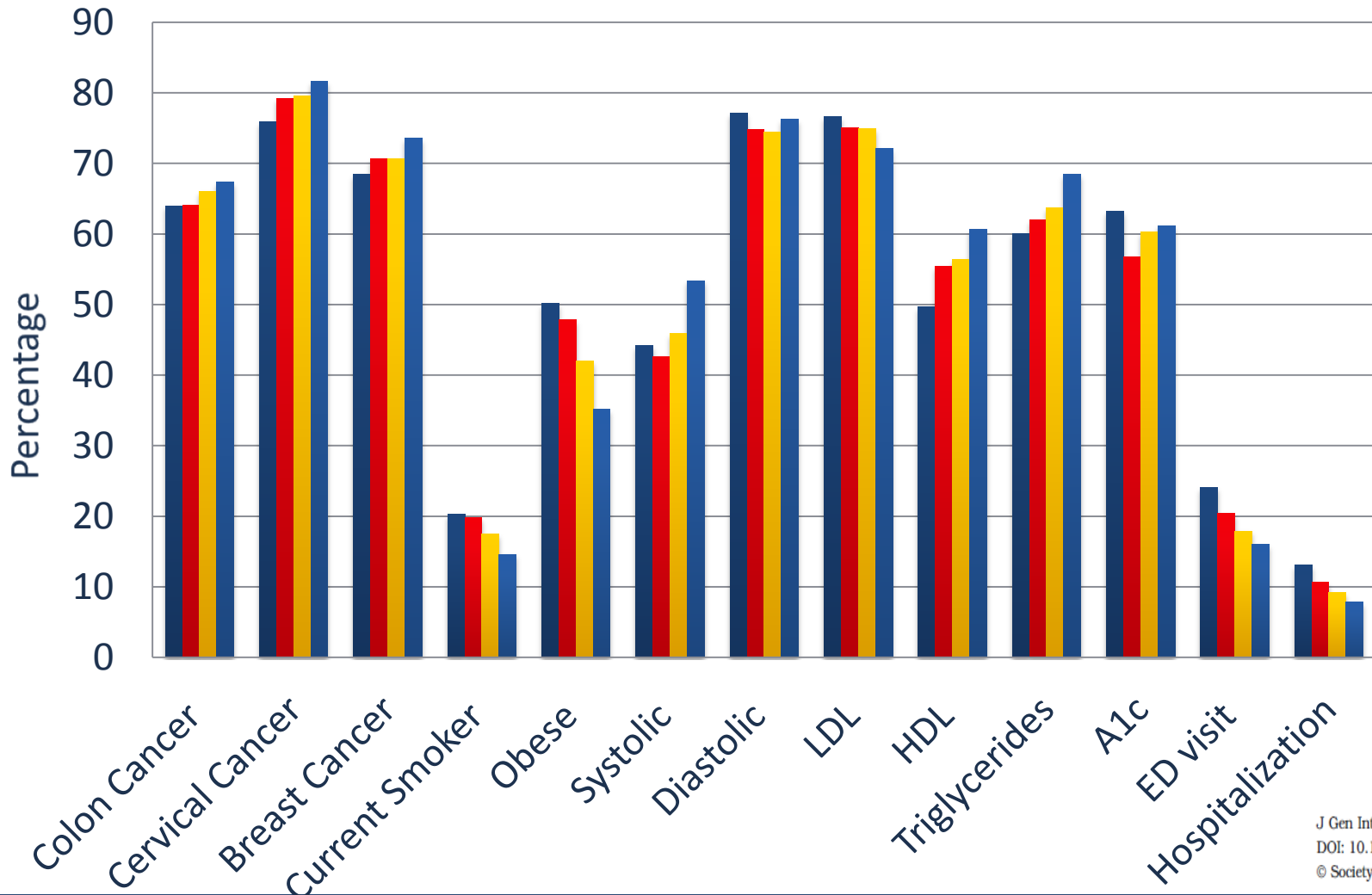
### Questions Explored

- Is patients' activation (one's knowledge, skill and confidence in managing health and health care) related to health indicators?
- How can clinicians support patient activation?

# The Patient Role Matters

## Patient Activation Level and Health-Related Outcomes

■ Level 1 (lowest) ■ Level 2 ■ Level 3 ■ Level 4 (highest)



# Clinicians Vary in Their Support of Patient Engagement

- Clinicians varied in how much their patients improved, on average, in patient activation
- Primary care clinicians with higher than average improvements in patients' activation level described using five key strategies to support patients for behavior change
- Few clinicians reported formal training in supporting patients in behavior change



# Strategies Used By High Performing Primary Care Clinicians

- Emphasizing patient ownership
  - “I try to make them be the manager. I give them advice and what I think is the best course of action, I try to make them as responsible as I can.... I want them to take ownership.”
- Partnering with patients
- Identifying small steps
- Scheduling frequent follow-up visits
- Showing caring

# Strategies Used By High Performing Primary Care Clinicians

- Emphasizing patient ownership
- Partnering with patients
  - “I’ll ask people in the first 2 or 3 sentences in the door, how are we going to get you to quit smoking? How can we work together?”
- Identifying small steps
- Scheduling frequent follow-up visits
- Showing caring

# Strategies Used By High Performing Primary Care Clinicians

- Emphasizing patient ownership
- Partnering with patients
- Identifying small steps
  - “Trying to get those little improvements is good to get the patient’s momentum going... bombarding them with 10 solutions isn’t going to help. I try to meet them where they’re at—with baby steps.”
- Scheduling frequent follow-up visits
- Showing caring

# Strategies Used By High Performing Primary Care Clinicians

- Emphasizing patient ownership
- Partnering with patients
- Identifying small steps
- Scheduling frequent follow-up visits
  - Cheer successes

“When they come in and they’ve had a success, we celebrate together... I tell them, ‘I’m your biggest cheerleader. Whatever you succeed at, I’m going to cheer you on.’”
  - Problem-solve

“I ask them, ‘Why aren’t we successful? What’s the problem? What are you finding is keeping you or holding you back?’”
- Showing caring

# Strategies Used By High Performing Primary Care Clinicians

- Emphasizing patient ownership
- Partnering with patients
- Identifying small steps
- Scheduling frequent follow-up visits
- Showing caring

“Most of my patients know I’m very up front and honest. Particularly my female patients, they joke with me and say not many men can tell me I’m fat and then see me again...I tell them it’s because I care about them and want them to be healthy.”




# Patient Engagement #2

## Patient Shopping for Health Care Services

### Questions Explored

- Can we simplify comparative presentations of ObamaCare health insurance options to support informed patient decision-making?
- Will simplification strategies help lower numerate as well as higher numerate?

# Shopping for Health Insurance: Various State Websites

 <p>Molina Silver 70 HMO</p> <p>Overall Quality ★★★★☆</p> <p><b>Your Total Monthly Payment:</b> <b>\$191</b> (w/ tax credit)</p> <p>Monthly Premium Assistance (Tax Credit): \$18</p> <p>Total Monthly Premiums: \$210</p>	 <p>Health Net Silver 70 HMO</p> <p>Overall Quality ★★★★☆</p> <p><b>Your Total Monthly Payment:</b> <b>\$209</b> (w/ tax credit)</p> <p>Monthly Premium Assistance (Tax Credit): \$18</p> <p>Total Monthly Premiums: \$227</p>	 <p>L.A. Care Silver 70 HMO</p> <p>Overall Quality ★★★★☆</p> <p><b>Your Total Monthly Payment:</b> <b>\$215</b> (w/ tax credit)</p> <p>Monthly Premium Assistance (Tax Credit): \$18</p> <p>Total Monthly Premiums: \$233</p>
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ConnectCare BENEFITS

**Bronze Select POS HSA**

QUALITY RATING: ★★★★★<sup>?</sup>

METAL LEVEL: 🟠 Bronze




ESTIMATED MONTHLY PREMIUM	ANNUAL OUT-OF-POCKET MAX	EMERGENCY ROOM	PRIMARY CARE CO-PAY	ANNUAL DEDUCTIBLE
\$91.65	\$6550	\$0	\$0	\$6000.00

Price after estimated \$107.30 tax credit.

[Click Here For Detailed Plan Documents \(PDF\)](#)

Check if your doctor is in-network

[Add to Compare](#) [APPLY](#)

Insurance Company	Plan Name	Metal Level	Coverage Type	County	Persons Covered	Price Per Month	Details
	BronzePlus-B1, ST, INN, Pediatric Dental, Dep25	Bronze	Medical Plus Child Dental	New York	Individual	\$321.34	<a href="#">View</a> <a href="#">Details</a>
	CareConnect EPO Bronze ST INN Pediatric Dental Dep 25	Bronze	Medical Plus Child Dental	New York	Individual	\$323.00	<a href="#">View</a> <a href="#">Details</a>
	Fidelis Care Bronze ST INN Pediatric Dental Dep25	Bronze	Medical Plus Child Dental	New York	Individual	\$324.45	<a href="#">View</a> <a href="#">Details</a>

ConnectCare BENEFITS

**Bronze Standard POS HSA**

QUALITY RATING: ★★★★★<sup>?</sup>

METAL LEVEL: 🟠 Bronze

ESTIMATED MONTHLY PREMIUM	ANNUAL OUT-OF-POCKET MAX	EMERGENCY ROOM	PRIMARY CARE CO-PAY	ANNUAL DEDUCTIBLE
\$100.81	\$6500	10%	10%	\$5300.00

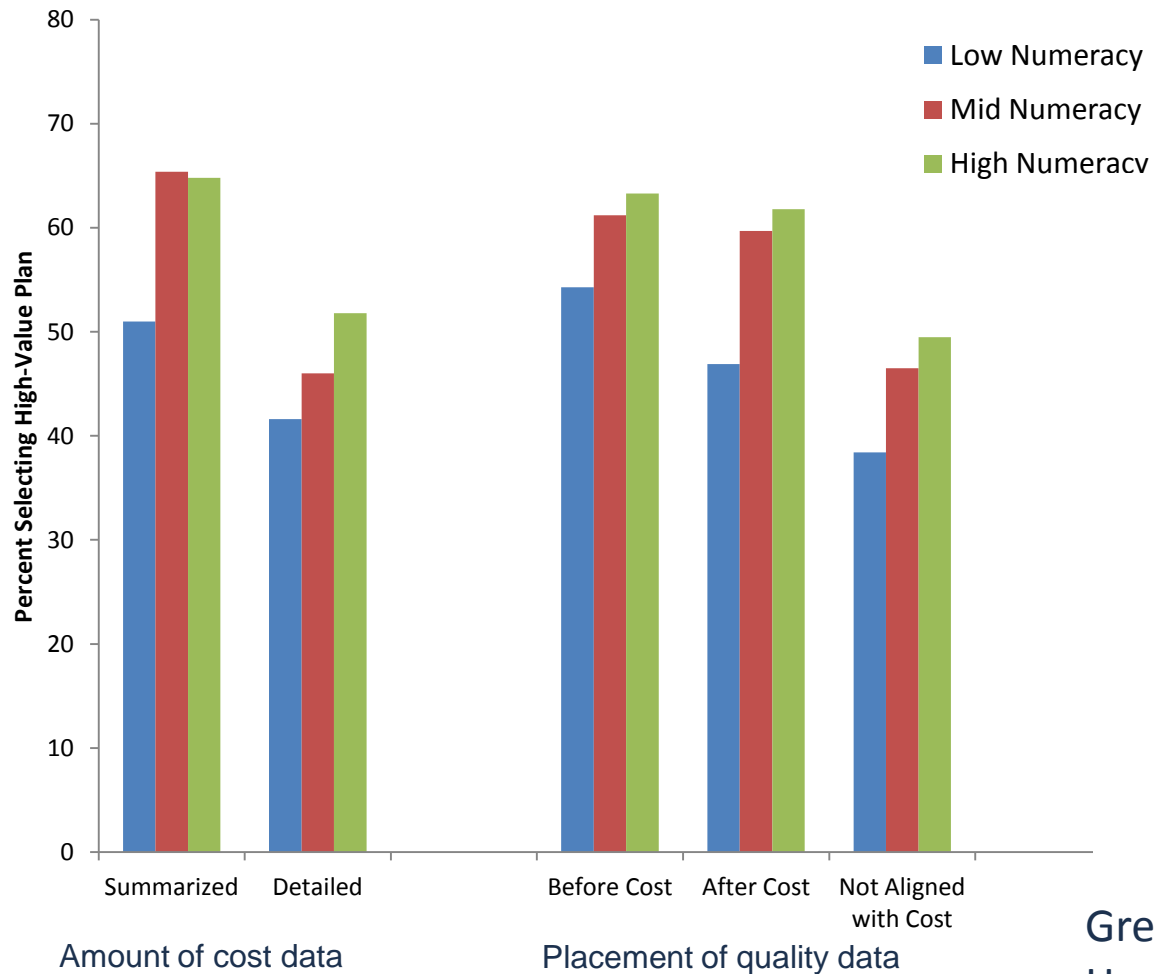
Price after estimated \$107.30 tax credit.

[Click Here For Detailed Plan Documents \(PDF\)](#)



# Presentation Matters

Summarizing cost and placing quality next to cost support high-value choices, regardless of numeracy skill





# Patient Engagement #3

## Integrating Patients onto Quality Improvement Teams

### Questions explored

- How do patient partners influence quality improvement teams?
- Where do patient partners have the biggest perceived impact?

Mechanisms of Influence	Examples
<b>Symbolism</b>	<p>“The discussion changes when you have a patient in the room because it really re-centers you on what you should be doing.” Staff</p>
<b>Providing Feedback</b> (Materials & policies)	<p>“..it always comes back to me, ‘How do you feel about this as a patient? What do you see happening?’” Patient</p>
<b>Making Suggestions</b> (Office communication, educational materials, physical space, clinical care processes)	<ul style="list-style-type: none"> <li>• “Our patient partner helped with feedback in terms of, ‘This is the impression I get when the queue is long, when you’re a little surly, when this happens and so on.’” Staff</li> <li>• “Sometimes there are obvious things that you don’t think of, because we’re so close to it. They (patient partners) will say things like, ‘You do realize that sign’s outdated?’ You think, ‘Wow, okay.’” Staff</li> </ul>

# Perceived Impact by QIT Leaders

	A lot/A Great Deal (%)	A Moderate Amount (%)	Not at All/A little (%)
By being in the room, patient partners remind the team to focus on patients' needs	47.1	33.3	19.6
Providing a patient perspective on new practice policies or initiatives	43.1	37.3	19.6
Making suggestions for how to improve communication with patients	35.3	37.3	27.5
Providing feedback on draft informational material for patients	31.4	31.4	37.3
Making suggestions for how the clinic could improve the delivery of care	29.4	41.2	29.4
Making suggestions for how to improve the clinic's physical space	25.5	41.2	33.3
Making suggestions for improving patient education efforts	25.5	37.3	37.3

# Perceived Impact on Self by Patient Partners

	A lot or A tremendous amount	A moderate amount	Not at all or A slight bit
Become more of an advocate for your own health care needs	78.1	14.6	7.3
Ask the doctor more questions when you have office visits	77.5	12.5	10.0
Learn more about your health conditions	65.9	22.0	12.2
Be more attuned to your own health	63.4	22.0	14.6
Become a better caregiver for family members	58.3	16.7	25.0
Help friends and neighbors with their health and health care issues	34.9	34.9	30.2
Get involved with other health related volunteer work	33.3	18.0	48.7

# Conclusion

## Patient Engagement is Important but Complex

### 1: Patient- Health behaviors/chronic care

- Develop clinician trainings to support patient engagement in healthy behaviors
- Identify other effective ways to improve patient health behaviors

### 2: Patient- Shopping

- Test ways to effectively present information to patients
- Help patients become aware of and value information

### 3: Organizational- Quality Improvement Teams

- Need for organizational buy in and substantial support to patient partners and team leaders

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