

MGMA18

THE OPERATIONS CONFERENCE

MGMA

Caring About Care: Boosting Patient Engagement in a Value-Based World

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Danny van Leeuwen and Vera Rulon do not have any financial conflicts to report at this time.



Learning Objectives

- Examine effective, individualized communication techniques to engage patients in care
- Distinguish providers who need assistance in learning how to engage patients differently
- Develop different tactics to improve provider skills to focus on engagement

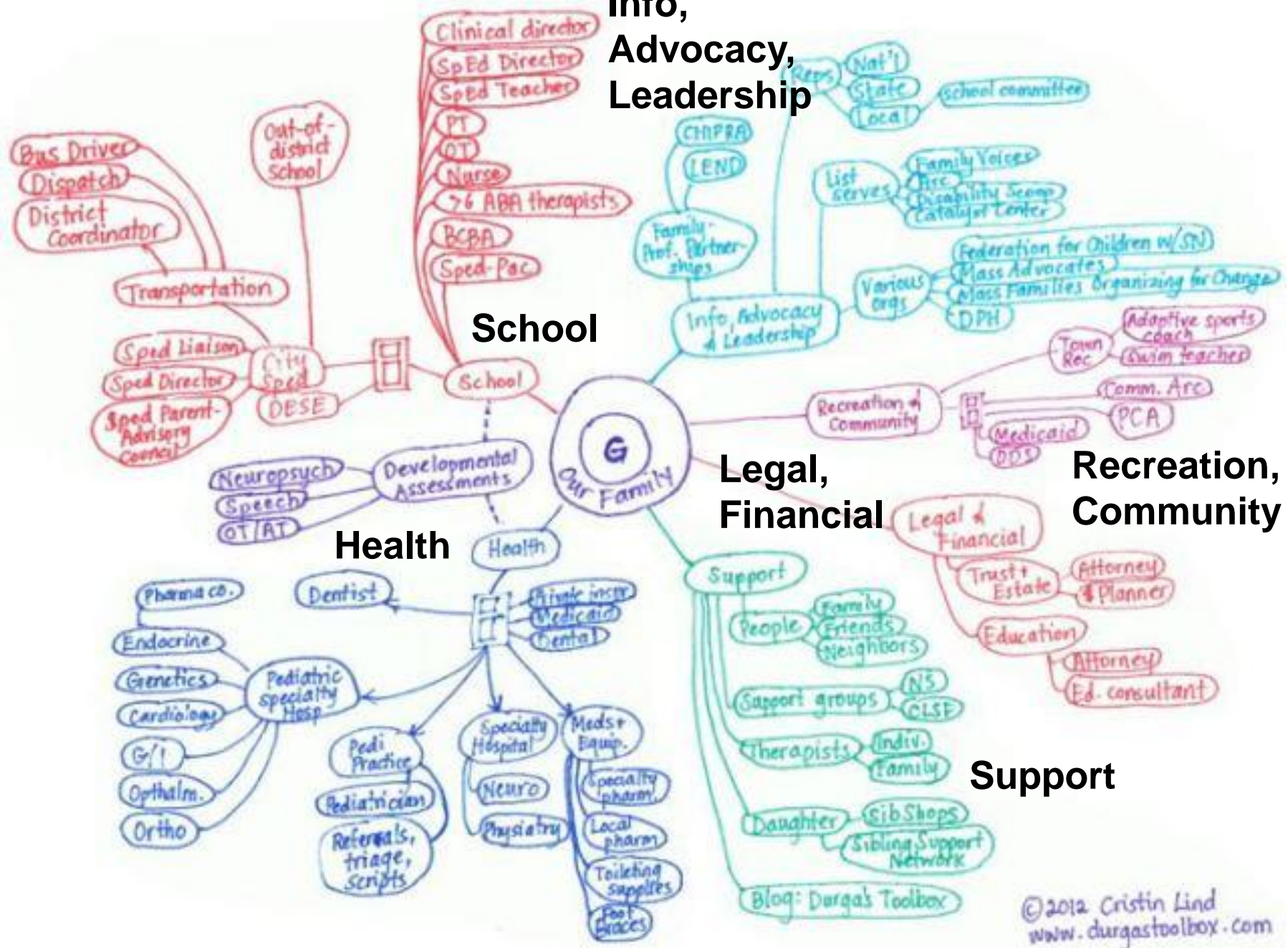
What we will discuss today:

Agenda

- Patient experience
- Challenges
- Solutions
- Conclusion

Info, Advocacy, Leadership

School



Most People Weren't Born Patients

Lived Experience

Skills

Communicate/Listen

Systems Thinking

Care

Priceless

Experience of People at the Center of Care

Patients

- People
- ePatients
- You and Me

Patient Supporters

- Care Partners
- Caregivers
- Parents
- Advocates
- Communities

Professionals

- Clinicians, medical and non-medical
- Those working with Them

Patients

1. Build your Health Team
2. Direct Your Care
3. Move Between People and Places
4. Keep Your Health Record
5. Control Privacy and Consent
6. Learn What Works
7. Advocate for Yourself and Others

Professionals

1. Plan Care for Patient
2. Share Decision-Making
3. Learn What Works
4. Manage Data
5. Communicate at Transitions
6. Prioritize Self-Care
7. Lead and Change

Social determinants of health



<https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

Different Problems, Different Solutions

Bread and Butter



Complex



A Seat at Your Tables



Governance



Design



Operations



Learning

**Be
Ready
to
Answer**

Communication Tools

Consumer Reports

5 Questions to Ask Your Doctor

1. Do I really need this test or procedure?
2. What are the risks and side effects?
3. Are there simpler, safer options?
4. What happens if I don't do anything?
5. How much does it cost, and will my insurance pay for it?

Communication Tools



THE NEWEST VITAL SIGN

<https://www.pfizer.com/health/literacy/public-policy-researchers/nvs-toolkit>

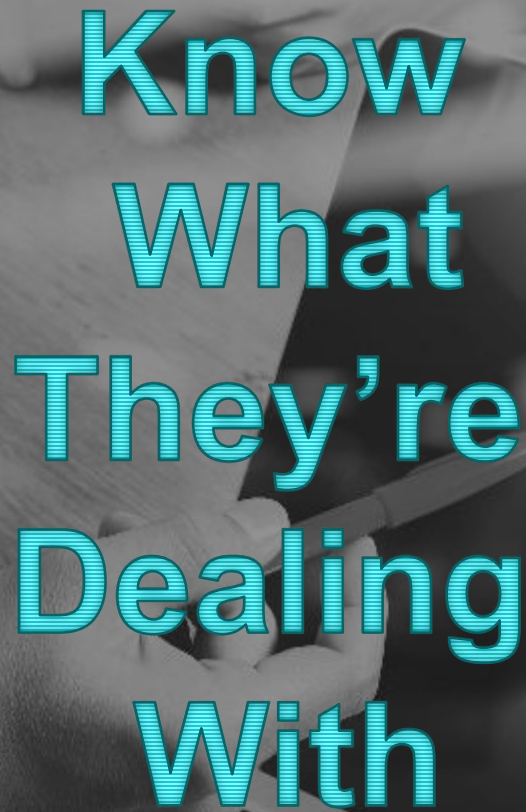
<http://www.npsf.org/page/askme3>



<https://www.ahrq.gov/patients-consumers/patient-involvement/ask-your-doctor/index.html>

Get Healthy Stay Healthy

What to Ask Your Doctor About a New Diagnosis
Managing a Chronic Disease Infographic




Know What They're Dealing With

Communication Tools

6 Stages of Caregiving Keyword, Purpose

1. Expectant Caregiver
 - Ask, Prepare
2. Freshman Caregiver
 - Find, Experiment
3. Entrenched Caregiver
 - Receive, Find a routine
4. Pragmatic Caregiver
 - Welcome, Better understanding
5. Transitioning Caregiver
 - Allow, Walk together
6. Godspeed Caregiver
 - Treasure, Share lessons learned

Paying/Getting Paid for Healthcare



**#1 Concern
of People at
the Center
of Care in
the U.S.**

- Fee-for-Service
- Outcome Measure Based
- Out-of-pocket cost
- Investment in EHR, data extraction systems, analytics, Performance Improvement

Different Problems, Different Solutions

Payer negotiations

Bread and Butter

- Partner with your Contracts Dept as they negotiate with Payer's Provider Relations
- Figure it out ahead of time

Complex

- Partner with parents and caregivers to negotiate with Payer's Authorization and Payment
- You need each other's help

Front-line workforce

- Turnover
- Need for training
- Changing regulations
- Customer service skills



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Hiring older workers

Sharing Best Practices

Benefits and challenges:

- Social networks
 - Friends in similar business
- Technology implications
- Workload



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Techniques



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What Could You Do to Boost Patient/Caregiver Engagement in Your Practice?

Solutions Summary

What will you do next?

Make a Commitment

What can you do in the next 3-6 months?

- Pick one
- Write it down
- Partner with a buddy
- Exchange contact information
- Follow up in 3 months to see how you are doing

Thank You.

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Center for Healthcare Innovation: Patient Engagement Healthcare Value White Paper

