The Blockbuster Drug of the Century: An Engaged Patient

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What we will cover …

- Why use Health IT to Engage Patients
- Federal Support of Patient Engagement & Consumer eHealth with online resources
  - Office of Civil Rights
  - Blue Button Campaign
- The 3 A’s approach to Patient Engagement
  - Access
  - Action
  - Attitude
Back in the Day…

The obedience of a patient to the prescriptions of his physician should be prompt and implicit. [The patient] should never permit his own crude opinions as to their fitness to influence his attention to them.”

- AMA’s Code of Medical Ethics (1847)

The image is from http://catalogue.wellcome.ac.uk/record=b1178275~S8
And Now …

“Patients share the responsibility for their own health care....”

- AMA’s Code of Medical Ethics (current)

“I believe that access to your medical record can save your life.”

- Regina Holliday

“I’m advocating coordinated care.”

Nikolai “Kolya” Kirienko
Crohn’s Disease Patient / Health IT Advocate

“Patients can help. We can be a second set of eyes on our medical records. I corrected the mistakes in my health record, but many patients don’t understand how important it will be to have correct medical information, until the crisis hits. Better to clean it up now, not when there’s time pressure.”

Dave deBronkart (ePatient Dave)
Yet there’s an Untapped Demand for Access & eHealth Tools

90% agree you should be able to get your own medical info electronically.

2 out of 3 would consider switching to a provider who offers online access through a secure Internet portal.

72% of internet users have looked online for health information in the past year.

20% have accessed their health info online with prescriptions being the most common.

91% own cell phones.

53% of those are smartphones.

52% gather health info on their phones.

9% have a mobile app to manage their health.

21% of individuals who track use a form of technology.

References available upon request.
Better Engagement => Better Outcomes

Hospital Readmit within 30 Days
- More Activated Patient: 13%
- Less Activated Patient: 28%

Experience a Medical Error
- More Activated Patient: 19%
- Less Activated Patient: 36%

Suffer a health consequence from poor communication among providers
- More Activated Patient: 13%
- Less Activated Patient: 49%

Source: AARP Survey of patients over 50 with 2 or more chronic conditions
Patient engagement continues to be big news. Meaningful Use’s Stage 2 final rule has patient and family engagement at its very core. And, based on solicited feedback, the ONC reduced patient engagement measures from 10% to 5%, showing it may be the hardest goal of Meaningful Use to achieve.

So why, oh why, is patient engagement such a big part of MU and the Medicare shared-savings program for ACOs?

All this is so different for healthcare providers. It’s like a great restaurant learning that their new business is going to be – in addition to continuing to provide a great in-restaurant experience – teaching people how to cook at home. What? This isn’t what we do! It’s impossible!

Actually, it’s surprising that it has taken us this long to focus on patient engagement because the results we have thus far are nothing short of astounding. If patient engagement were a drug, it would be the blockbuster drug of the century and malpractice not to use it.
In 2012, Leonard Kish, a health IT strategist, made a bold proclamation about a new “blockbuster drug of the century.” The drug Kish was referring to can’t be found in stores or in a scientific laboratory. Instead, he said, it was something conceptual, adding that if healthcare organizations of all kinds made use of that “drug,” the results would be astounding.

Kish was talking about patient engagement; and his thoughts echo a rising sentiment among healthcare organizations as well as the federal government. While patient engagement is certainly not a novel idea, thanks to the Office of the National Coordinator for Health IT’s (ONC) Blue Button initiative, it’s been recently thrust into the limelight.

ONC, other government agencies, and other healthcare stakeholders have used the Blue Button capability to promote the idea of giving patients easy access to their health information. They’re coupling this push with various data liberation initiatives, which would allow for patient data to be used by developers to create...
Trends Supporting Greater Patient Engagement

The way we pay for and deliver care is changing.

Health IT adoption has reached a tipping point.

Technology is getting better, cheaper, faster and more ubiquitous.

Consumers increasingly expect engagement online, in all aspects of their lives.
New business models for delivering care are emerging, providing people with more transparency and more “choice”
So what is driving “consumerism” in healthcare?

- Cost shifting – “out of pocket” costs are increasing for individual healthcare consumers

- There is an increase in the use of High Deductible plans and Health Savings Accounts (HSAs), leading to more consumer price sensitivity

Source: Healthcare Payer News, May 2014
Engaging Consumers is Integral to the Federal Health IT Strategy

Goal V: Achieve Rapid Learning and Technological Advancement

Goal IV: Empower Individuals with Health IT to Improve their Health and the Health Care System

Goal III: Inspire Confidence and Trust in Health IT

Goal II: Improve Care, Improve Population Health, and Reduce Health Care Costs through the Use of Health IT

Goal I: Achieve Adoption and Information Exchange through Meaningful Use of Health IT

www.healthit.hhs.gov/strategicplan
Engaging Consumers is Integral to the National Quality Strategy

Six Priorities of the National Quality Strategy

- Making care safer by reducing harm caused in the delivery of care.
- Ensuring that each person and family are engaged as partners in their care.
- Promoting effective communication and coordination of care.
- Promoting the most effective prevention and treatment practices for the leading causes of mortality, starting with cardiovascular disease.
- Working with communities to promote wide use of best practices to enable healthy living.
- Making quality care more affordable for individuals, families, employers, and governments by developing and spreading new health care delivery models.

Source: http://www.ahrq.gov/workingforquality/toolkit.htm
A Growing Evidence Base Supports Consumer Engagement via eHealth

By Lygea Ricciardi, Farzad Mostashari, Judy Murphy, Jodi G. Daniel, and Erin P. Siminerio

A National Action Plan To Support Consumer Engagement Via E-Health

ABSTRACT Patient-centered care is considered one pillar of a high-performing, high-quality health care system. It is a key component of many efforts to transform care and achieve better population health. Expansion of health information technology and consumer e-health tools—electronic tools and services such as secure e-mail messaging between patients and providers, or mobile health apps—have created new opportunities for individuals to participate actively in monitoring and directing their health and health care. The Office of the National Coordinator for Health Information Technology in the Department of Health and Human Services leads the strategy to increase electronic access to health information, support the development of tools that enable people to take action with that information, and shift attitudes related to the traditional roles of patients and providers. In this article we review recent evidence in support of consumer e-health and present the federal strategy to promote advances in consumer e-health to increase patient engagement, improve individual health, and achieve broader health care system improvements.

Health Affairs Paper, February 2013

Improves outcomes and enhances patient satisfaction by enabling individuals to...

- Check for errors or inaccuracies
- Communicate and coordinate with providers
- Self manage health and wellness
- Participate in chronic disease management
- Share in decision-making
The Three A’s Approach to Consumer eHealth

Increase consumer Access to *their* health information

Enable consumers to take Action with *their* information

Shift Attitudes to support patient-provider partnership
1.) ACCESS: Let People Get their Health Data

- HIPAA ensures the right to Access Your Health Information (Office of Civil Rights)
- Right to Amend/Correct Your Health Information

Message from Leon Rodriguez, Director, Office for Civil Rights

Many consumers want to play a more active role in their health care. The right to see and get a copy of your medical records (called the right to access) is fundamental to your ability to participate in our health care system. I know how important it is for you to be able to get your medical records. I see the value of access to health information every day as the Office for Civil Rights (OCR) does its vital work as the primary protector of the privacy of that information under the Health Insurance Portability and Accountability Act (HIPAA).

For example, when military families are transferred, they need their medical records to help find the very best health care specialists or to enroll their children in a new school. Busy parents need to be able to keep track of all of their children's doctor visits. Health information is critical to all patients so that they can track their progress on wellness programs, monitor chronic conditions, communicate with their treatment teams, and adhere to their treatment plans. Important tools like Electronic Health Records (EHRs) and Personal Health Records (PHRs) make this easier, safer, and faster for you to get access to your health information and stay engaged. These tools help you become a true partner in your health care and wellness.

I also know that, all too often, consumers face barriers to getting their health information—and the first barrier is often not knowing their rights. You should know you have the right to:

- Ask to see and get a copy of your health records from most doctors, hospitals, and other health care providers, as well as pharmacies and nursing homes, as well as from your health plan; and
- Get the copy of your record in the way that you want—such as an electronic copy or a paper copy—if your plan or provider is able to do so.
ACCESS: Meaningful Use Requirements

Stage 1 (FINAL)
- Electronic access to health information
- Electronic hospital discharge instructions
- Clinical visit summaries
- Tailored educational resources

Stage 2 (FINAL)
- View, download and transmit to a third party
- Secure messaging

Stage 3 (DRAFT)
- Patient generated health data
- Error correction
ACCESS: Highlights

- Financial Incentives for Providers to Provide Patients Access to their Health Data (through Meaningful Use Stage “View, Download and Transmit Requirements”)

- HIPAA mods and CLIA strengthen patients’ “right to access” their health info electronically

- ONC’s Blue Button Pledge Program (500+ organizations)

- Blue Button Portfolio of National Standards

- Office for Civil Rights “Rights to Access” Education and Enforcement Activities
Blue Button

= Get Your Health Records Here

- A symbol
- Your health info
- Electronic
- For you – the consumer or caregiver

http://www.healthit.gov/patients-families/blue-button/about-blue-button
Blue Button Pledge Program
(www.healthit.gov/pledge)

Over 500 organizations have Pledged to provide access to personal health information for 1/3 of Americans...
2.) Enabling Consumers to take ACTION with their Health Data

Catalyzing the development of tools that use health data:

☑ Pilots
☑ PHR Model Privacy Notice
☑ Innovation Challenges
Medical History

Problem

Congestive Heart Failure

What to watch for

Weigh yourself daily and keep these values in a log that you bring to appointments. Limit sodium intake to < 2 g per day, and limit

History

Jan. 1, 2002 - Present

Jan. 1, 2002

Tests and Examinations: Echocardiogram after recent heart attack showed left ventricular ejection fraction (LVEF) 45-50% (normal is
patients and providers.
technology and tools.
working together for better health now.

There is no shortage of opinions about what’s troubling our healthcare delivery system, but the one thing everyone can agree on is this: communication is critical. Technology – from interactive websites and Personal Health Records, to iPhone and iPad apps – is making it easier than ever for doctors and patients to communicate and share information, and the imPatient Movement is about helping everyone involved take an urgent and active role in getting (and keeping) the conversation going.

⇒ Portable electronic data: our health depends on IT
⇒ Collaboration is key
⇒ Sounds great! What are we waiting for?
⇒ It’s time to join the imPatient Movement!

www.imPatientmovement.org
Tools and Resources

http://www.youtube.com/USGovHHSOCR

http://www.healthit.gov/patients-families/ehr-benefits-our-countrys-health

http://bluebuttonvideo.challengepost.com/submissions/11357-blue-button-rap
More Tools and Resources

That piece of paper you get from your provider and health plan...

An official letter explaining your right to your data...

http://www.hhs.gov/ocr/privacy/hipaa/modelnotices.html

3.) Shift ATTITUDES about How Patients and Providers Interact
ATTITUDES: “Health IT For You” Animated Video

- Make the topic approachable & entertaining!
- Explain the benefits of health IT and having online access to your health information
- 3:00 min and :60 sec available in English and Spanish
- Award Winning Video - 2013 Platinum Pixie Award and Gold Aurora Award

[Image of cartoon characters connected by lines]

www.HealthIT.gov/4uvideo
The Blue Button Campaign

Generating Consumer Demand for Electronic Health Info
2014 Public Service Announcement

www.HealthIT.gov/4uvideo
ATTITUDES: The Power of Personal Stories

Health IT Video Contest Series

Background

- Multiple themed contests
- Cash prizes for winning videos
- Includes public voting
- All contests appear on challenge.gov

Goals

- Show value of health IT
- Invite people to tell their own stories
- Motivate and inspire others to leverage technology to improve health
As a Health Care Provider

- **TREAT** high blood pressure and cholesterol in your patients.
- **TREAT** appropriate patients with Aspirin.
- **ESTABLISH** and **DISCUSS** with patients their specific goals for treatment and the most effective ways that they can help control their risk factors for heart disease and stroke.
- **COACH** your patients to develop heart-healthy habits, such as regular exercise and a diet rich in fresh fruits and vegetables, and stress reduction techniques. Provide tools to show their progress and access to team members to help them succeed.
- **ASK** your patients about their smoking status and provide cessation support and medication when appropriate.
- **ASK** about barriers to medication adherence and help find solutions.
- **USE** health information technology, such as electronic health records and decision support tools, to improve the delivery of care and control of the **ABCS**.
Million Hearts - Consumer Challenge

Beat Down Blood Pressure

Video Challenge

Share how you use technology to help “know your numbers” and achieve blood pressure control.

ACCEPT THIS CHALLENGE

Get notified of important changes and opportunities for participants.

Get started: explore resources from ONC, Million Hearts, and the American Heart Association!
Dr Funky's Blood Pressure Management Rx

https://vimeo.com/41256296
Do you know what's in your health record? Participants shared stories of why having access to review what's in their health record can improved their quality of care, or the care of a loved one.

VIEW THE WINNERS
Wright and Luft:
http://vimeo.com/46790323

At the medical office of Dr. Wright...
Blue Button Pledge Highlight – “Ask For Your Health Records Week”

- American Nurses Association and the American Nursing Informatics Association held “Ask For Your Health Records Week”

- Encouraged nurses to ask for their health record so they’d be better positioned to share their experience with their patients.
Stay Connected

• Browse the ONC website at: healthIT.gov
• Contact us at: onc.request@hhs.gov
• Follow our blog: http://www.healthit.gov/buzz-blog/
• Ask a question: BlueButton@hhs.gov
• Subscribe, watch, and share:
  ➢ @ONC_HealthIT  @JudyMurphy_ONC
  ➢ http://www.youtube.com/user/HHSONC
  ➢ HealthIT and Electronic Health Records
  ➢ http://www.scribd.com/HealthIT/
  ➢ http://www.flickr.com/photos/healthit
“I am the future of health care.”

Putting the I in Health IT

Health IT.gov
Advancing America's Health Care
Thanks!

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