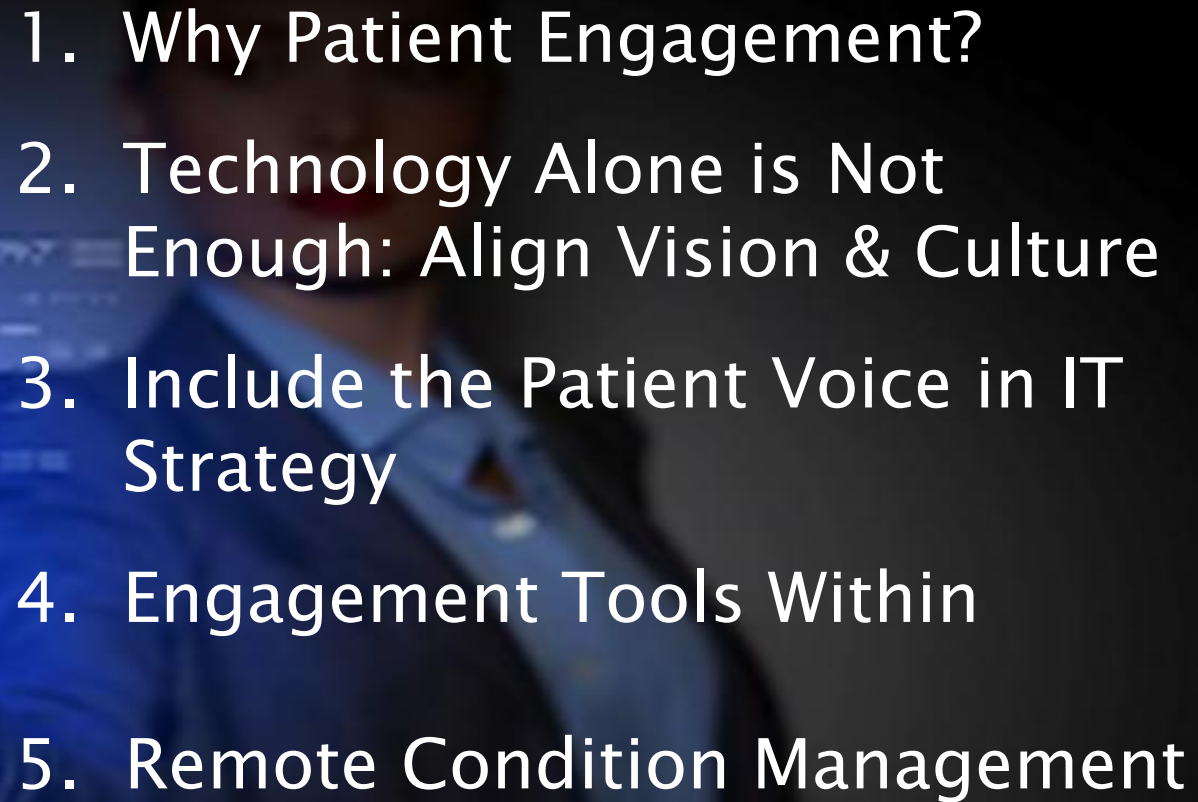


Leveraging Technology For Patient Engagement

Deidre Keeves PT
Director, IT Adoption & Engagement
UCLA Health

Agenda

- 
- A man in a dark suit and tie is shown from the chest up, holding a glowing, translucent blue orb in his right hand. The orb has a bright light emanating from it. In the background, there is a glowing DNA double helix structure and several floating data charts and graphs, all in shades of blue and white. The overall scene is set against a dark, slightly blurred background, suggesting a high-tech or medical environment.
1. Why Patient Engagement?
 2. Technology Alone is Not Enough: Align Vision & Culture
 3. Include the Patient Voice in IT Strategy
 4. Engagement Tools Within
 5. Remote Condition Management

Disclosures: Speaker is co-founder of [recovr.me](#) – An independent LLC startup venture that has no affiliation with the UC System or Southern California HIMSS

Engagement 101

▶ Engage (v):

to get & keep someone's attention & interest

▶ Engagement (n):

a pledge to oneself to begin & carry on with an enterprise or activity

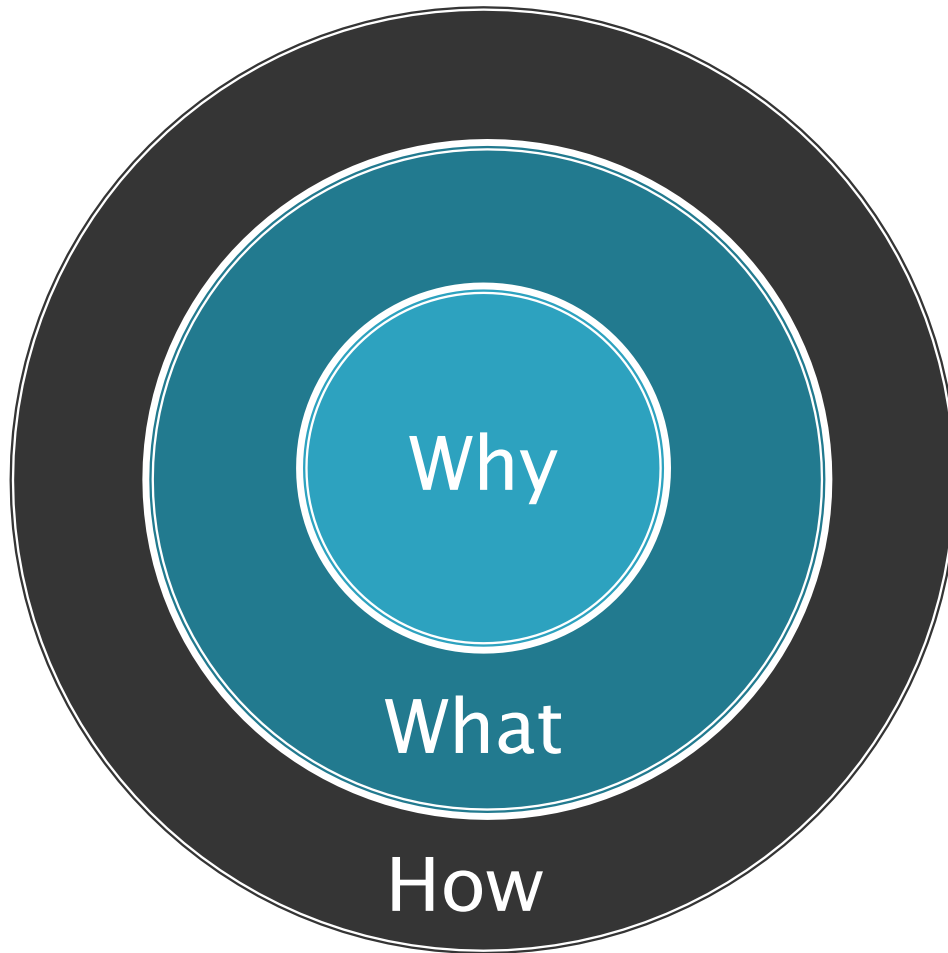
▶ The Act of Engaging:

includes emotional involvement, a pledge or commitment



Got tech?

Align Patient Engagement & IT Strategy



Why?

- Healthcare industry shift to value based care
- Success is contingent on patient behavior

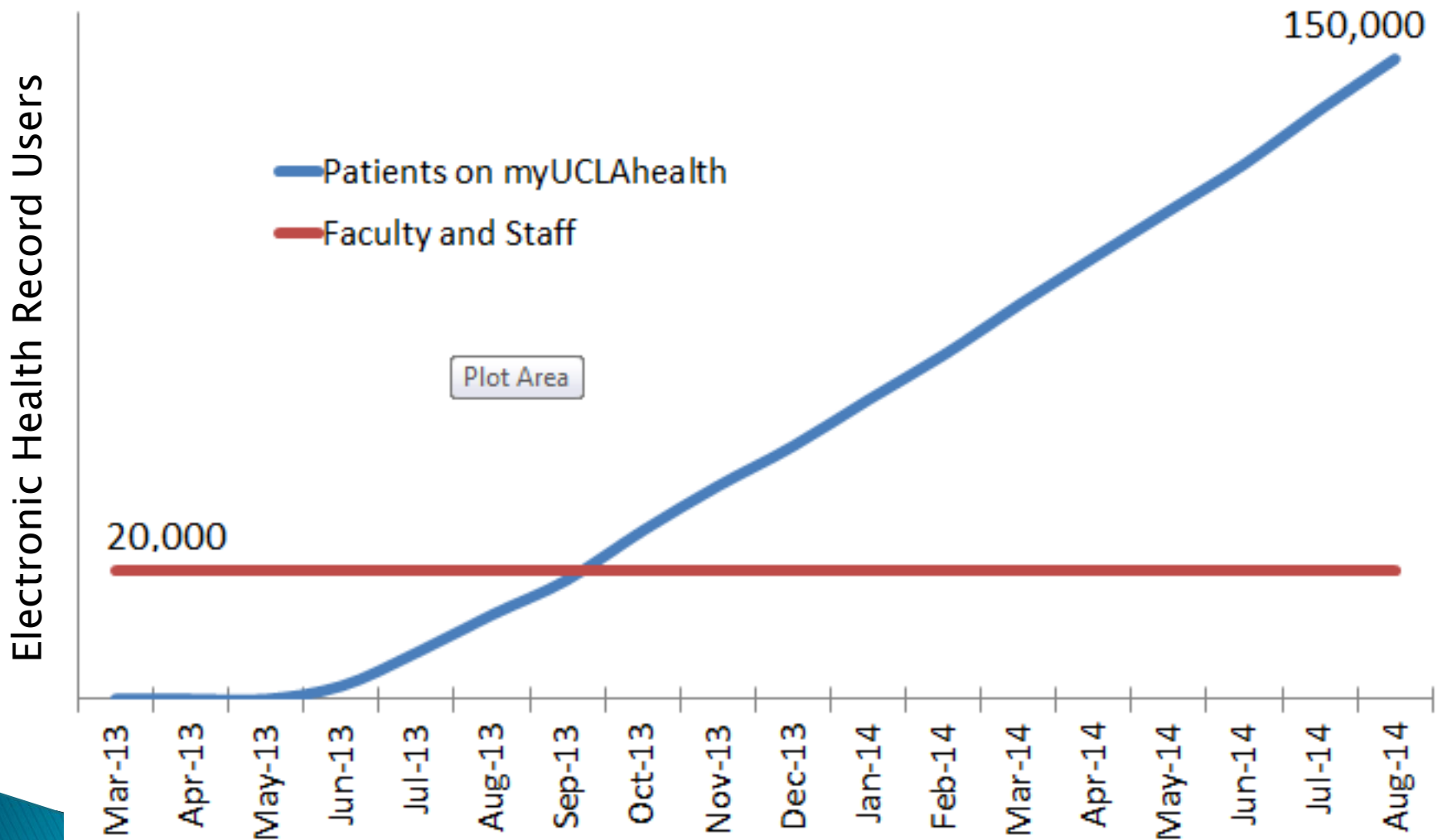
What?

- Design compelling, user friendly tech solutions
- Meet demand for instant information

How?

- Make health tech “sticky”
- Shift management culture
- Include the patient voice in IT

Who Are Our Health IT Customers?



Based on myUCLAhealth activation rates

Building A Patient-Focused Culture

Lessons from UCLA Health:

▶ **Mission:**

Healing humankind one patient at a time by improving health, alleviating suffering & delivering acts of kindness

▶ **CICARE:**

Design your culture

▶ **PCAT Rounding:**

Standard work for leaders



Aligning Patient Input & IT Strategy

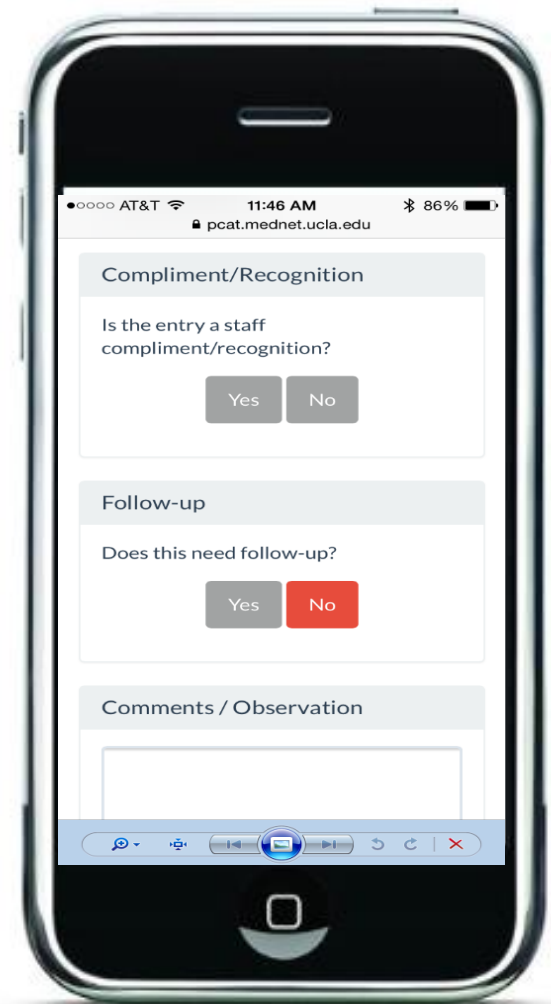
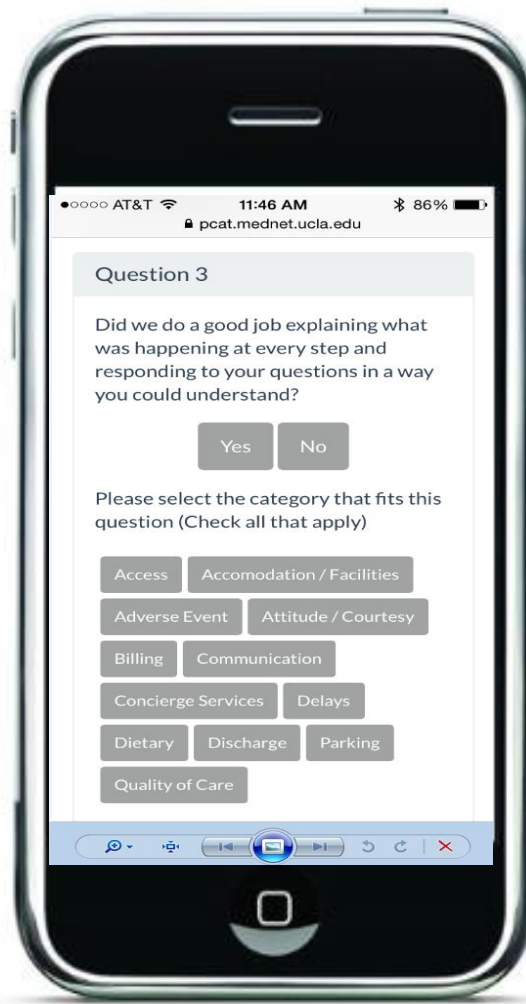


Patient-Focused Technology Council

Engagement Within Your Walls

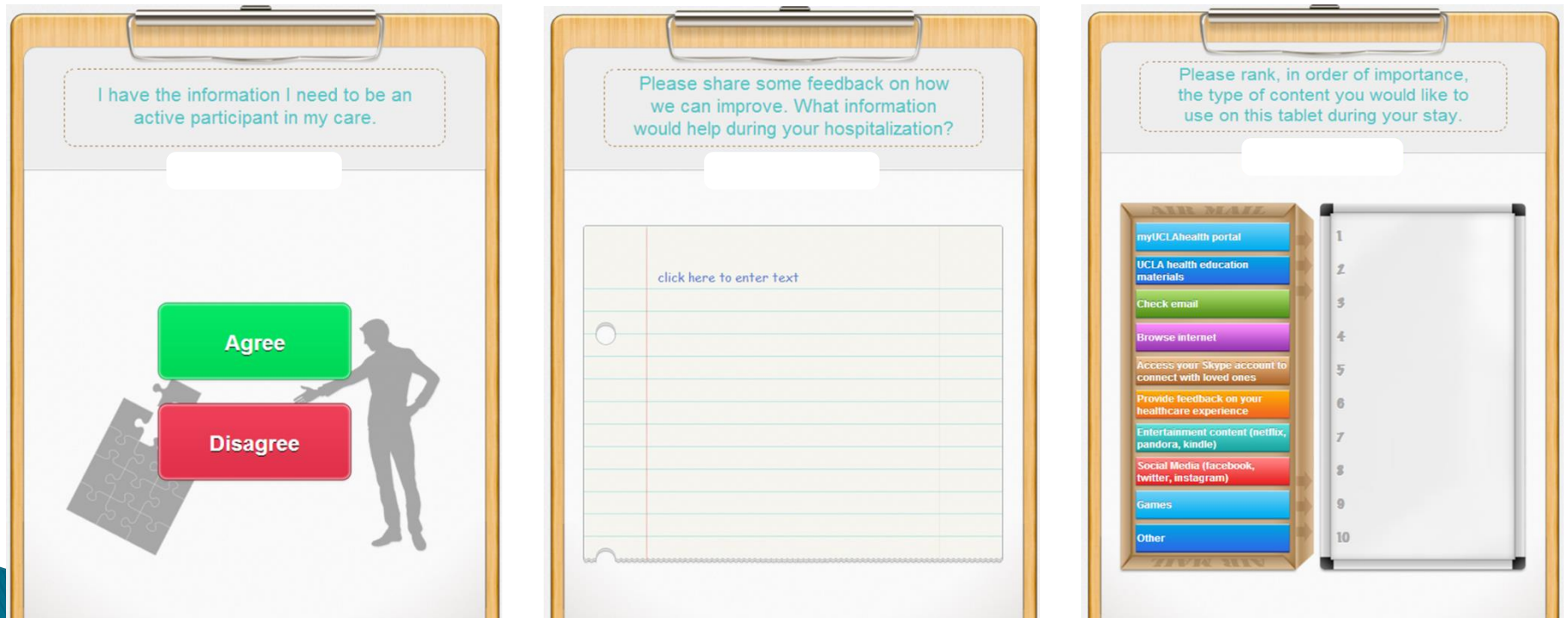
»» IT Tools For Success

Active Leadership Rounding



Capturing the Patient Voice

- ▶ Early inpatient tablet pilot
- ▶ Collecting real-time hospital feedback
- ▶ Actionable feedback drives local follow up



Patient may provide anonymous feedback, recognize staff & request follow up

Sharing The Patient Story

- ▶ Leverage EHR
- ▶ First screen for all clinical staff
- ▶ Features:
 - Clinical Goals For Shift
 - Making A Connection
 - Getting to Know Me
 - Spiritual Care

success at
SEVEN

UCLA Health System

March 2014

A Patient Story to Improve Care

Every time UCLA's clinicians log in to Epic, they're reminded that their patients are more than just medications, allergies, and diagnoses. A Patient Story report shows them standard clinical information, like the care plan, alongside personal information, including what a patient prefers to be called, his occupation, his spiritual requests during hospitalization, what's most important to him or his family, and more. If it's his birthday, a banner proclaims "Happy Birthday!" so everyone can wish him a happy birthday.

"This report is really a story about the patient," says CNIO Ellen Pollack. "It helps put the patient at the center of what we're doing, not an afterthought."

Relationship-Based Care
Pollack had the idea to create the report as part of UCLA's relationship-based care initiative, which focuses on building relationships with patients and co-workers to improve patient satisfaction.

Relationship-Based Care

"We really are working very hard to improve our

patient satisfaction and experience, and the nursing department has embraced relationship-based care. We've spent years working on this, and this report is a way to build off that," Pollack says. "Embedded in [the report] is information we need to show patients respect, anticipate their needs, be courteous."

Capturing a Patient's Story

Nurses use an admission navigator to document much of the personal information that appears in the report. They document

additional details, such as a patient's significant events, in flowsheets. But a patient's story can't always be fully captured during the admission assessment, so nurses follow up with patients if information is missing. Increasingly, patients are also becoming co-authors of their stories.

"Patients will say 'Don't forget to add this information to my story,'" says nursing informaticist Meg Furukawa.

Nurses use the Patient Story report to help transition critical information and ensure continuity of care during their bedside handoffs. Patients are involved

The screenshot displays the Patient Story report interface. It features several key sections: 'Clinical Goals for the Shift' with a list of goals and a 'View my list' link; 'Making the Connection' with a question 'What is most important to your family?' and a 'View my list' link; 'Getting to Know Me' with fields for 'I prefer to be called', 'I currently live in', and 'My interests include'; and 'Spiritual Care' with fields for 'Spiritual/Religious Identity', 'Last Revised Date', 'Spiritual requests during hospitalization', and 'Reason for Chaplain Visit'. Arrows point from these sections to the main report area, which shows a patient's care plan and other clinical data.

© 2015 Epic Systems Corporation. Used with permission.

Epic







Inpatient Tablet Pilot

Guiding Principles:

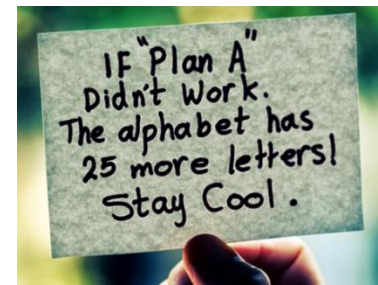
1. Improve **patient experience**
2. **Empower patient** to take an active role in managing their health outcomes
3. Improve **communications** between patient, support system, and healthcare team
4. Facilitate **continuity of information** along the care continuum
5. Plan a **sustainable** support model that protects patient data



Early Feedback & Lessons Learned

- ▶ Patients & families enjoy:
 - **Entertainment**
 
 - **Internet Search**

 - **Social Connection**
  
 - **Checking labs**
on EHR Patient Portal

- ▶ Challenges:
 - **Device resets**
Between patients (IT supported/MDM)
 - **Individual preferences**
patients want their own apps
 - **Survey completion**
difficulty getting a high response volume
 - **BYOD**
rate higher than expected!



Next Steps: Make it Personal

Bedside Pilot:

- ▶ Advanced tools
- ▶ Key metrics
- ▶ Scalability

Happening soon

- Tomorrow Medications
- Tomorrow Walk around the unit
- Tomorrow Radiology Appointment

Good morning, Glen. Today is Monday, April 21

Looks like you'll be able to leave about 3 days from now, on Thursday.

You are here for...

- Community acquired pneumonia
- and we're also treating ...
- Respiratory failure
- Stress hyperglycemia

Your medications

- Humulin, Novolin
- Intropin
- Levaquin
- levothyroxine 500 mcg injection

Vital Signs:

- Blood Pressure: 108/63
- Pulse: 82
- Temperature: 37.8
- Respirations: 20

Happening soon

- Tomorrow Medications
- Tomorrow Walk around the unit
- Tomorrow Radiology Appointment

Taking care of me

- I would like ...
- Note to self
- My health
- To learn
- Messages

Healthcare Providers:

- Dr. Ali Gleason, MD** - Attending Provider
- Jessica Donaldson** - Registered Nurse
- Mary O'Rourke** - Spiritual Support
- Perry Board, MD** - Consulting Physician
- Ted Herbrant, MD** - Surgeon

Shared Decision Making

- ▶ Tools for informed decision on care preferences

No Service 10:22 AM

Shared Decision Making

7. Ending Video

Doctor's Notes

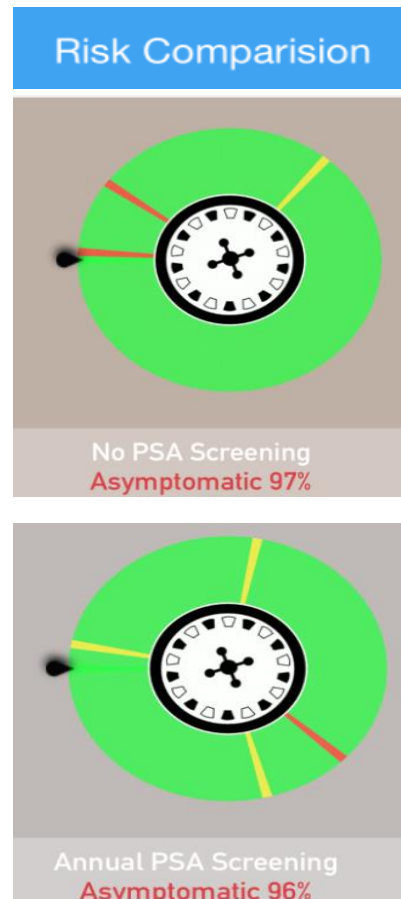
Deciding on PSA testing depends upon the type of risk that you wish to face.

Living with a smaller risk of fatal cancer.

Living with a larger risk of serious side effects.

Neither the PSA test nor the biopsy can reliably tell which kind of prostate cancer is present!

Treatments probably require some aggressive prostate surgery, but it's an important



AT&T LTE 1:37 PM

Shared Decision Making

Patient Value/Preference Scale

Take a moment to read each of the following questions.

How much do you worry about being diagnosed with prostate cancer?

That wouldn't worry me at all | That would worry me a great deal

How anxious would you be knowing that you could have "cancer" cells in your prostate, even if they might not cause you any problems?

That wouldn't worry me at all | That would worry me a great deal

How much would it bother you to have some difficulty controlling your urine?

That wouldn't bother me at all | That would bother me a great deal

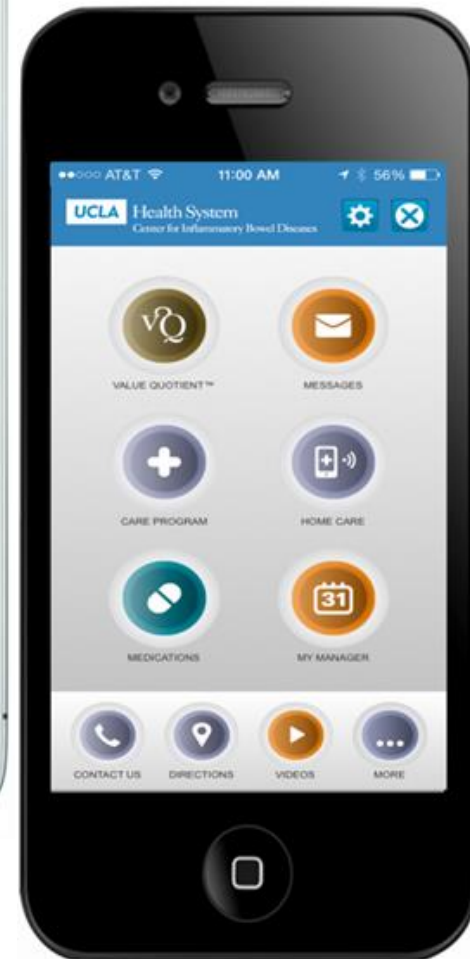
Confirm

Remote Condition Management

»» IT Tools For Success

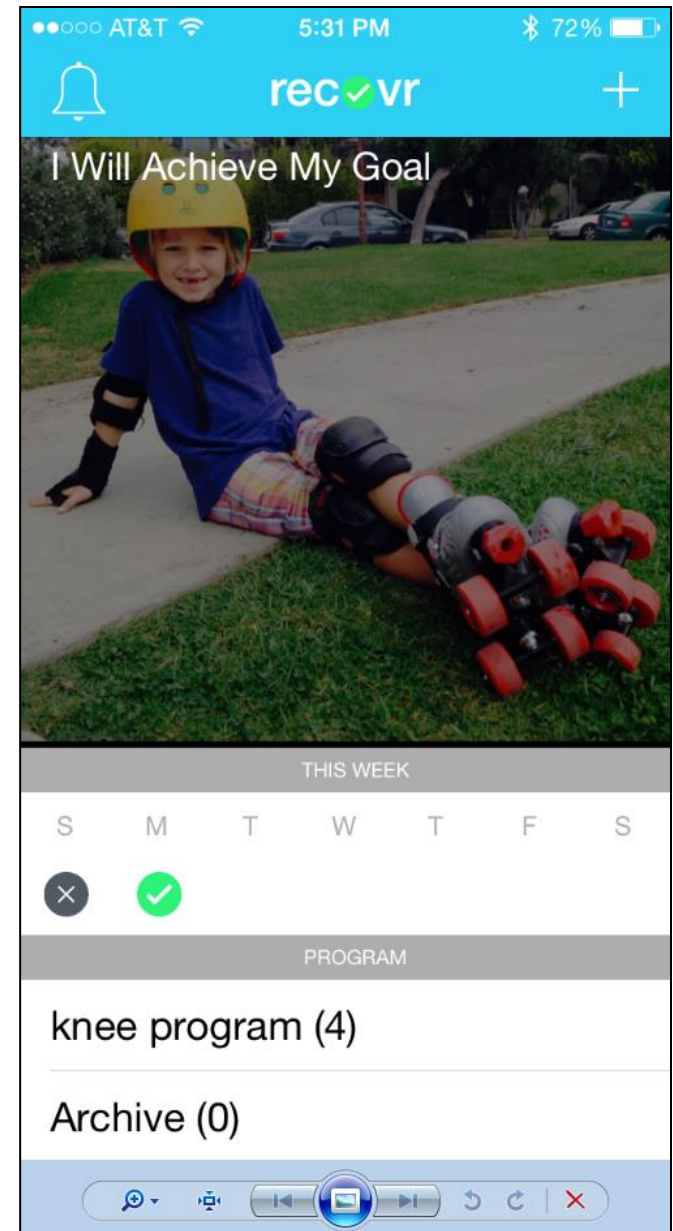
UCHealth – Value Based Care

- ▶ Prototype for chronic disease management tool: IBD
- ▶ >1000 IBD patients, multiple locations
- ▶ 12 MD's/3 RN coordinators
- ▶ IOS/Android Patient Apps since 2013



Make it “Sticky”

- ▶ Each patient has **unique goals** & life motivators
- ▶ Leverage **patient specific content** to motivate
- ▶ **User friendly** design important
- ▶ Visualize **status**
- ▶ Use **rewards/gamification** to make it fun!



EHR Patient Portal

Welcome to your secure online health connection.

- Communicate with your doctor's office
- Access your test results
- Request prescription renewals
- View your recent office visits
- Pay your medical bills



On the Horizon...

Patient Portal Optimizations:

▶ **OpenNotes**

- National Initiative
- Initial studies* show: patients feel more in control of their care and have better medication compliance

▶ Expand **Personal Health Record** Options

▶ Patient-Entered **Questionnaires**

▶ **eVisits** & Video Visits

▶ **Device Integration** – **HealthKit/Fitbit**

▶ **Fast Pass** –waitlist text alerts for new openings



*Delbanco, MD, Tom et al. (2012) Inviting patients to read their doctors' notes: a quasi-experimental study and a look ahead, *Ann Intern Med.* 157, 461-470

Key Strategic Takeaways

- Implementing the technology alone is not enough!
- Cultivate an active management approach to patient engagement
- Include the “patient voice” in your IT strategy
- Personalize tech solutions to make them “sticky!”
- Make it about the next patient who walks in your door!



Questions & Discussion



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