



Technologies, Games, Incentives: Patient Engagement and Cost Containment

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September 21, 2012
National Health Policy Forum

**national partnership
for women & families**

Patient Engagement



Attributes of care sought by patients :

- ▶ Whole Person Care
- ▶ Communication and Coordination
- ▶ Support and Empowerment
- ▶ Ready Access

This Requires:

- ▶ Accurate understanding of what is most important to patients
- ▶ Complete and unbiased information about potential harms, as well as potential benefits
- ▶ Experiential attributes, such as communication, coordination and ease of access, which can translate into improved outcomes and lower costs

Patient Engagement



Actions that help patients and their caregivers get and stay well

- ▶ Increasing knowledge and understanding
- ▶ Setting goals – both clinical and personal
- ▶ Promoting trust and value
- ▶ Motivating activation

For Example



- ▶ Mercy Clinics, Inc., Des Moines, IA
 - ▶ Practice redesign utilizes office-based health coaches (RNs) and health IT to improve quality and decrease costs
 - ▶ Training in motivational interviewing
 - ▶ Base interactions on patient needs and wants
 - ▶ Use registry to create actionable lists, summary reports, monitor goals, report evidence-based QMs
 - ▶ Outcomes include:
 - ▶ Clinical improvement
 - ▶ Increased office efficiency
 - ▶ Greater capacity to provide other necessary services
 - ▶ \$4 revenue for every \$1 spent to fund health coaches

Policy Framework for Patient Engagement



- ▶ Promote patient/consumer engagement on 3 levels:
 - ▶ Governance
 - ▶ Quality Improvement
 - ▶ Individual interactions
- ▶ Make the right thing easy to do – for patient and provider
- ▶ Leverage providers as a trusted source
- ▶ Ensure availability & accessibility of community resources
- ▶ Be mindful of culture change

For more information



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