

Healthcare is Not a Car Wash



Improving satisfaction, outcomes, and experience through participatory care

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Beth Israel Deaconess
 Medical Center



A teaching hospital of
 Harvard Medical School

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Health Care Is In Crisis

Epidemic of
 chronic
 disease/Aging
 population

Patients with rising
 expectations as
 "customers"

Rising costs

Increased
 complexity

Poor information
 exchange and
 coordination of
 care

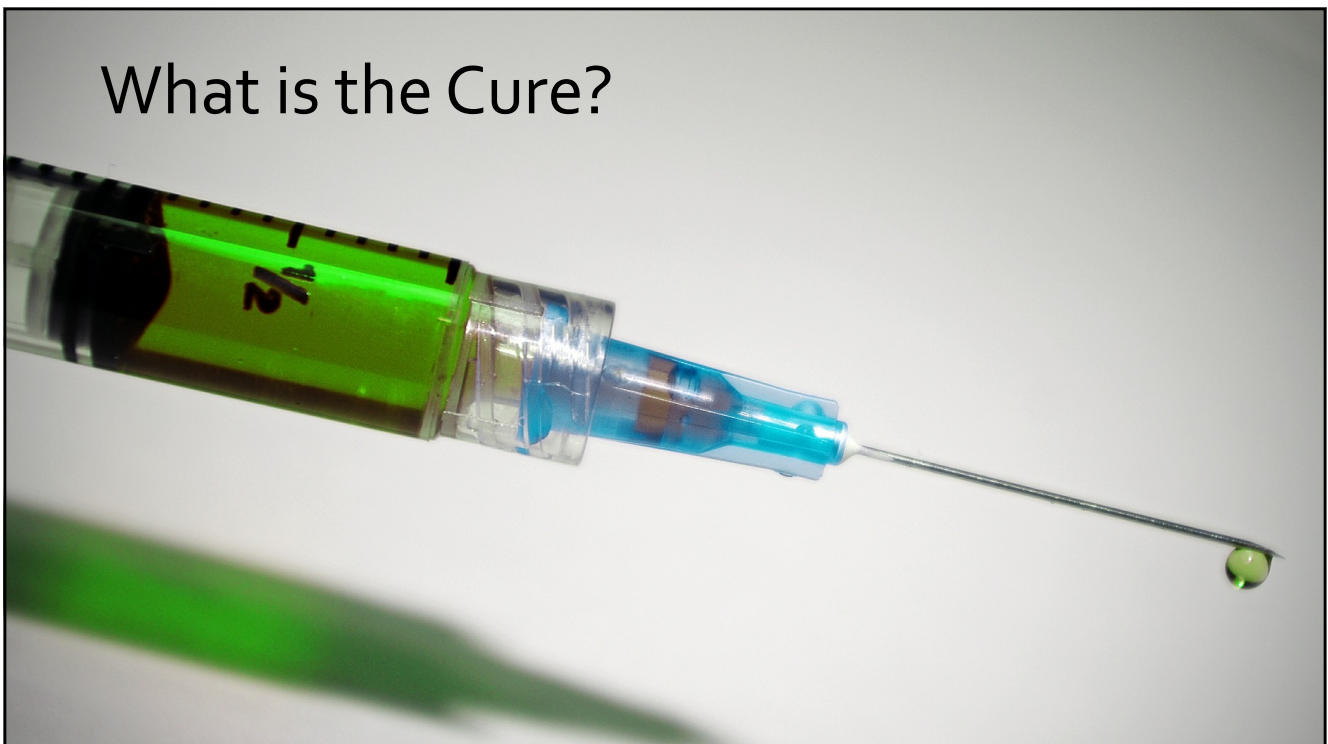
Declining patient
 satisfaction

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And Yet We Think of Health Care Like a Car Wash



What is the Cure?



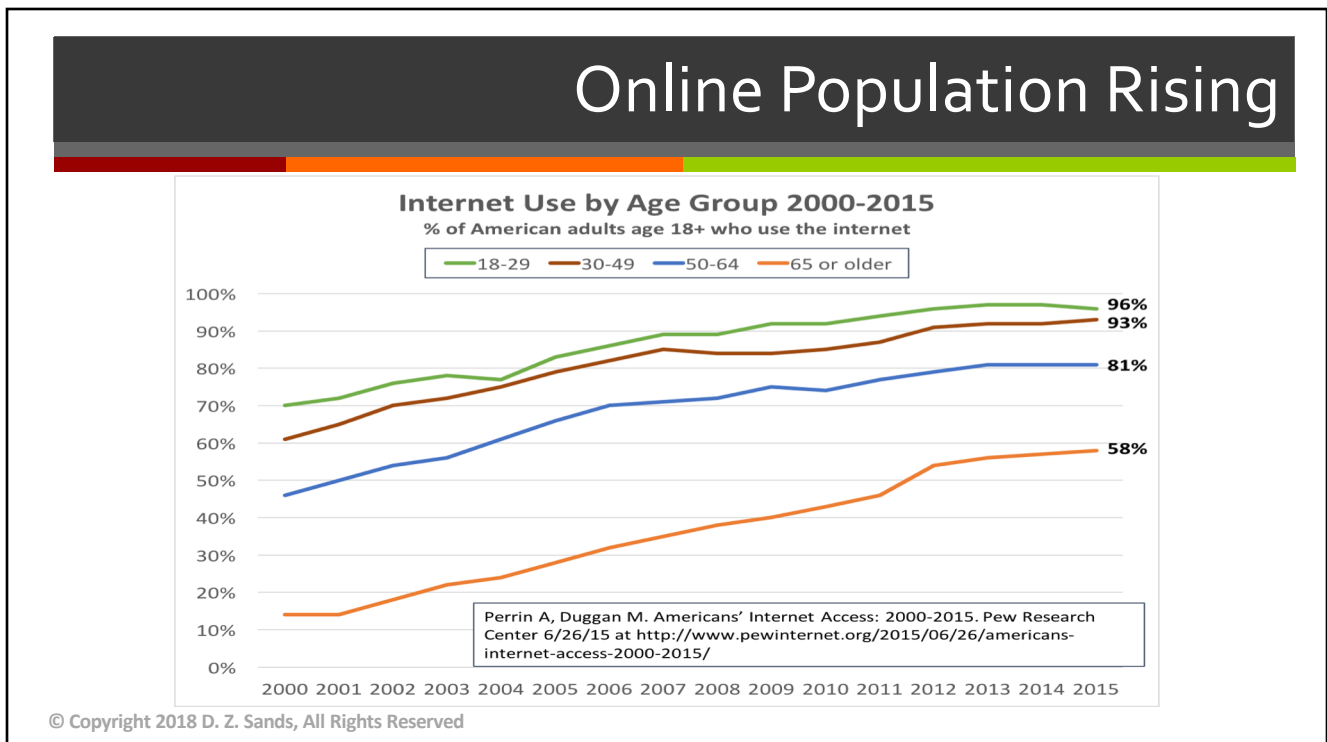
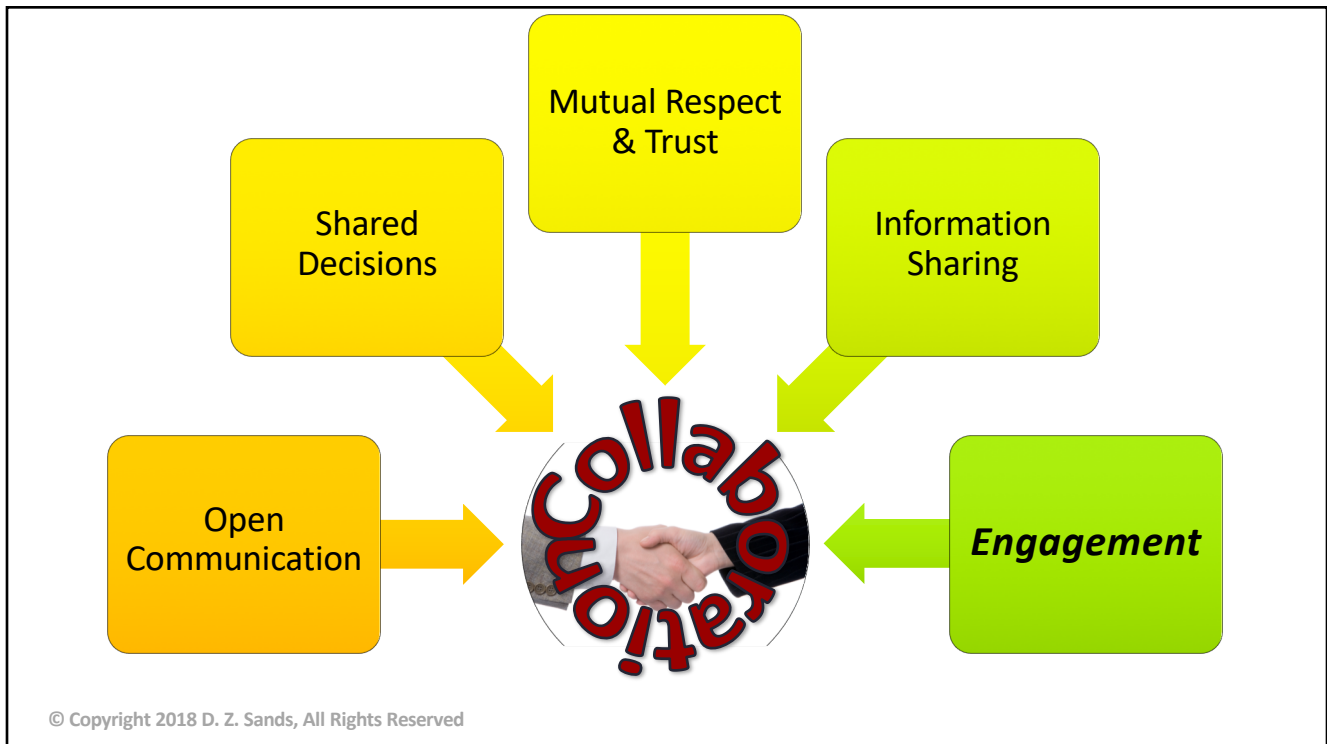
Ideally, what should patient care be?



A Collaboration On The Patient's Health



*Collaboration Applied to Health Care Is
Participatory Medicine*



New World of Consumer Expectations



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Online Health Habits of US Adults

- 80% of online adults have looked for health info
 - Each day, more people search for health information than see a physician!
 - More than half act on the information
- 1/3 have read about others' health experiences
- 1/4 have tracked their health information online
- 1/3 use social media for health



Sources: www.pewinternet.org;
PwC HRI Social Media Consumer
Survey, 2012

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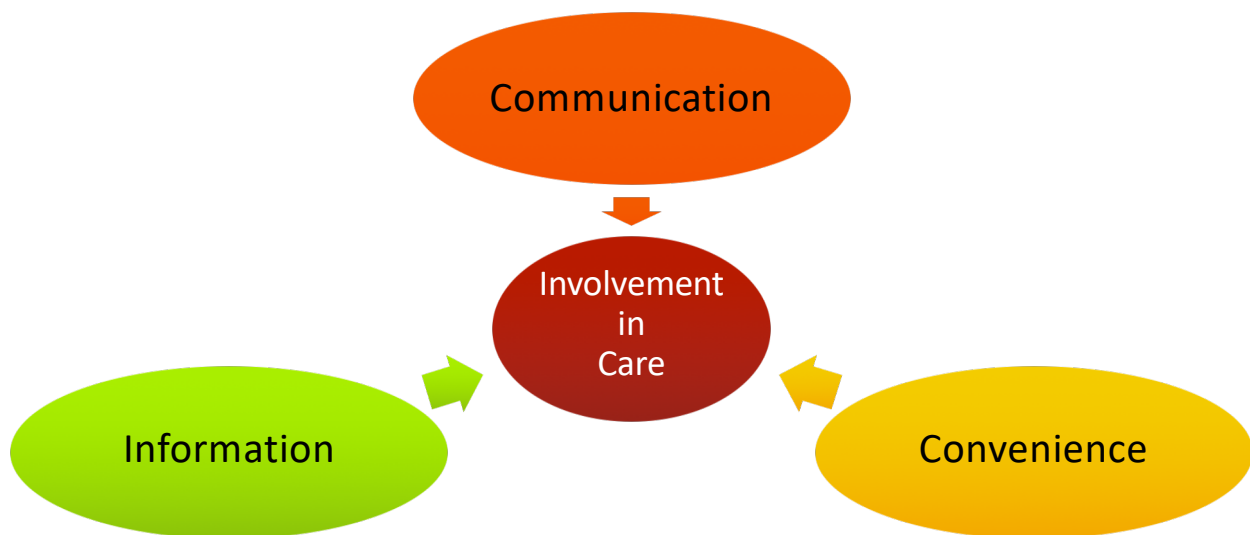
It's About Engagement



**Engaged
Equipped
Empowered
Educated
Enlightened
Etc.**

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What Do Engaged Patients Want?



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What Do Engaged Patients Want?

Information

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Complementary Information Types



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My doctor prescribed ACOR
and it saved my life.



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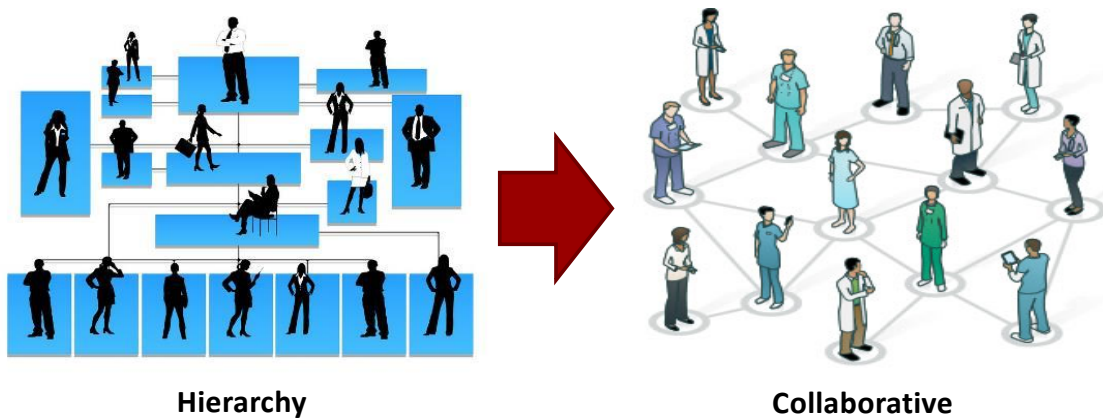
Shifting Paradigm?

- Information asymmetry
 - Physician as oracle
 - Comfortable
 - A burden?
- Information symmetry
 - Physician as partner
 - Threatening vs. liberating
 - Physician as healer



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But what about *power asymmetry*?



Courtesy of Marge Benham-Hutchins @MargeBHutch





What Do Engaged Patients Want?

Communication

What Have We Learned About e-Messaging?

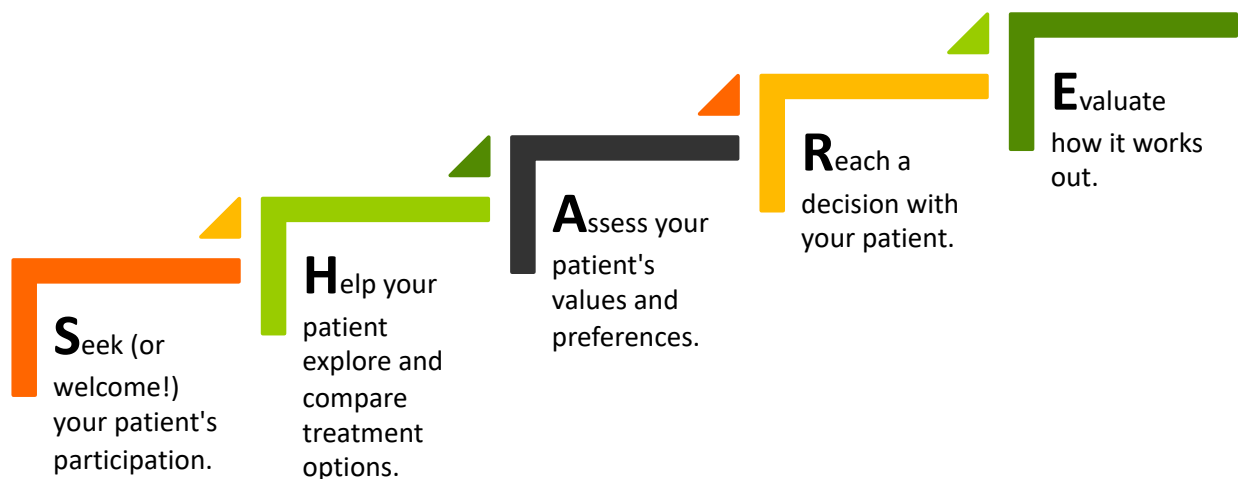
- Asynchronous: enables efficient and thoughtful communication
- Cost-effective
- Benefits both patients and physicians
- Helps build relationship and trust
- Is a channel for health care *delivery*



Sources: Kane B, Sands DZ, JAMIA 1998. Delbanco T, Sands DZ, NEJM 2004.

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Advanced Communication: Climbing Stairs to SHARed Decision Making



Based on <https://www.ahrq.gov/professionals/education/curriculum-tools/shareddecisionmaking/>

@DrDannySands @ePatientDave

What Do Engaged Patients Want?

Convenience

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How Many of You...

...stand in line to withdraw money from a bank?



<http://thingsmykidswontknow.tumblr.com>

...make airline reservations through a travel agent?



<http://www.triporama.com/>

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Then why is healthcare so backwards?

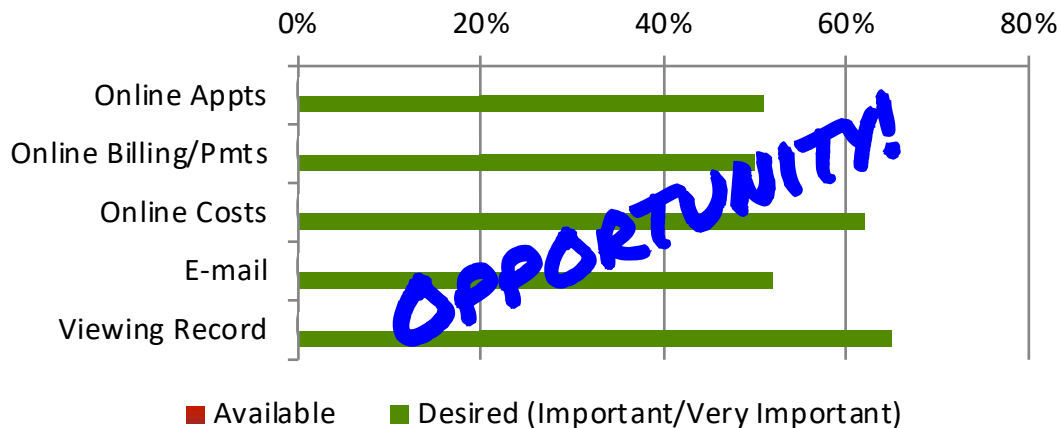
The doctor's
booked for the
next five months!



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We Make it Difficult: Mismatch Between Desires and Service Offering

"Thinking now of new technologies your health care provider could implement, how important would each of the following be to you?" (of patients who saw physician in past year)



Source: Harris Interactive 9/10/12 at <http://drds.us/HarrisHealthcareConsumerChoice2012>

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The Technology Foundation: A Patient Portal



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Records:

- Secure
- All system records
- Upcoming appointments
- Meds, Problems, Results ... and Notes!
- Personal records

Mail:

- Secure
- Automated routing
- Task assignment

Services:

- Prescription refills
- Appointment requests
- Referrals
- View bill

Education:

- Search
- Info prescriptions
- Patient selected links
- Predefined collections

The dashboard includes a sidebar with links: Home, ABOUT ME (Records, Profile, Settings), COMMUNICATION (Email, Prescriptions, Appointments, Referrals), SUPPORT (Tech Support, Help), and MORE (Links, Account Statement, Microsoft HealthVault). A search bar and 'Update Providers' button are also visible.

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Customer Impact: 58M Consultant with Hypertension

This is too cool. It's almost *silly* that things can be this easy. I am having a very good patient/customer experience so far.

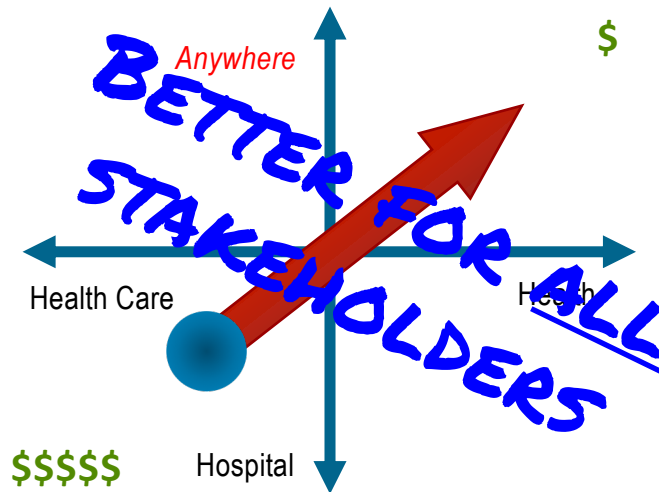
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Affective Impact: 61M Minister with Diabetes and Chronic Pain

I have a lot of medical issues. This email system has left me feeling comfortable and in good hands! Otherwise, I would feel as cold, depleted, and alone, as the lifeless tree in my front yard in the deepest of winter!

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Would you like a visit with that healthcare?



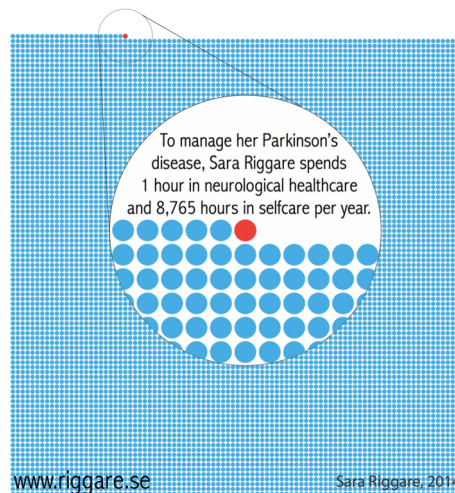
Drivers:

- Burden of chronic illness
- Aging population
- Resource maldistribution
- Cost-containment
- Consumer demand

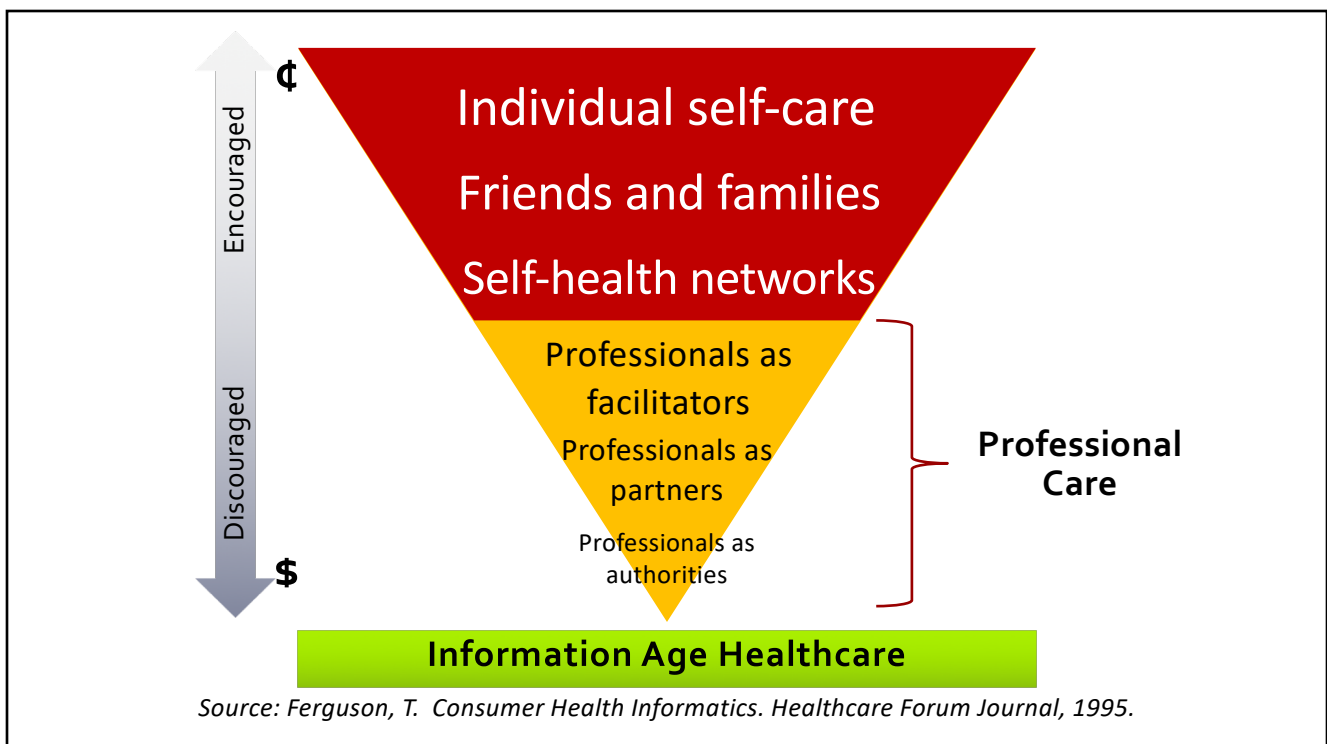
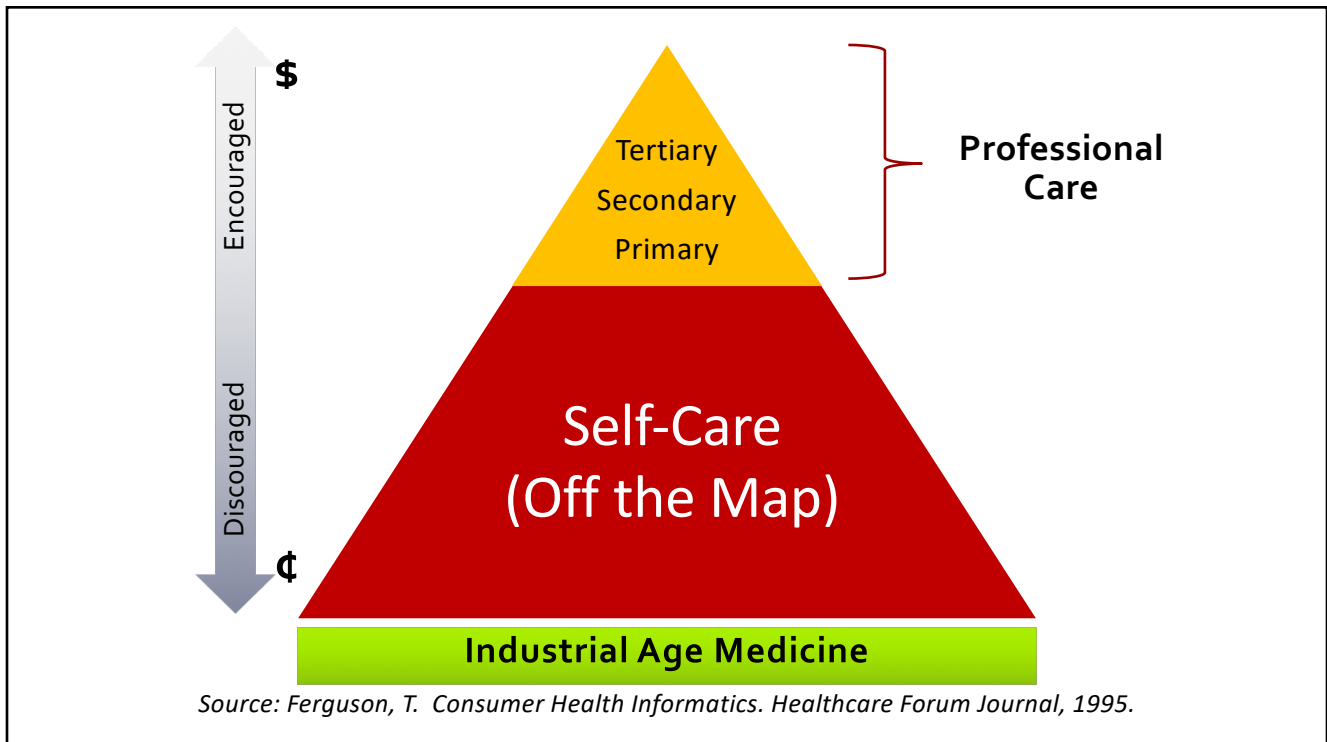
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Based on ideas from Michael Gill

Because Health Happens Between Visits



@DrDannySands @ePatientDave





Patient-Generated Health Data

- Data types:
 - Quantitative vs. qualitative
 - Biometric
 - Self-testing (including genomics)
- Requested vs. un-requested data
- Physician monitoring
- Liability
- Pre-processing/filtering
- Incorporation into EHR
- Accuracy
- Follow-up testing
- Patient anxiety
- Workflow:
 - Patient
 - Physicians/Practice



Patient-generated health information, enabled by data transparency and consumer engagement [...] [c]an facilitate more frequent contacts with patients for better management of chronic conditions.



<http://drds.us/IMIA14paper>

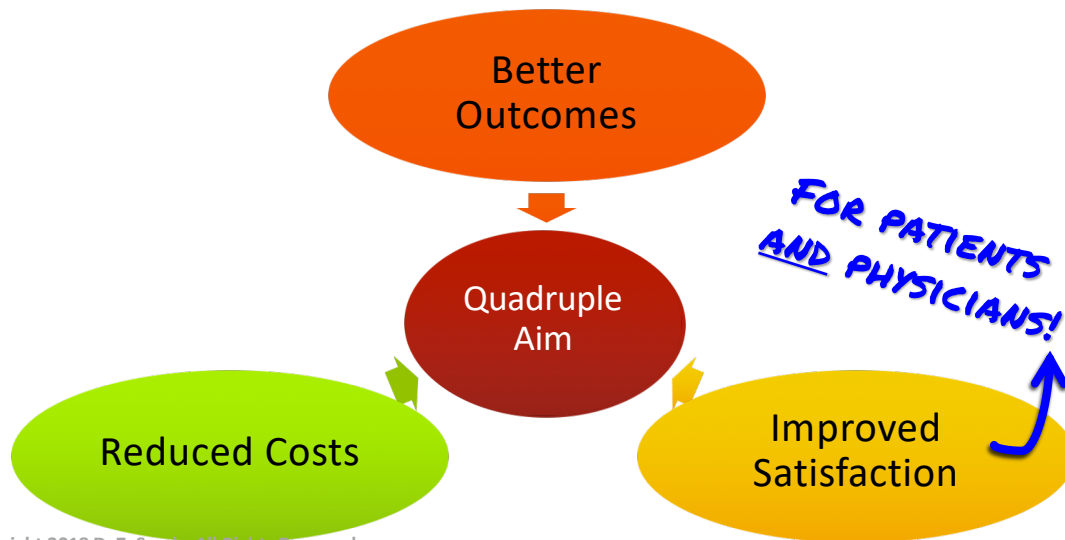
Sands DZ, Wald JS.



Transforming Health Care Delivery Through Consumer Engagement, Health Data Transparency, and Patient-Generated Health Information. IMIA Yearbook of Medical Informatics 2014. 170-6.

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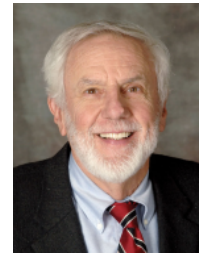
Collaboration Leads to Benefits



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[T]he largest and least utilized health care resource is the patient...

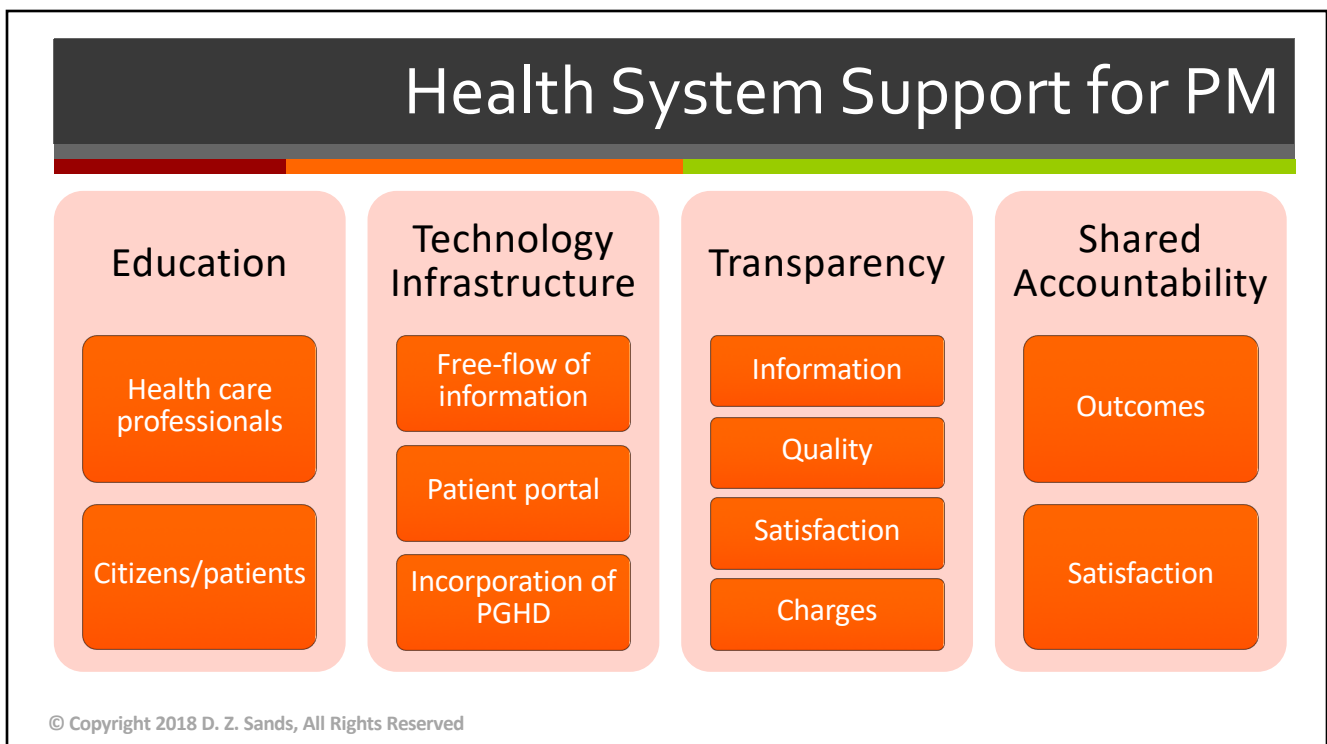


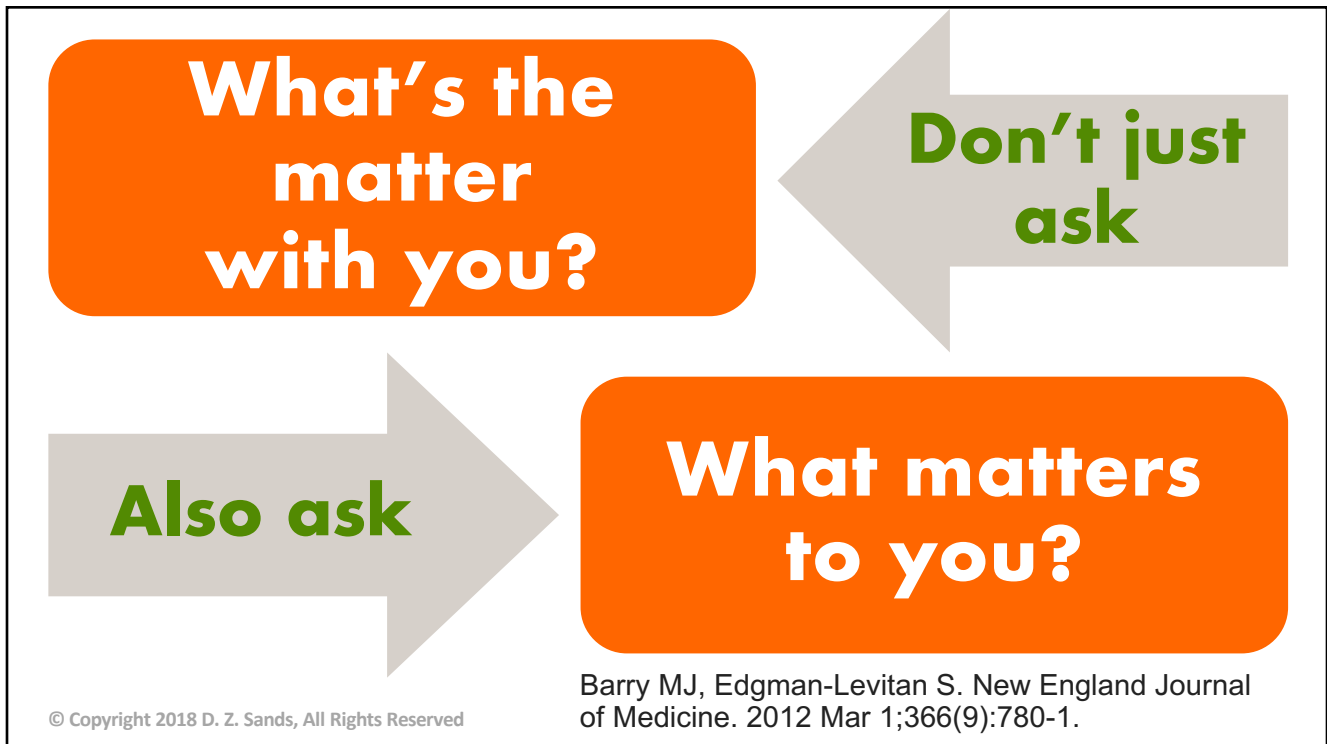
Slack WV. Patient Counseling by Computer, in Zeog S, Yarnall S, eds. *The Changing Health Care Team*

Seattle: Medical Communications and Services Association, 1976, 108-11.

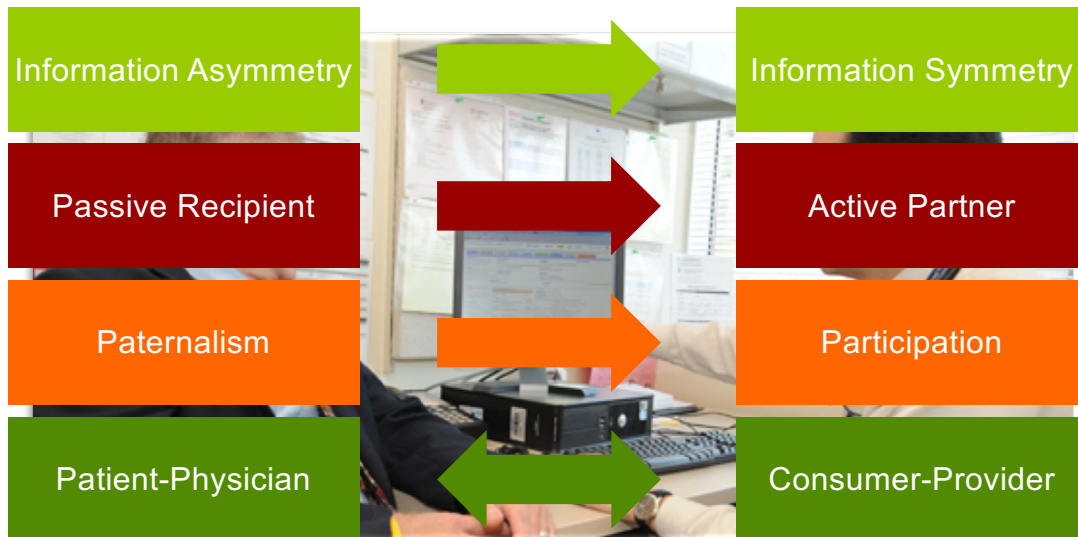


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Changing Nature of Relationship



- An aging population and increasing burden of chronic disease are straining nations' health care systems and financial resources
- Consumer expectations are changing and health care must adapt
- Viewing patient care as a collaboration can open our minds to health care transformation with patient at the center and is essential to achieving the quadruple aim



Questions?

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www.ParticipatoryMedicine.org

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Let Patients Help!
A "patient engagement" handbook—
how doctors, nurses, patients and caregivers
can partner for better care

"Patient Dave" & Bronkart
with Dr. Danny Sands

INTRODUCTION BY ERIC J. TOPOL, M.D.