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Consumer Engagement in Health

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Today's session

- Consumer engagement and its challenges
- Addressing engagement our philosophy
- Why is engagement important, and how to get there?
- Challenges to consumer engagement
- What can you do about it?





Background: The Performance Gap

- Common challenges to patient adherence / engagement:
 - Cognitive (literacy & retention of information)
 - Interpersonal (patient-provider relationship)
 - Attitude/readiness stages (i.e., Trans-theoretical Model of Change)
 - Cultural variation (sensitivity & awareness in shared decisionmaking)
 - Depression-related (medical implications)

Martin et al. 2005

- Established strategies:
 - > The Chronic Care Model Von Korff et al. 1997
 - > Consumer-led market: financial incentivization Gabel et al. 2002





Key Needs to Address the Gap



Determinants of engagement:

- Patient-related
- Provider-related
- External factors

Providers as the "connector":

- Collaborative care
- Technology as an enabler



About the Center for Connected Health

Mission is to facilitate the adoption of Connected Health

Technology is an enabler to provide care remotely

Benefits include improved engagement, outcomes, and efficiencies







Components of Self Care



Slide developed by ProPoint Graphics for CCH





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Connected Health Platform Overview

Patient sends blood pressure, blood glucose, step counts or weight readings to a secure website.

Patients provide contextual information.

Providers access data & information to manage patient's care.

Automated rules & alerts also help patients understand their health.





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Proportion of CCCP Enrollees with >1 Hospitalizations



Data Includes 332 CCCP enrollments among 301 unique patients discharged from the CCCP program prior to July 1, 2009. Results are similar within more recent cohorts of enrollees discharged from the program prior October 1, 2009 and prior to January 1, 2010.

One year mortality in CCCP



Data Includes 303 CCCP patients and 252 controls seen at Partners Healthcare in 2012.





Diabetes and Blood Pressure Connect



Average drop of HbA1c: 1.5

69% achieved a drop in BP











WHY IS ENGAGEMENT IMPORTANT?





Patients with better outcomes took less time to upload



- Patients with better outcomes (HbA1c change >0.8%) typically took less than 10 days to upload their BG reading
- Patients with worse outcomes (increase in HbA1c change) took an average of 65 days to upload





Greater engagement associated w/ greater pre-post HbA1c change



- Practice engagement correlates strongly with better patient outcomes
- Patients with greater than 15 uploads had average 1.5 pre-post HbA1c change
- P< 0.03 between no uploads and uploads groups





Patients had fewer adverse events (hyper & hypoglycemic) over time







WHAT MOTIVATES BETTER ENGAGEMENT?





Provider engagement is critical for engaging patients



Average HbA1c change was highest (1.39% vs. 0.87%) among practices with the most average providers logins (74 vs. 30 logins/provider





Blood Pressure Connect: Patients remotely monitor and upload their BP readings.



Data transfer technologies enable the uploading of readings from the blood pressure meters to the secure website.





Measuring Engagement: Frequency of measurements and uploads







NEW EFFORTS IN CONSUMER ENGAGEMENT





The Power of Simple Messaging





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Text-2-Move Program



Mean change in HbA1c by engagement level

HbA1c decreased significantly for the intervention group as a whole, with more pronounced results seen in the highly engaged participants.



HbA1c Change

Mean change in daily steps by engagement level



- For every unit increase in engagement, total step counts increased by 7,405 (p=0.01).
- This effect remained statistically significant (4,664, p=0.02) even after controlling for baseline steps, age, race, gender, marital status, language, practice and education.





Cancer Pain Management Mobile App

Tailored Messaging Program:

- Empowers patients to address barriers to pain management when possible/appropriate
- Supports patients through pain management



- 1) Education & Coaching messages
- 2) Immediate help with breakthrough pain
- 3) Pain Score Algorithm:



Engaging teen asthmatics using social media



C2MA Facebook Group

Meghan Harris commented on her own post.



Meghan Harris 🕨 Connect 2 My ACT

C2MA Celebrity Profile: The singer, Pink (born Alecia Beth Moore), developed asthma when she was a little kid and has had it ever since. Despite this, she's led a very active life, including as a gymnast when she was a little ("I wanted to become the next Mary Lou Retton") and as a singer, starting at age 14. "Asthma didn't stop me from working toward any goals that I had as a child or an adult." Check her out at http://bit.ly/XZKQac or http://mashup.pinkspage.com/. What's been your experience living with asthma?



Like · Comment · December 22, 2012 at 2:13pm · 🖽

Like · Comment · December 22, 2012 at 2:13pm · 🖽

likes this.

Wow! I didn't know Pink had asthma. I love Broadway musicals, but I've never had the breath support to be able to sing on stage well enough to get the lead roles. I always blamed it on my asthma but maybe I should keep trying.

December 28, 2012 at 10:29am · Like · 🖒 1

I think I knew that Pink had asthma. I have always loved singing and acting on stage. I found my love for it after I stopped playing softball and doing gymnastics.

December 28, 2012 at 1:39pm • Like • 🖒 1

Meghan Harris Thanks for sharing your experiences, Clara and Emily. Emily, which plays or musicals have you been in? What are some of your favorites even if you haven't necessarily had a part in them yet? I'm a fan of Wicked, personally! Sunday at 9:38pm · Like

love to sing and act and now I know i have something I can strive for 🙂

Monday at 1:09pm via mobile • Like • 🖒 1

Meghan Harris Emily, that's awesome about getting the role of Penny's mother! How cool! Is the performance over already? I guess if you said that you got it last year it probably is. It must have been so much fun! I think you've convinced me that I finally need to s... See More

Yesterday at 10:29am · Like

feel a lot better, asthama cant put me down 22 hours ago • Like

Write a comment...

Press Enter to post.



CONNECTED HEALTH

Challenges in Consumer Engagement

- Segmenting patients and personalizing strategies to suit each person
- Time, reimbursement and other 'fee for service' constraints
- Culture shift to move from prescriptive care to collaborative care and shared decision making





What can you do?

- Create a collaborative, shared process to evaluate and assess the patients' status
- Set clear expectations, and follow up on them, especially for lifestyle changes
- Use tools/programs effectively, and triage workload across the practice team
- Simplify patient burden
- Education is not enough learn to motivate!



