Patient Engagement Is Not An App!

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May 29, 2019
Agenda

• Personal perspective on patient and family engagement: A recent tale of my family members, “A” and “B”
• A framework for thinking about engagement and population health
One year ago in my family

- “B” awoke on a Sunday with some symptoms
- A bunch of things ensued
- Six weeks later B underwent surgery
- I was given all his discharge instructions
- He is now doing well

- “A” awoke on a Sunday with some symptoms
- A bunch of things ensued
- Ten days later A underwent surgery
- I was given all his discharge instructions
- He is now doing well
Meet “B”

- He wants you to know that all of his care “inside the four walls” was excellent
- “B” has two Ivy League degrees, a MD, a JD, and the personal email and cell phone of most of his physicians
Meet “A”

Woof!

Get me out of this thing!
Can we reduce the friction of engaging in health?

Credit: M. Siry, Comcast
Engagement - what is it?
A Patient Centric View of Health Engagement
There’s an app for that...
Community
Family, friends
Disengagement!

Me and my husband when we received our “care gap reminder” snail mail from prior insurer
Market segmentation: Population Health Model

- Healthy
- At-Risk
  - Unhealthy behaviors
- Acute/Episodically Ill
  - Trauma, infectious disease, (cancer?)
- Chronically Ill
  - Self management 365/24/7
  - Goal is to slow progression or prevent flares
Market Segmentation: Consumer Model

- Unengaged
  - Unaware/unable/unwilling
- Activated/Engaged
  - Committed, in gear
- Empowered
  - Owns it

- Many variations on this, big data impact
- Many strategies to move an individual along
What works for complex care

- Teams integrated into primary care
- Navigation/coordination + RN care management
- One-stop shopping to extent feasible
  - Behavioral health
  - Pharmacy
  - Other ancillary / specialist services
- Remove barriers to team/patient doing the right thing
  (maximize access, minimize cost)

Hong et al. Toward Increased Adoption of Complex Care Management. NEJM 2014: 371:491-3
Care Model - “How we do it”

• Includes value proposition (to all stakeholders)
  • $ incentives are only one aspect of value
• Crosses continuum of site of care
  • Now blurring “plan” and “provider”
• Team approach - roles defined
• Defines handoffs
• Risk stratifies (who needs what intensity)
  • Build in all levels of prevention
• Includes measurement (triple aim)
• Includes consumer engagement
Transforming the Care Model in the Shift in Payment from Volume to Value

Fee For Service

• Services generate revenue  
• Code to capture the complexity of the visit  
• Quality is what happens during the service/visit  
• The care team is within your four walls  
• Access to services is driven by provider capacity

Fee for Value

• Services are cost centers  
• Code to capture the complexity of the patient  
• Quality is what happens during 24/7/365 all over  
• The care team is all over the community/region/country  
• Access to services is driven by patient need
Where does technology fit in?
Health Engagement: It’s Personal

• It’s the ultimate in personalized medicine and patient-centeredness
• Technology can be a means to enable personalized engagement, but is not the end goal unto itself
• Analytics can drive increasingly customized interventions
• Apps, trackers, and devices can enhance capacity for self-management in selected populations - preferably as a component of a care model / program versus standalone
Technology can also Reduce the Friction

- Increase ease of access to the care team (e.g. virtual care)
- Improve the teaminess of the care team (e.g. real time data exchange)
- Improve the efficiency of the care team thus expand their capacity to spend time on the more important human touches (e.g. automation of repetitive tasks such as outreach reminders and education)
Questions? Comments?

- Examples of engagement barriers and/or enablers from your own experience
  - Optimizing your wellness (any domain)
  - Managing a chronic condition
  - Achieving best care at lowest cost for an acute health event
In a time of rapid change

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