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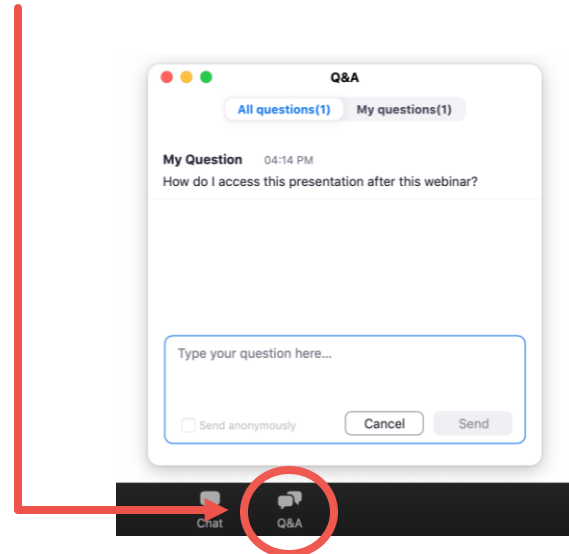
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Patient Engagement: It's More Than an App

June 29, 2023



Panelists



Kathy Galia
Chief Clinical Solutions Officer



Tom Schenk, MD
Chief Medical Officer



David Lupinsky
VP, Clinical Product Solutions

Course Objectives

- --- Understand the concept of patient engagement and its importance in health care
- --- Increase knowledge of how patient engagement can impact the care process, including functional status and outcomes
- --- Learn about the major workers' compensation-specific barriers that lead to patient dissatisfaction
- --- Discover the strategies and technologies that effectively increase engagement and lead to better outcomes

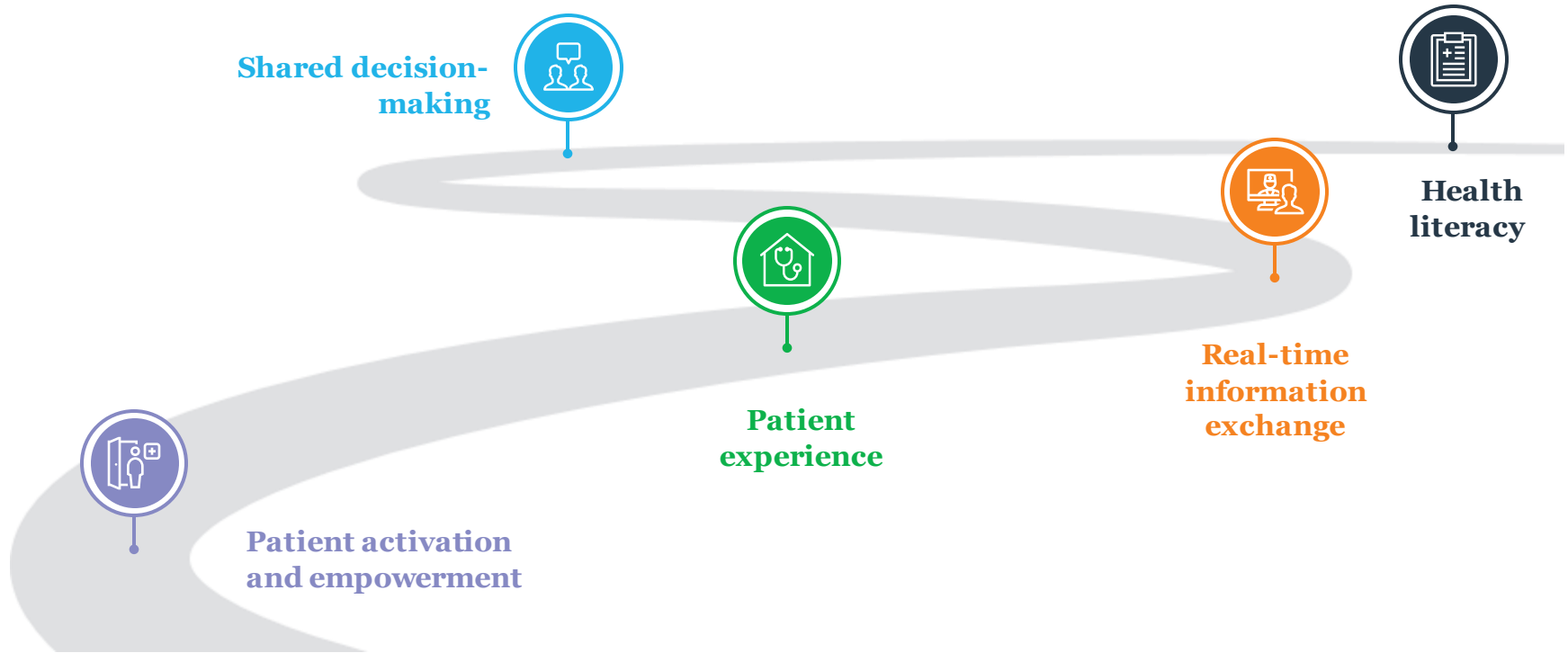
What is Patient Engagement?

Patient engagement is defined as the desire and capability to actively choose to participate in care in a way that is uniquely appropriate to the individual, in cooperation with a health care provider or institution, for the purposes of maximizing outcomes or improving experiences of care.

Source: Higgins, Tracy; Larson, Elaine; Schnall, Rebecca. Unraveling the meaning of patient engagement: A concept analysis. National Library of Medicine, Sept. 3, 2016.
<<https://pubmed.ncbi.nlm.nih.gov/27665500/#:~:text=Patient%20engagement%20is%20defined%20as%20the%20desire%20and%20maximizing%20outcomes%20or%20improving%20experiences%20of%20care.>>

What Are the Components of a Successful Patient Engagement Strategy?

Mechanisms that impact engagement



The Evolution and Impact on Health Care

The History of Patient Engagement

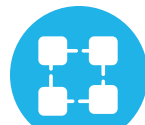
2001: Crossing the Quality Chasm

Shift from medical paternalism to patient empowerment



2010s: Engagement technologies to manage chronic disease at scale

Introduction of patient-reported outcomes and digital tools



Pre-1990s:

Not always a priority



2005: Medical Homes
2008: Triple Aim

Improved basic health literacy increased the want for more control over medical decisions

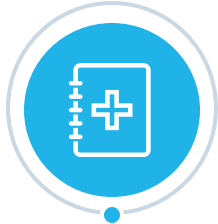


There are still ongoing efforts to bridge the gap between patient and provider knowledge

The Emergence of Patient Engagement

2001 Institute of Medicine Report

Crossing the Quality Chasm: A New Health System for the 21st Century



Called for reforms to achieve a “patient-centered” health care system



Care that is “respectful of and responsive to individual patient preferences, needs, and values, and ensuring that patient values guide all clinical decisions”

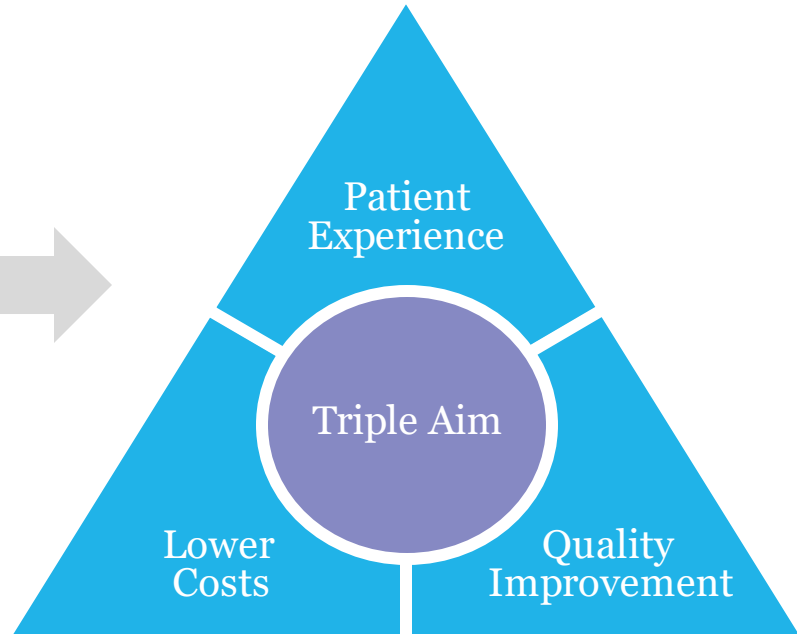
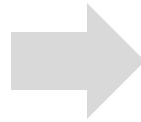


Out of this recognition, in part, the field of patient engagement has emerged.

Why is Patient Engagement Important in Health Care?

Critical components of engagement drive Triple Aim results

- ▶ Increased knowledge and understanding
- ▶ Greater participation and collaboration
- ▶ Improved patient/provider relationships



Patients invested in their care see better results

A Growing Body of Evidence

Recent studies show the direct impact patient engagement has on clinical and financial outcomes



Evolution from measuring process to measuring outcomes

- ▶ Initial look at measuring system changes
- ▶ Transition to demonstrating changes in perception of care
- ▶ Focus on outcome improvements in recent years
- ▶ Current studies on measuring cost impact of engagement

Barriers in Workers' Compensation

The Biggest Obstacles to Patient Engagement in the Industry



Absence of support, resources, and knowledge

Patient lack of understanding of the workers' compensation system

Lack of access to information

Gaps in coordination during the treatment process

Inconsistent provider quality

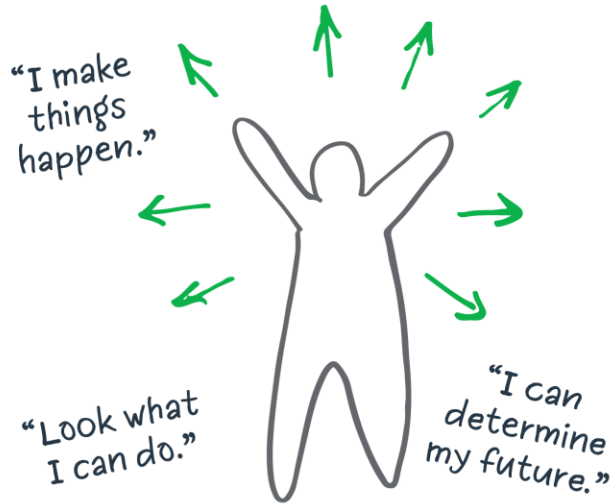
Data breadth and accuracy challenges

Patient Engagement Strategies

Locus of Control

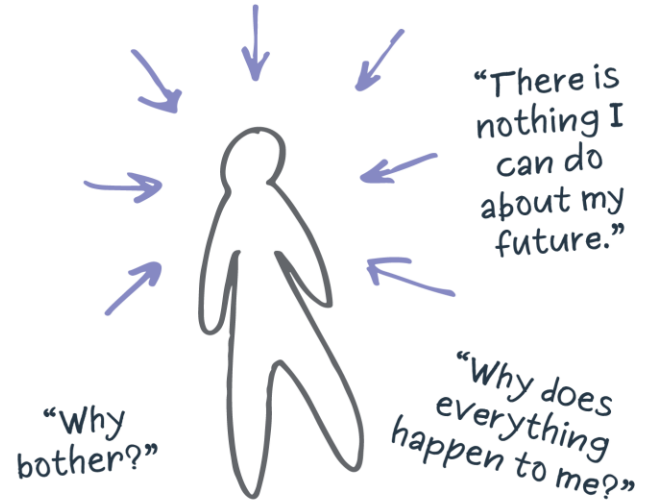
The correlation of belief in control and better health outcomes

WHICH
IS YOUR
LOCUS OF
CONTROL?



INTERNAL LOCUS
OF CONTROL

I OWN GETTING BETTER



EXTERNAL LOCUS
OF CONTROL

THE DOCTOR IS SUPPOSED
TO FIX ME

Source: Diaz, MD, Nestor J. Galarza. ideas: locus of control?. March 28, 2011.
<<https://njgalarza.blogspot.com/2011/03/locus-of-control.html>>

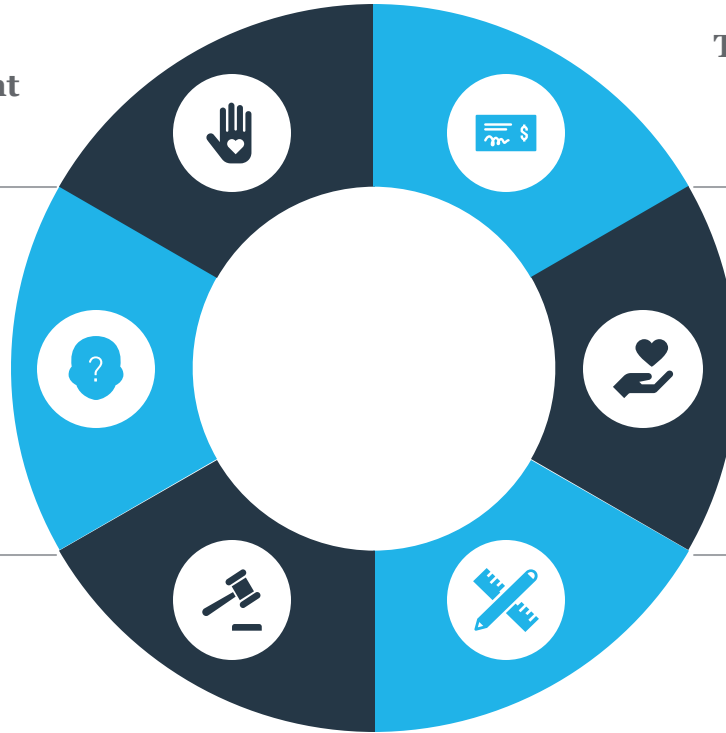
Patient Engagement Strategies

Strategies that can be implemented in the absence of technology

Early and ongoing involvement

Shared decision-making

Patient self-advocacy



Transparency and education on the workers' compensation system

Increased health literacy education and access

Patient activation—the skills, ability, and willingness to manage their own health and health care

Measurement

The impact of engagement efforts is critical to the cycle of improvement in patient care, outcomes, and experience



It does not have to be complicated

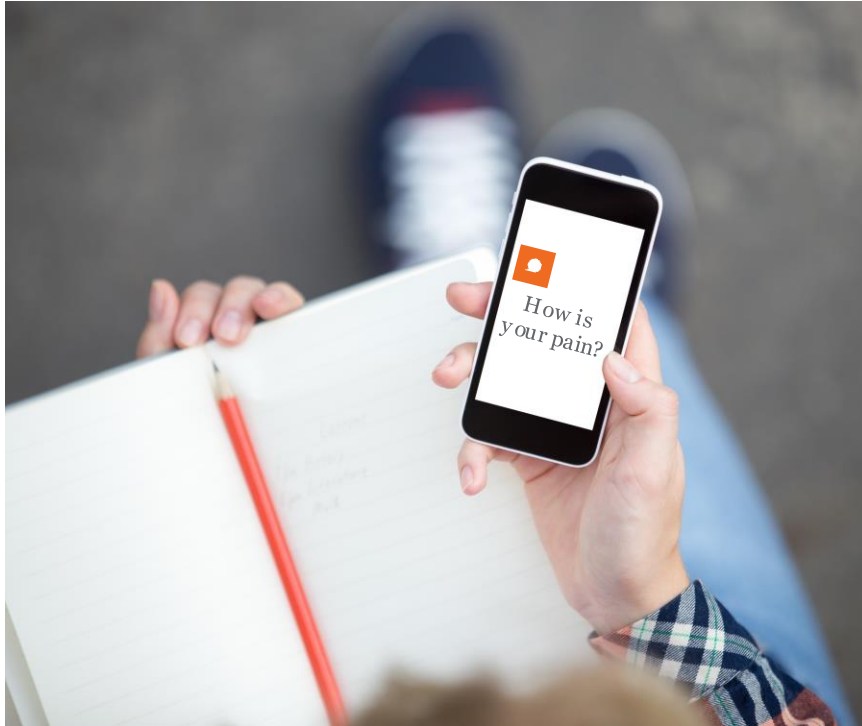
- ▶ One- to three-question surveys to assess satisfaction and activation
- ▶ Track touch points to measure compliance with relevant actions
- ▶ Track utilization of educational resources or programs offered to individuals
- ▶ Measurement can also focus on a specific outcome—like change in a clinical marker, care plan adherence, care utilization patterns

Patient Engagement Strategies

Example 1

It's More Than an App...

HERO MSKSM: Value-based care for musculoskeletal injuries



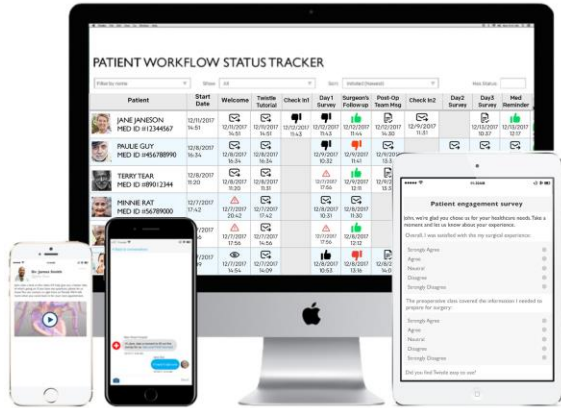
▶ Easy access to care team and recovery information

▶ Multi-modal communication channel

▶ Visibility into all areas of risk—not just biomedical

Data to Identify

HERO MSK: Value-based care for musculoskeletal injuries



Social determinants

Psychosocial

Functional status

Medical and surgical history

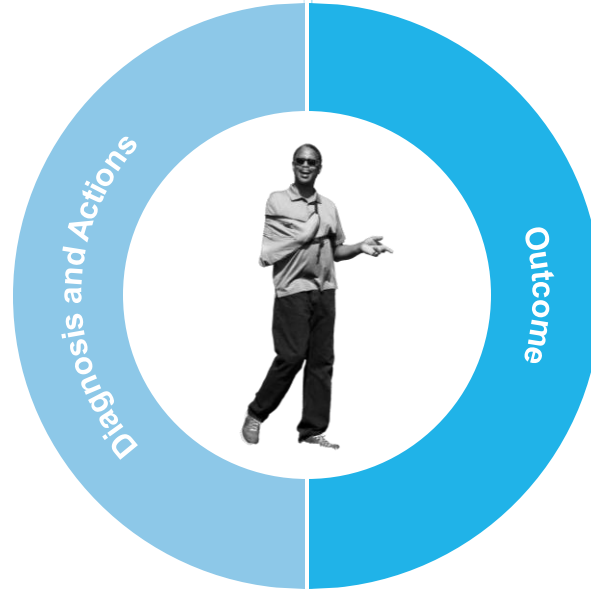
Pharmaceuticals

Evidence of Effectiveness

HERO MSK case study

Case Details

- ▶ Required rotator cuff repair
- ▶ Revealed the “truth” and identification of all potential risk factors
- ▶ Developed effective clinical and patient engagement strategies



- ▶ Improved functional status by 23%
- ▶ Discharged without issue
- ▶ Achieved MMI 130 days sooner than the ODG best practice the injury and surgical repairs
- ▶ Achieved release to return to work

Patient Engagement Strategies

Example 2

Health Literacy Solution

Welvie: A more powerful and effective way to help patients make health care decisions

- ▶ 6-step curriculum
- ▶ Focus on preference-sensitive surgery
- ▶ Eliminate inappropriate and optimize appropriate surgeries

Step 1:
Get the Right Diagnosis



Step 2:
Find the Right Doctor



Step 3:
Make a Decision



Step 4:
Learn about Hospitals



Step 5:
Prepare for Surgery



Step 6:
Recover at Home



Literacy Case Study

Health literacy is a key to improved outcomes

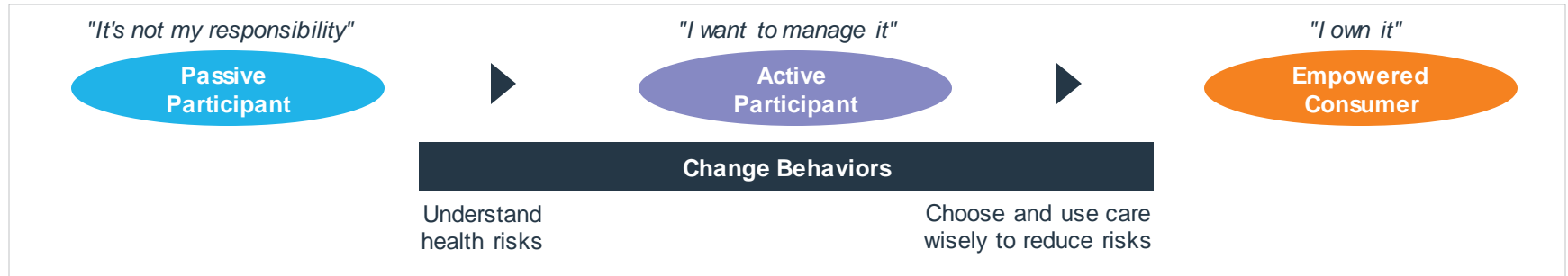


Jim's Background

- ▶ 50 years old
- ▶ History of overweight, diabetes, and hypertension
- ▶ 1-year history of chronic low back pain
- ▶ Referred to physical therapy and nutritional counseling
- ▶ Self-referred to a back surgeon at the recommendation of friends

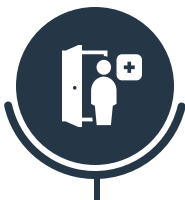
Health Literacy Deficiencies

- ▶ Doesn't understand the connected nature and risks of his chronic conditions
- ▶ Doesn't feel like physical therapy and diet counseling are worth his time
- ▶ Selected a surgical care path without a clear understanding of care options or risks
- ▶ Hasn't established a care relationship with a trusted provider



Evidence of Effectiveness

Welvie



Improving the experience of care

93% of participants report being better prepared to speak with their physician

99% of participants report Welvie helped them understand how to prepare for surgery

>8 how participants rate their trust of the information provided by Welvie, on a 1-10 scale



Improving the quality of care

103 Fewer readmissions per 1,000 patients in study year 1

28 Fewer hospital days per 1,000 patients over the course of the study

21 Fewer deaths per 1,000 patients over the course of the study



Reducing costs of health care

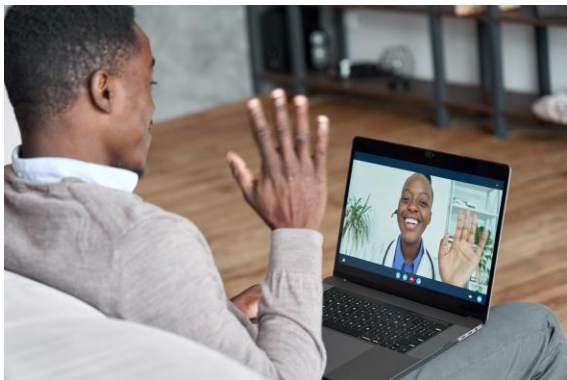
>4K avoided surgeries per 1 million commercial lives per year

>6K avoided surgeries per 1 million Medicare Advantage lives per year

Use of Tech in Patient Engagement Strategies

Emerging Technology

On the cutting edge—exploring the right solution for the patient



Telehealth

Access to the right provider



Remote Monitoring

A continual feedback loop



VR Therapy

Change the medium

Conclusion

- --- Increased patient engagement improves patient satisfaction and recovery and reduces costs
- --- Technology is effective, but not necessary, to implement a patient engagement strategy
- --- Key patient engagement strategies include early involvement, transparency, education, and empowerment
- --- Technology can generate a holistic view of and for patients—to provide insights to deploy patient engagement effectively

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- Questions submitted for Q&A will be answered by our panelists via an emailed FAQ document
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