

Empowering Patients to Take Charge of Their Health

CCM Summit Nov. 17th, 2015

Breakout Session Objectives

- Understand the concept of patient engagement
- Learn innovative projects working to improve engagement
- Identify at least one opportunity for engaging individuals and family members in “person- and family-centered care” in your community

Panelists

- Jeanine Stice, *Willamette Valley Community Health*
- Laura Fisk, *Yamhill Community Care Organization*
- Heidi Hill, *Jackson Care Connect*

What's the Issue?

“The most direct route to the Triple Aim is through the implementation of patient- and family-centered care in its fullest form.” –Don Berwick, former Administrator of CMS

- Evidence indicates individuals more engaged in their health and health care experience better health outcomes and incur lower medical costs.
 - Preventive behaviors
 - More disease specific self-management behaviors
 - Healthy behaviors
 - More health information seeking behaviors
 - Avoid health damaging-behaviors

New Era of Patient Engagement...

“Patient Engagement is the Blockbuster Drug of the Century” *Health Affairs, Feb. 2013*



“Patient-centeredness and patient engagement become mere buzzwords if patients' choices and values are discounted or undermined once they're in the system.”

– *Molly Mettler, Senior Vice President for Healthwise*



Individual Engagement & Activation

- **Engagement** encompasses individuals, families, their representatives, and health professionals working in active partnership across the health system.
- **Engagement activities** range along a continuum, from consultation to partnership; the willingness and ability of individuals to engage affected by multiple factors.
- **Activation** refers to an individual's knowledge, skills, ability and willingness to manage his or her own health.

Person- and Family-Centered Care

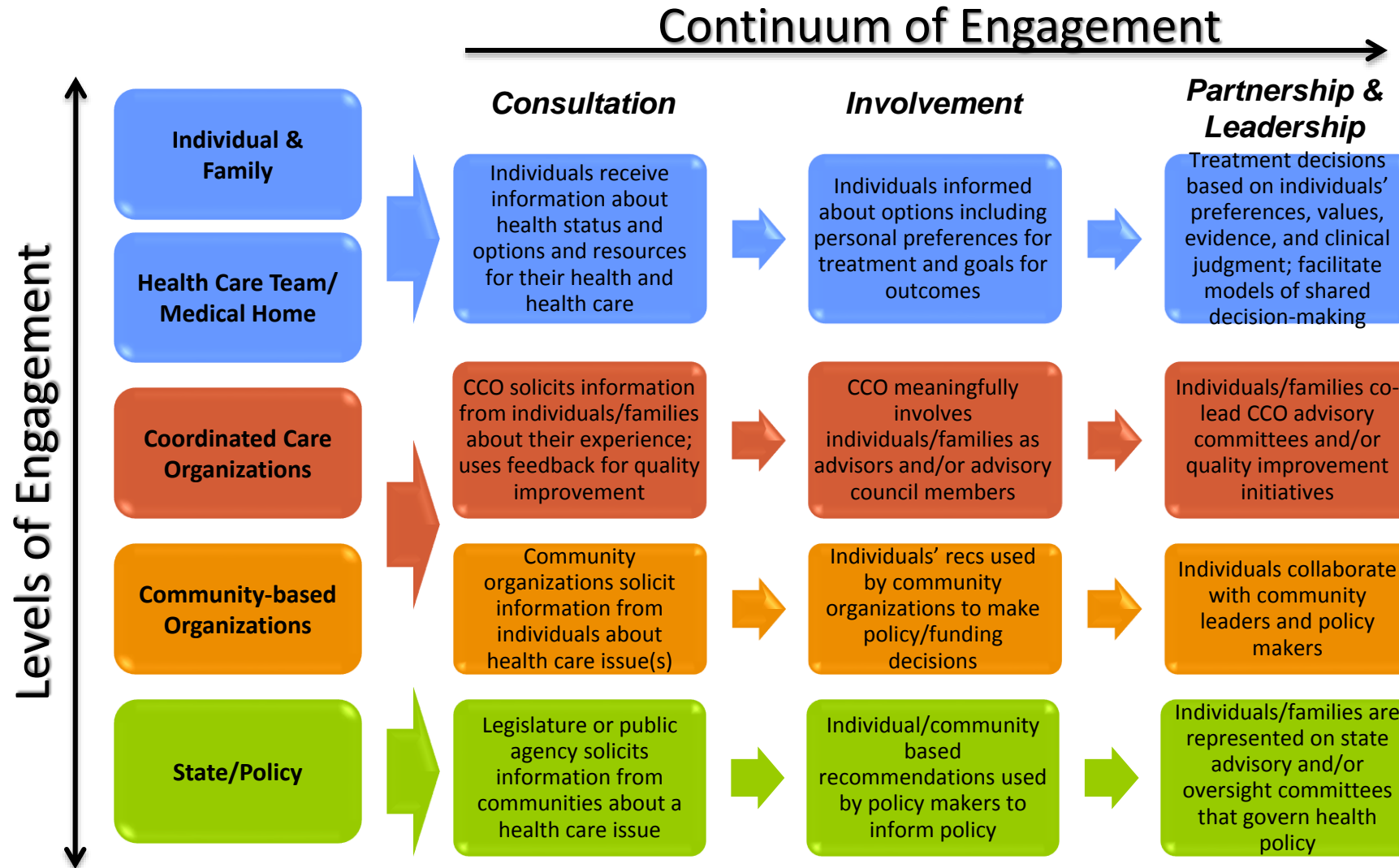
- People are treated with respect and dignity.
- Health providers constructively share complete/unbiased information with individuals & families.
- Collaboration & engagement among individuals, families and providers occurs at four levels: clinical encounter, practice/organizational level, community, and public policy.
- Individuals & families encouraged and supported to participate in care and decision-making at the level they choose.

Challenges Faced by Individuals

- Limited education
- Limited literacy and health literacy
- Lack of resources
- Limited access to child care services
- Limited access to timely /appropriate transportation
- Unhealthy physical environment
- Chronic stress
- Social exclusion/isolation
- Physical and mental capacity
- Survival mentality
- Health care professionals lack of cultural sensitivity toward low-income and diverse populations

Source: Maree, G. Personal Responsibility in Medicaid: Challenges and Opportunities. Legislative Briefing. Topeka, Kansas. February 19, 2009. *Kansas Health Institute*.

A Multidimensional Framework for Individual And Family Engagement In Oregon



Factors influencing engagement:

- Individual (beliefs about role/activation level, health status, self-sufficiency, health literacy, education)
- Organization (policies, practices, language, terminology, and culture)
- Society (social norms, regulations, policy, language and terminology)

Framing Questions

- Why is it difficult to get individuals engaged in their own care, and how is your organization working to improve the issue?
 - How to continue to move from “**What's the matter**” to “**What matters to you?**”
- How to shift the focus of care from each condition to the *whole person*?
- Explore opportunities to better understand your community, look outside the system and create new connections.
 - The notion of “*prescribing*” solutions to social needs? (e.g. food, housing, job training, day care)
- Looking ahead, how to create and sustain opportunities across all levels of the health system to support OHP members as integral partner?



I'VE LOOKED UP MY SYMPTOM ON THE INTERNET AND I THINK I'VE GOT ALL THESE LIFE THREATENING ILLNESSES

