

Welcome to Workshop

Successful Strategies for
Electronic Patient Engagement

Feb/7/2017

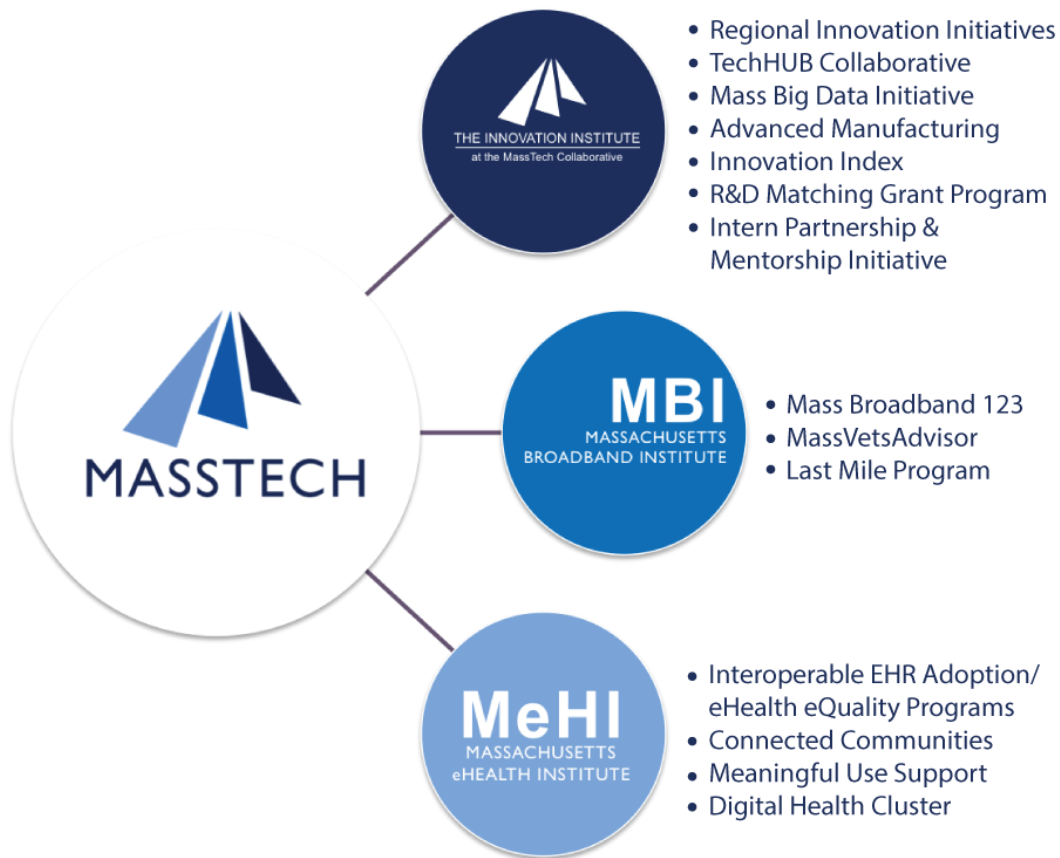
Welcome and Introduction to Strategy Development
Rik Kerstens



Today's Agenda and Speakers

8:30 – 8:40 AM	Welcome and Introduction to Strategy Development Rik Kerstens , eHealth Services Director, MeHI
8:40 – 9:10 AM	Strategies for Advancing Patient Engagement and Outcomes through Patient Portals Rose Maljanian , Chairman & CEO - HealthCAWS
9:10 – 9:50 AM	Evaluating Clinical Workflows to Optimize Quality, Efficiency, and Patient Experience Michele Kelvey-Albert , Vice President Consulting Services - Qualidigm
9:50 – 10:00 AM	<i>Break</i>
10:00 – 10:30 AM	Meaningful Use Stage 3 / QPP ACI Strategies for Using Mobile Apps to Meet the API and VDT Requirements Joe Kynoch , Technical Project Manager MeHI Lis Renczkowski , Content Specialist MeHI
10:30 – 11:00 AM	APIs that Drive Practice Efficiency and Utility of Patient Portal Data Matt Ripkey , Director Business Development - Redox
11:00 – 11:40 AM	Panel discussion and Q&A Filling Gaps in Patient Portal Features and Related Quality Improvement Efforts
11:40 – 11:50 AM	Session Wrap-up – Rik Kerstens
12:00 – 1:00 PM	<i>Networking Luncheon</i>

MeHI Overview – We Exist to Assist



MeHI is designated state agency for:

- Coordinating health care innovation, technology and competitiveness
- Accelerating the adoption of Health IT
- Promoting Health IT to improve the safety, quality and efficiency of health care in Massachusetts
- Advancing the dissemination of EHR systems in all health care provider settings

MeHI is a division of the Massachusetts Technology Collaborative, a state economic development agency



Today's Workshop is about Strategy

Effective Strategies Include

- Business/Clinical Strategy
- Implementation Strategy

Strategy Addresses

- What customers / patients want
Patients have a choice to go elsewhere
- Expertise and needs of employees
- Positive outcome: ROI and Impact
- Laws and regulations

Strategy Incorporates

- Vision, Mission and Scope of Business
- Goals and Objectives
- Focus on Achievable
- Choices and Trade-offs

Strategy Implementation Includes

- People / Resources
- Workflow Processes
- Support Systems
- Organizational Behavior

Strategy: The Path from Ideas to Opportunities

IDEATION

- Freely brainstorm ideas for improvements
- Don't yet evaluate - stops the process
- Don't criticize - undermines the process

OPPORTUNITY ANALYSIS

- Ideas aren't necessarily viable, or a good fit
- Assess what the ideas take to implement
- Estimate Value versus Cost (ROI & Impact)
- Evaluate sustainable Fit and Buy-In

OPPORTUNITY SELECTION

- Select the ideas that are viable opportunities
- Define how you will address these opportunities

Strategy: Other Critical Design and Implementation Activities

Project Management

- Define road map, priorities, timeline
- Track progress; Manage staying on course; Course corrections
- Identify sponsors, process owners, champions, specialists, participants

Process Design and Management

- Map out process improvements and new processes
- Design, Implementation, Prototypes, Testing, Pilots, Rollout...

Systems Design and Management

- Define systems needed to automate or support the processes
- Design, Implementation, Prototypes, Testing, Pilots, Rollout...

Change Management

- Define buy-in strategy for processes, systems, organizational behavior
While change can be decreed, it only works well if stakeholders buy in

Key Drivers for “Patient Loyalty” & “Patients Taking Ownership of Own Care”

What Do Patients Want?

#1 Quality Outcome: Stay healthy / Get better when issues arise

#2 Patient Experience: Have positive experience and feel involved

#1 Desired Quality Outcome

Trust

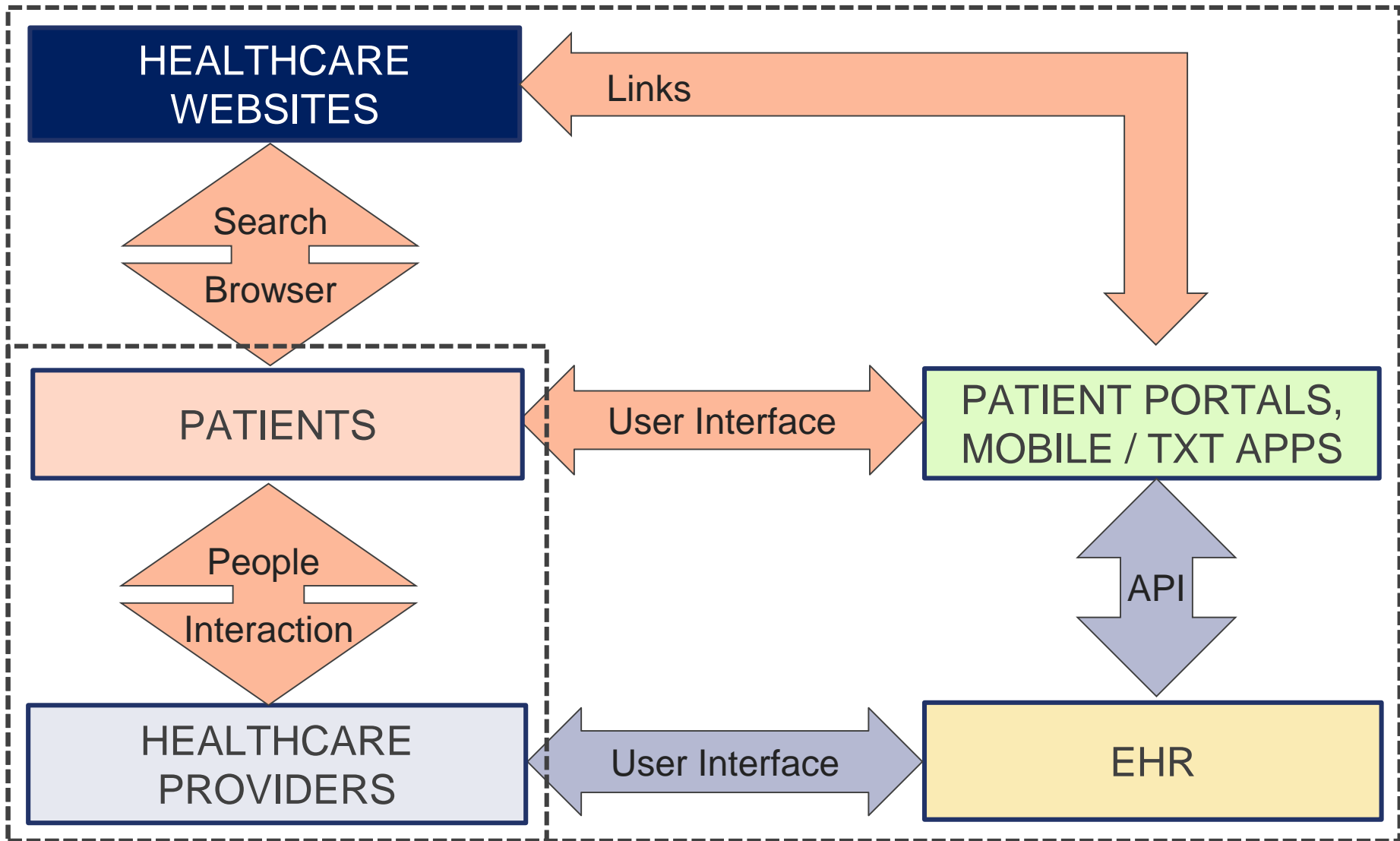
- My care providers know what they are doing
- My care team cares and does its best to make me better
- My care team collaborates and communicates
- My care team follows up with me

#2 Desired Patient Experience

Satisfaction

- Be enabled to participate in my care coordination
- Be treated humanely with empathy and respect
- Receive proper guidance on what is going on, and what to do
- Be able to ask questions later when I don't understand
- Be taken seriously if I self-diagnose, even if I am wrong

Patient Engagement occurs via People and Systems



Electronic Patient Engagement (EPE) is More than Providing Access

Opportunity to enhance Care Quality and Patient Experience

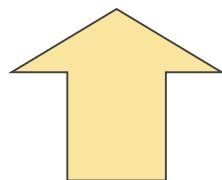
- Make patients feel part of their care process
- Improve care coordination with patient
 - Educate patients before and after visits
- Monitor patient and electronically follow up
 - Obtain patient input or vitals remotely
 - Discover trends in inputs or vitals
- Improve treatment and medication adherence
- Manage rather than fight self-diagnosis trend

Staying Connected:

- Shows you care
- Improves health
- Builds trust
- Keeps satisfied



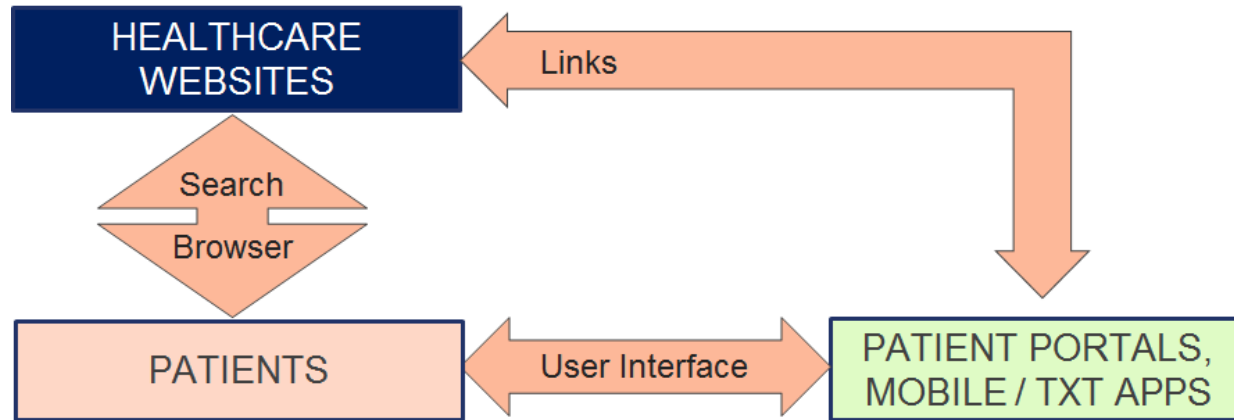
- Earns loyalty
- Earns references



Meet MU and QPP Regulations

- Intent is to enhance quality and patient experience
- Earn Incentives

Example Strategy: Manage Patient Self-Diagnosis



Patients use websites to self-diagnose, whether providers like it or not

- Self-diagnosis drives patients to providers, whether diagnosis is correct or not

Opportunity: If you can't beat them, join them

- Use patient portal to provide useful education links
- Add guidance as to how to use web information properly
- When patients misdiagnose, re-educate with empathy

Today's Guest Speakers

HealthCAWS – Rose Maljanian – Founder, Chairman and CEO

- 30 years experience in health care
- Serves as: Chairman of the Board for Population Health Alliance, Co-chair of URAC Measures Advisory Group, and Member of RISE association Quality Advisory Board
- Previously: SVP Product Innovation at Magellan; VP Clinical Interventions at Humana; and Chief Executive at Institute for Outcomes Research and Evaluation at Hartford Hospital
- Focused on making health care more affordable by aligning accountability models and support for success, through patient and provider portals, and advisory services
- BS in nursing, MBA, was Critical Care Certified

HealthCAWS co-organized this event, and sponsored all meals

Today's Guest Speakers

Qualidigm – Michelle Kelvey-Albert – Vice President

- 20 years experience in health care quality improvement
- Manages a Transformations services team including Health IT, Workflow redesign, and Patient Centered Medical Home (PCMH) initiatives
- Serves as regional lead for cardiac health task for 6 NE states under CMS QIN/QIO contract
- Manages Advanced Medical home project for State of CT Innovation Program Management Office, the Community and Clinical Integration Program (CCIP) implementation providing technical assistance and a Learning Collaborative to support up to 1400 PCPs
- Experienced in improved performance in the outpatient practice
- BA Psychology, Masters Public Health, NCQA training in PCMH and ACO

Today's Guest Speakers

Redox – Matt Ripkey Senior – Director Business Development

- Passionate about EHR adoption and digitized health care
- BS with double major in finance and management
- Redox was a participant in Pulse@MassChallenge, Massachusetts's Digital Health Innovation lab in Boston. Pulse is dedicated to digital health innovation and convening. MeHI provides grant funding and strategic support to catalyze the Pulse digital health initiative
- Redox makes innovation accessible to Hospitals by making interfaces to core EHR systems. They offer a vendor / standards / connectivity agnostic platform for bi-directional healthcare data exchange
- Through their advanced API Redox has integrated with all major EHR vendors and numerous PHR and Care Management platforms

Seeking Participants for MeHI's 2018 Spring Learning Collaborative

Increasing HIE Adoption on the Receiving Side through Process Improvement

- Learning Collaborative is all about strategy
- Change Management Course
- Process Mapping and Protocol Analysis Course
- Participant discussions to refine the course materials

If Interested Contact Lis Renczkowski

Change Management Course Agenda

Presentation Slides and Discussions

- Why create a **Buy-In Strategy**?
- Team Leadership for **Buy-In**
 - Profile and Coaching Style
- Project Team versus **Buy-In**
 - Stages of Team Building
 - Team Conflict Resolution
 - Learning to Collaborate
 - Enabling Performance
 - Project Planning
 - Methods and Tools
 - Opportunity Analysis
 - Flexibility for Perspectives
 - Enabling Negotiation
- Prototypes, Pilots, Rollouts for **Buy-In**