Nine Elements of Effective Patient Engagement

Wolters Kluwer

Patient Engagement in Today's Healthcare Environment

Today, healthcare organizations are challenged with a dynamic landscape—one that requires them to simultaneously evaluate and deploy new models of care, scalably manage the health of diverse, expanding populations and drive improved outcomes. But, with all this change, the importance of engaging people in their health and wellbeing has remained constant. Yet, effectively engaging people to take active roles in their health and well-being is a challenge, and finding a solution to help can be just as difficult.

This white paper helps to identify the nine elements of an effective engagement solution so your organization can take an informed step toward engaging people in their wellness and improving clinical and financial success.

An effective patient engagement solution:

1. Understands how engagement helps meet key clinical and financial challenges

2. Knows how to synthesize and deliver understandable and actionable information

3. Facilitates engagement in all settings, across lifetimes

4. Utilizes scalable, proprietary and expertly-designed technology

5. Integrates seamlessly into existing systems and workflows

6. Tracks and reports results, down to the individual level

7. Provides ROI through improved clinical and financial results

8. Is backed by a leading organization with a proven track record

9. Offers information to patients that is consistent with clinicians' reference materials

1

Understands how engagement helps meet key clinical and financial challenges

Like any business, healthcare organizations are challenged to reduce costs, drive revenue and deliver high quality clinical outcomes. However, as the industry shifts from fee-for-service to fee-for-value, meeting key clinical and business challenges cannot be met without effective patient engagement.

An effective patient engagement solution supports efforts to address clinical guidelines and requirements (Centers for Medicare and Medicaid Services, The Joint Commission, Agency for Healthcare Research and Quality, American Hospital Association, National Patient Safety Foundation, etc.) to:

- Improve the patient and member experience
- Improve operational and financial performance
- Effectively scale population health management
- Enhance quality care transitions
- Operationalize new models of care

2

Knows how to synthesize and deliver understandable and actionable information

Effective patient engagement imparts information that will actually change behaviors and improve outcomes, and this information must be rooted in a deep understanding of people—how they behave, communicate and learn.

An effective patient engagement solution:

- Delivers information that is developed with an understanding of human behavior, including what triggers better habits and what motivates action
- Delivers information that is developed with an understanding of how people comprehend information and addresses various learning styles, at appropriate health literacy levels
- Sets expectations and provides unbiased information in ways people understand, without defining them by their illness or condition
- Normalizes common personal or difficult questions to reduce anxiety and instill confidence in their own abilities to tackle health challenges
- Is developed by medical writers and advisors and integrates patient and user input and feedback to ensure it proactively addresses their questions and concerns
- Is reviewed annually for medical accuracy

3

Facilitates engagement in all settings, across lifetimes

For most people, being a "patient" is just one step along a lifecycle. The majority of the time, people are largely unaware of the need to actively manage their health and well-being. And, when they become patients, it's just as crucial for them to take active roles in their health. Yet, they often do not have the tools, understanding or motivation to do so. Effective patient engagement supports the needs of people in every setting, across lifetimes.

An effective patient engagement solution helps engage people to:

Proactively maintain well-being by

- Scalably engaging people to take action in their wellness before they become patients
- Helping people understand what it is they need to do and why it is important, while also giving them the tools to make taking that action effective and easier
- Motivating people to proactively prepare for the future by engaging them to participate in advance care planning

Manage a condition

- Helping people receive consistent guidance, whether they are acutely ill or suffering from chronic conditions
- Informing people about their condition so they gain insight into the near–and long-term effects

Choose treatment that is right for them by helping people

- Understand all of their options during preference-sensitive treatment decisions
- Take part in shared decision making
- Understand and weigh the risks and benefits of treatment
- Work with their healthcare team to choose a treatment that aligns with their personal values, goals and preferences
- Take time to consider their options, at their pace so they can engage in calm deliberation

Prepare for treatment or a procedure by helping people

- Understand what the treatment is, how that treatment is performed and what they need to do before and after treatment
- Identify signs of infection or other issues so they can get timely follow-up treatment when needed
- To set their expectations and reduce their anxiety, so they can be calm and confident for their procedure

Transition from hospital to home

- Informing people about what they need to do to be well
- Motivating them to take the appropriate actions for recovery
- Instilling confidence in their ability to successfully manage their health at home
- Asking self-reporting questions about patient status
- Notifying providers of patients potentially at-risk for readmission or complication
- Giving their family caregivers the information they need to assist with recovery
- Helping people return to proactively maintaining their well-being

4

Utilizes scalable, proprietary and expertly-designed technology

Compared to traditional modes of communication, technology-based patient engagement can provide personalized, intuitive, low-effort experiences, foster emotional connections, improve comprehension and retention as well as inspire positive, confident attitudes surrounding the ability to manage one's own health.

Therefore, an effective patient engagement solution is technology-based, including:

- Multi-modal, multimedia solutions, combining voice, text and animation, ideal for multiple learning styles, various health literacy levels, and improved comprehension and retention
- Automated, interactive voice response technology that helps to scale resources and maximize outreach to individuals and entire populations
- The ability to notify people when an engagement solution is prescribed
- The ability to alert people when they are due for a screening, test, appointment, etc.
- The ability to assess patient status or collect user feedback
- The ability to drive and track engagement across lifetimes
- Experiences that are personalized, dynamic and available on multiple devices
- The ability to leverage and complement existing IT investments
- The ability to deliver reports regarding engagement success

"We know that, at its core, it's about improving outcomes. Whether you're still in a fee-based environment or have made the leap to value-based care, your end goal is higher quality care."

Diana Nole
CEO, Wolters Kluwer Health

5

Integrates seamlessly into existing systems and workflows

In having a deeper understanding of people, effective patient engagement solutions support the needs of healthcare providers, payers, and professionals, and all those for whom they provide or manage care.

An effective patient engagement solution:

Addresses workflow issues

- It can be used inside and outside of immediate care settings
- It can be implemented differently by service line
- It can be prescribed in one setting and monitored in another
- It provides information about utilization from all active users
- It allows the integration of third-party content
- It addresses specific, unique provider needs
- It provides support staff for roll out and implementation

Supports information technology and integration:

- It can be integrated into multiple Electronic Medical Record (EMR) systems
- It can operate on a stand-alone basis
- It can be prescribed from within EMR systems
- It provides a record of patient interaction stored in EMR systems
- It can be prescribed through a patient portal
- It eliminates the need to purchase hardware or software
- It is an ASP/Hosted model

Is available on a variety of devices:

- Computers
- Tablets
- Phones
- In-room video systems
- Kiosks
- Portals

Is HIPAA compliant

Allows people to access information at a time and place of their choosing

Provides information that can be viewed multiple times, including information for family and loved ones

Does not require the download of applications or third-party software

6

Tracks and reports results, down to the individual level

A major unifying goal that now pervades healthcare is accountability. Effective patient engagement solutions contain tools that allow healthcare organizations to measure their impact from multiple perspectives. The ability to confirm that an individual receives and reviews information prescribed is a fundamental measure needed to quantify impact.

An effective patient engagement solution:

- Tracks when individuals have started to engage with the solution
- Tracks when individuals have completed engaging with the solution
- Tracks specifics of each individual encounter (e.g. time, duration, questions, feedback)
- Documents program completion rate by:
  - Age
  - Gender
  - Provider
- Can be started on one device, finished on another and still be tracked
- Provides reporting dashboards that indicate success toward identified clinical and financial objectives

7

Provides ROI through improved clinical and financial results

Healthcare organizations are accountable for outcomes and their patient engagement partners should be as well. An effective patient engagement solution should be supported by hard dollar ROI studies that are impartially funded and conducted.

An effective patient engagement solution:

- Is supported by multiple clinical and financial outcome studies
- Has supporting data shown to improve:
  - Patient satisfaction
  - Operational efficiencies (e.g. consult length, call volume, LOS)
  - Clinical outcomes

8

Is backed by a leading organization with a proven track record

Investing in an engagement solution to support key business objectives is a critical decision. Effective patient engagement solutions have the appropriate experience and staff to support the success of both healthcare organizations and the people they serve.

An effective patient engagement solution:

- Engages people "outside the four walls"
- Is utilized by leading health systems, hospitals, healthcare plans and independent physician groups
- Has a dedicated support team for your organization that provides personal attention and ongoing assistance
- Has referencable accounts of varying scope and size

9

Offers information to patients that is consistent with clinicians' reference materials

Patients should be getting information that is aligned with what their health professionals are using to support clinical decisions. Consistent, evidence-based information resources across the continuum of care help reduce unwanted variability in care and improve the understanding and expectations of patients, which can save money and prevent errors

An effective patient engagement solution:

- Delivers health information that is clinically accurate
- Aligns with the decision resources that health professionals use to make care decisions, including medication and condition-management topics

**EXPERIENCE AND COMMITMENT DRIVES
EMMI'S UNIQUE APPROACH**

Emmi brings over 15 years of experience, and has worked with hundreds of hospitals, health systems, health plans and other healthcare organizations. Our success is built on our one-of-a-kind approach to engagement methodology, our technology platform, our partnership with clients and how we analyze outcomes.

We want you to get the full value of your investment, so we provide a dedicated team to help you achieve success. Leveraging our deployment experience in over 10,000 settings helps us design a plan that meets your organization's goals.

And, we're in it for the long haul—as an active partner, we work closely with you to support emerging business needs, and our research team analyzes your data to ensure we achieve optimal results.

See for yourself why our solution has been prescribed to millions of people and utilized by leading healthcare organizations. Contact us to learn more.
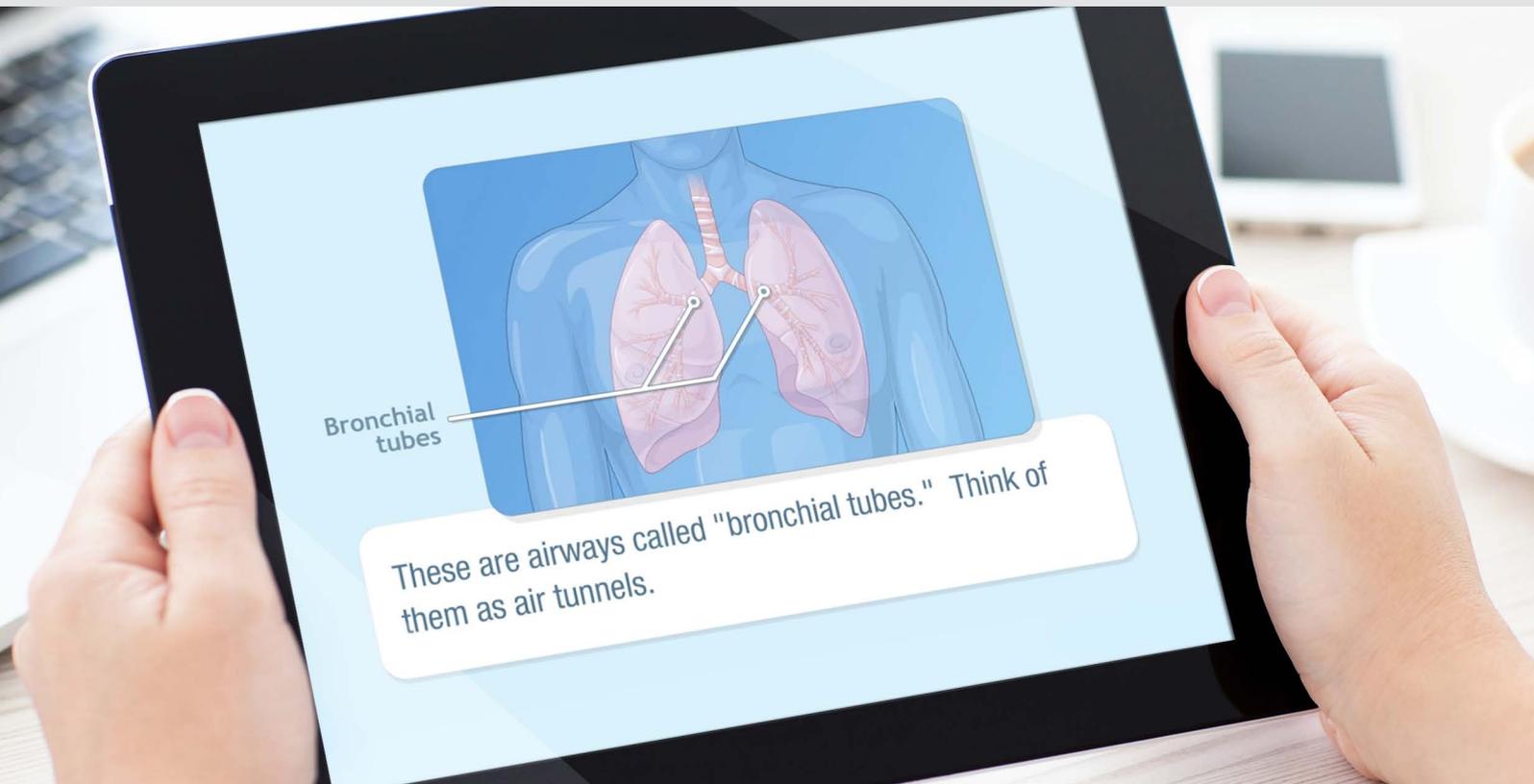
Emmi
300 West Adams, Suite 1200
Chicago, Il 60606
US/CAN: tel 1.312.236.3650

Please visit **www.emmisolutions.com**
for more information

Wolters Kluwer