The Power of Patient Perspectives

Compassion in Action Webinar Series
February 12, 2019
Stephanie Adler Yuan
Director, Education & Training
The Schwartz Center for Compassionate Healthcare
This webinar is funded in part by a donation in memory of Julian and Eunice Cohen.

You may submit a question by typing it into the Question and Answer pane at the right of your screen at any time.

Please respond to audience polls by clicking on the answer of your choice.

We value your feedback! Please complete our electronic survey following the webinar.
Host

Beth Lown, MD
Medical Director
The Schwartz Center for Compassionate Healthcare
Today’s Speaker

Gregory Makoul, PhD MS
Founder and CEO
PatientWisdom, Inc.

Professor of Medicine | UConn School of Medicine
Faculty | Yale School of Medicine
Editor-in-Chief | Patient-Centered Innovation
(special section of Patient Education & Counseling)
Overview

Goals
▪ Recognize how patient stories can inform health professional education and serve as a touchstone for practice
▪ Describe how finding out what matters to patients can improve the experience and delivery of care in everyday practice

Highlights
▪ Xs and Oh! – Patient-centered care sounds simple, but simple things can be hard
▪ Patient Narrative Videos – Focusing trainees, faculty, staff, and leadership on the illness experience
▪ Concepts of Health – An example of how patient perspectives broaden professional perspectives
▪ Patient-Generated Contextual Information – Bringing ‘what matters’ to everyday clinical practice

Disclosures
▪ Greg is Founder and CEO of Patient Wisdom, Inc. and will show screenshots to illustrate one way of integrating ‘what matters to patients’ into the workflow.
FROM THE OXFORD STUDY CODEBOOK

IF, DURING A PARTICULAR TURN, THE MD OR PT IS NOT TALKING ABOUT A PROBLEM OR SOLUTION, WE WILL NOT CODE THAT TURN. INSTEAD, MARK AN “X” ON THE APPROPRIATE LINE.

Xs and Oh!

PT: X

MD: X

PT: X

MD: P₁H?

PT: P₁H

MD: P₁H?

PT: P₁H, P₁E

MD: P₁E#, P₁H?

PT: P₁H

MD: P₁D>
Sharing patient stories changes lives. And culture.


Patients recorded their own stories
Concepts of Health

Physical  70%

Psychosocial

Control  24%

Capacity  26%

112 6%
817 43%
214 11%
162 8%
199 10%

Note:  N=1917. Only areas with numbers shown are drawn approximately to scale. Unlabeled areas equal 34 (2%) participants or fewer.

## Better communication = Better outcomes

<table>
<thead>
<tr>
<th>Patients and families feel better.</th>
<th>Clinical encounters work better.</th>
<th>Health organizations do better.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Speech bubble" /></td>
<td><img src="image" alt="Hand with thumbs up" /></td>
<td><img src="image" alt="Hospital building" /></td>
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<tr>
<td><strong>↑ PATIENT SATISFACTION</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td><strong>↑ PROVIDER SATISFACTION</strong>&lt;sup&gt;4&lt;/sup&gt;</td>
<td><strong>↓ READINGMISSION</strong>&lt;sup&gt;7&lt;/sup&gt;</td>
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<td><img src="image" alt="Law gavel" /></td>
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<tr>
<td><strong>↑ HEALTH OUTCOMES</strong>&lt;sup&gt;2,3&lt;/sup&gt;</td>
<td><strong>↑ ADHERENCE</strong>&lt;sup&gt;3,5,6&lt;/sup&gt;</td>
<td><strong>↑ COMPETITIVE ADVANTAGE</strong>&lt;sup&gt;9&lt;/sup&gt;</td>
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<td><strong>↑ MALPRACTICE</strong>&lt;sup&gt;8&lt;/sup&gt;</td>
<td><strong>↑ LOYALTY</strong>&lt;sup&gt;10&lt;/sup&gt;</td>
<td><strong>↑ MARGINS</strong>&lt;sup&gt;7&lt;/sup&gt;</td>
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Modern medicine’s true healing potential depends on a resource that is being systematically depleted: the time and capacity to truly listen to patients, hear their stories, and learn not only what’s the matter with them but also what matters to them.

Dr. Rana L.A. Awdish & Leonard L. Berry, 10/09/2017

Patient Engagement Strategies Lack Patient Voice, Consumer Input
92% of healthcare organizations value patient engagement strategies, but most do not incorporate the patient voice into designing those efforts.
1/29/2018 from Health Care Transformation Task Force

It would be relevant to me if you joined me in what I'm doing instead of trying to "engage" me in what you're doing
#MedX
9/17/16, 11:32 AM from Stanford, CA
Why should we care?  
Better care.

11%  
Visits in which clinicians have a complete picture of their patients’ agenda


3.7x  
Improvement in health outcomes with patient contextual data

Opportunity: Make it easy to focus on what matters

Patients have brief encounters with healthcare providers, but deal with health more than 5,000 waking hours per year.

- Knowing what matters to them is valuable. Yet mostly unheard.
- Need an easy, systematic way to capture and share what they see as important.

Providers are busier than ever, making it harder to connect with their patients.

- 15 minutes per patient, 67% of time on EHR/deskwork, 54% report burnout.
- Need a quick, reliable way to learn about the whole patient – in the workflow.

Most organizations approach patient engagement on their terms, not on patients’ terms.

- True engagement improves decisions, outcomes, experience, and loyalty.
- Need clear lines of sight to meaningful summaries of patient perspectives.
USER-CENTERED
Mobile-responsive
Co-designed with users
Available in English and Spanish

SECURE
HIPAA compliant
Sequestered identifiers
Thorough encryption

INTEGRATED
APIs for EHR and portal integration
Part of standard intake process
Part of the workflow
Doing better without taking longer

< 20 seconds
time it takes for busy providers to read the inSIGHT summary before seeing a patient

82%
of providers confirm that PatientWisdom helps them know what’s important to their patients

90%
of patients say PatientWisdom improves communication with doctors who use it

95%
of visits using the inSIGHT summary rated as going ‘extremely well’, a marked improvement

10.7%
reduction in new patient no-show rates
Patient perspectives: The key to real transformation

<table>
<thead>
<tr>
<th>FROM HEALTH TRANSACTIONS</th>
<th>TO HEALING RELATIONSHIPS</th>
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<tbody>
<tr>
<td>Patients as cases</td>
<td>Patients as humans</td>
</tr>
<tr>
<td>What’s the matter with you?</td>
<td>What matters to you?</td>
</tr>
<tr>
<td>Within the care setting</td>
<td>Beyond the care setting</td>
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<tr>
<td>Burn-out in practice</td>
<td>Joy in practice</td>
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<tr>
<td>Disconnected</td>
<td>Engaged</td>
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We have to ask ourselves this question: What stories are we not hearing?
Sachin H. Jain, Chief Medical Information and Innovation Officer, Merck; now CEO, CareMore

The key to improving healthcare is to listen. Really listen.
Dr. Donald Berwick, President Emeritus, Institute for Healthcare Improvement; former administrator, CMS

Listen to your patient; he is telling you the diagnosis.
Sir William Osler, founder The Johns Hopkins Hospital

Patient engagement is the blockbuster drug of the century.
Leonard Kish, Digital Health Strategist
Dr. Farzad Mostashari, Former Head, Office of the National Coordinator for Health IT
Questions & Answers

Type your questions in the Questions Pane on your screen at any time.
Thank you for participating in today’s session.

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