The Power of Patient Perspectives

Compassion in Action Webinar Series
February 12, 2019
Moderator

Stephanie Adler Yuan
Director, Education & Training
The Schwartz Center for Compassionate Healthcare
Audience Reminders

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.

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.
Reality check: Patient-centered care sounds simple

Respect patients as people.
Pay attention to patient perspectives.

Simple things can be hard.
Solutions have to be easy.
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.

<table>
<thead>
<tr>
<th>PT</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>P₁H?</td>
</tr>
<tr>
<td>P₁H</td>
<td></td>
</tr>
<tr>
<td></td>
<td>P₁H?</td>
</tr>
<tr>
<td>P₁H</td>
<td>P₁E</td>
</tr>
<tr>
<td>P₁E#, P₁H?</td>
<td></td>
</tr>
<tr>
<td>P₁H</td>
<td></td>
</tr>
<tr>
<td></td>
<td>P₁D&gt;</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>PT</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$H?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$H</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$H?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$H, $P_1$E</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$E#, $P_1$H?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$H</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$P_1$D&gt;</td>
</tr>
</tbody>
</table>

Sharing patient stories changes lives. And culture.

患者的记录了自己的故事


Concepts of Health

Are you healthy?
How do you know?
Polling Question 1

Physical Capacity

Psychosocial

Are you healthy?

How do you know?

Control
Concepts of Health

Physical
- 70%

Psychosocial
- 11%

Capacity
- 26%

Control
- 24%

Note: N=1917. Only areas with numbers shown are drawn approximately to scale. Unlabeled areas equal 34 (2%) participants or fewer.
When you hear people say why they love their doctor (nurse, et al) or they don’t…

What do they say?
Better communication = Better outcomes

Patients and families feel better.

- ↑ PATIENT SATISFACTION¹
- ↑ HEALTH OUTCOMES²,³

Clinical encounters work better.

- ↑ PROVIDER SATISFACTION⁴
- ↑ ADHERENCE³,⁵,⁶

Health organizations do better.

- ↓ READMISSION⁷
- ↓ MALPRACTICE⁸
- ↓ MARGINS⁷
- ↑ COMPETITIVE ADVANTAGE⁹
- ↑ REIMBURSEMENT¹¹
- ↑ LOYALTY¹⁰
- ↑ 50% MORE

Content © Copyright – PatientWisdom, Inc. – All rights reserved
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

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.
Before Visit

People use PatientWisdom to share ‘stories’ about themselves, their health, and their care.
Every member of the care team has easy access to inSIGHT summaries — via the EHR — to quickly learn what matters to patients as people.
Patients, Families, Caregivers

**AFTER VISIT**

WE CAN PING PATIENTS TO GAUGE PROVIDER COMMUNICATION AND/OR UPDATE IDEAS FOR IMPROVEMENT
ACROSS VISITS

LEADERS SEE INTUITIVE VISUALIZATIONS WITH THEMES, SUBTHEMES, AND SENTIMENT — WITH DRILL DOWN TO DE-IDENTIFIED INDIVIDUAL COMMENTS
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

FROM
HEALTH TRANSACTIONS

Patients as cases
What’s the matter with you?
Within the care setting
Burn-out in practice
Disconnected

TO
HEALING RELATIONSHIPS

Patients as humans
What matters to you?
Beyond the care setting
Joy in practice
Engaged
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

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

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

Sir William Osler, founder The Johns Hopkins Hospital
Questions & Answers

Gregory Makoul, PhD MS
Founder and CEO
PatientWisdom, Inc.
gmakoul@patientwisdom.com

Beth Lown, MD
Medical Director
The Schwartz Center for Compassionate Healthcare

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

Please take a moment to complete the electronic survey upon exiting today’s program.

Visit theschwartzcenter.org for more details or to register for a future session.

Look for our webinar email invitations and share them with your friends!