Defining and Implementing Authentic Patient and Professional Partnerships

October 1, 2014
Objectives for the Discussion

• To assist members in developing highly effective strategies for patient and professional partnerships
• Provide guidance to CHQC on role of the coalition in improving patient and consumer engagement and authentic partnerships to improve children’s health
A Few Definitions

• **Patient Activation:** having the skill, knowledge and confidence to participate in care and decision-making; research indicates positive impact on outcomes and cost.

• **Patient Centered Care:** Partnership to ensure that patient needs, values, and preferences are incorporated into care.

• **Patient Engagement:** ranges from consultation to partnership across the system of care.

• **Authentic Partnership:**
A Few Key Questions

• What is your experience to date?
• What have been the challenges?
• What successes or lessons?
• How do we measure our partnerships?
• How can collaboration with colleagues in the CHQC help you create and maintain successful partnerships?
Today’s Panel and Perspectives

• **Bonnie Thompson**, Mass Family Voices and the parent experience

• **Sally Faggella**, RN Atrius HealthCare and a provider view of the challenges

• **Melinda Karp**, BCBSMA and the payer perspective

• **Barbra Rabson**, MHQP and consumer contributions in one’s collaborative experience
Patient and Family Engagement

Bonnie Thompson
CHIPRA Grant Family Leader
Harvard Vanguard Medical Associates/Atrius Health

- 8248 patients Chelmsford Practice
- 14 Pediatric practices in HVMA
- 92,831 total Pedi patients

- CHIPRA grant June 2011 – December 2013
During the CHIPRA project we set goals to:

- Maximize the use of our electronic medical record
- Develop a registry of children with special health care needs
- Train and mentor an existing staff member to provide care coordination
- Formalize a transition to adult care for our maturing adolescents
- Enhance our knowledge and connections to community resources for parents of children with special needs
- Implement a care team that includes the patient, family, primary care providers, schools and specialist in the Care Team
- Include the parents and extended family of our patients in the planning and decision making of their children's Medical Home.
Current successes include:

- Development of medical registry for children with medical complex needs (MCP) that currently identifies 184 patients
- Added MCP as a priority diagnosis on the schedule screen
- Succeeded in developing a transition plan for adolescents to adult medicine
- Held a community resource fair
- Offered an education seminar for parents on the process of IEPs
- Received organizational support to develop and spread a care facilitator position to coordinate care for a 12 month trial.
- Initiated roster reviews for MCP patients including pcp, RN, Case management, social work and care facilitator.
- Maintain a multipurpose care plan for our MCP patients
And most importantly, developed a care team that includes the patient and family

- Open forum discussions at clinician and all staff meetings regarding the value and goals of shared decision making
- Parent and caregiver focus meetings and surveys to find out what we did well and what we did not
- Recognized the importance of respecting cultural beliefs and family dynamics in developing plans of care with our families
- Actively asking patient and family their goals and what they feel the barriers and challenges are to reach those goals.

(continued)
• Sharing the successes and learning from each other, and giving helpful ideas how to handle situations in the future

• Designating a staff member for care coordination

• Increasing community and collateral relationships to develop more resources for our families

• Embracing partnership with our parents and families
Creating Authentic and Effective Patient-Family Partnerships

Melinda Karp
Senior Director,
Member Experience Innovation
Blue Cross Blue Shield of Massachusetts
How can BCBSMA help create authentic, effective patient and family partnerships within the health care system?

• LISTEN to our members

• LISTEN to our providers

• CREATE ALIGNMENT in member and provider incentives

• MEASURE, SUPPORT and CREATE ACCOUNTABILITY around important dimensions of effective partnerships

• REWARD success
What Consumers Report about their Experiences with Health Insurers (and likely the Health Care System as Well)
What our members tell us:
They are looking for partnerships with us and with providers

Give me knowledge

See me as an individual

Appreciate me
## Current AQC measure set for performance incentives

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<th>AMBULATORY</th>
<th>HOSPITAL</th>
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<td><strong>PROCESS</strong></td>
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<td>• Preventive screenings</td>
<td>• Evidence-based care elements for:</td>
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<td>• Acute care management</td>
<td>• Heart attack (AMI)</td>
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<td>• Chronic care management</td>
<td>• Heart failure (CHF)</td>
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<td>• Depression</td>
<td>• Pneumonia</td>
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<td>• Surgical infection prevention</td>
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<td>• Cardiovascular disease</td>
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<td><strong>OUTCOME</strong></td>
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<td>• Control of chronic conditions</td>
<td>• Post-operative complications</td>
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<td>• Diabetes</td>
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<td>• Cardiovascular disease</td>
<td>• Obstetrical injury</td>
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<td>• Hypertension</td>
<td>• Mortality (condition –specific)</td>
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<td><em><strong>Triple weighted</strong></em></td>
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<td><strong>PATIENT EXPERIENCE</strong></td>
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<td>• Access, Integration</td>
<td>• Discharge quality, Staff responsiveness</td>
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<td>• Communication, Whole-person care</td>
<td>• Communication (MDs, RNs)</td>
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<td><strong>EMERGING</strong></td>
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<td>Up to 3 measures on priority topics for which measures lacking</td>
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What is Emerging: Patient Reported Outcome Measures
Pathway to Accountability for PROMS

Phase I
Initial integration into practice workflow

Phase II
Population level uses such as shared decision making

Phase III
Accountability for outcomes

PROM development: Continued science needed to understand responsiveness to intervention
Consumer Engagement in a Collaborative

Barbra Rabson
President and CEO
Massachusetts Health Quality Partners (MHQP)
October 1, 2014
MHQP's mission is to drive measurable improvements in health care quality, patients’ experiences of care, and use of resources in Massachusetts through patient and public engagement and broad-based collaboration among health care stakeholders.

Milestones of MHQP’s Timeline for Patient and Public Engagement

- **2002**
  - Consumers added to MHQP’s Board

- **2005**
  - MHQP begins publicly reporting performance data including patient survey results on MHQP website

- **2010**
  - MHQP becomes a RWJF AF4Q grantee

- **2011**
  - MHQP’s Board approves patient and public engagement strategy;

- **2012**
  - MHQP establishes a Consumer Health Council; MHQP publishes patient survey results with Consumer Reports
  - Greater Boston AF4Q launches Healthier Roxbury community coalition

- **2014**
  - MHQP Launches HealthcareCompass, a new consumer-focused website.
MHQP’s Dual Approach to Drive Improvements:

Working from within the system:

- Provide trusted information to clinicians to help them improve the care they provide their patients

Working from outside the system:

- Provide trusted information to consumers to help them better inform their decision making and help them engage to get the best possible care outcomes
A Framework for Personal and Public Engagement in Health

Basic Conditions for engagement:
- Respect
- Transparency
- Cultural competency

Framework created by James Conway, MS
Revised Mission – September 2014

The mission of the Consumer Health Council is to increase the quality of care and well-being for all consumers in Massachusetts through robust conversations with Massachusetts Health Quality Partners (MHQP), that build respect, choice, and a holistic view of the individuals. We accomplish this by actively educating, engaging, and advising all stakeholders through MHQP channels.

Value Added

- Crucial for MHQP to understand how to partner with consumers and specific population groups to drive desired improvements in the health care system
- CHC members serve as experts to MHQP’s public facing work
- Broadens conversations and perspectives on quality and measures of success
Challenges to Authentic Engagement

- Sought out diversity on CHC, but means managing wide ranging needs and desires
- Integrating CHC members with other MHQP Board and Council members
- Limited resources to support consumer engagement – right thing to do but not yet established value proposition
  - Uphill battle to convince our healthcare system to tap into and respect patient expertise

There is still a lot of work to be done!
Discussion