

HEALTH MANAGEMENT ASSOCIATES

Enhancing Patient Self Management Series: Patient Engagement Strategies

Million Hearts Grantee Technical Assistance
Recorded Webinar

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Enhancing Patient
Engagement

Recorded Webinar
(October 2021)

Self Management
Support

Recorded Webinar
(Fall 2021)

Shared Decision
Making

Recorded Webinar
(Fall 2021)

Motivational
Interviewing Tools

Recorded Webinar
(Fall 2021)



dreamstime.com

The goal of Patient Engagement is Patient Activation

Patient activation refers to an individual's understanding, competence, and willingness to participate in care decisions and processes – and is a key component of treatment.

- Emphasizes patients' willingness and ability to take independent actions to manage their health and their care.
- The secret in the sauce!

ENGAGED PATIENTS Manage their care

Ask questions –
think about them
& write them
down

Communicate –
Ask for what they
need to be
engaged in their
care

Get Screened –
get health
screenings
regularly

Educate
themselves
Stay informed
about their health
issues

Manage their
condition - e.g.,
stay active & eat
right

Medications –
know what meds
do & what to
watch for

- Step 1** • Patient Outreach
- Step 2** • Develop a Trusting Relationship
- Step 3** • Clarify Communication Mechanics
- Step 4** • Identify Patient Engagement Needs
- Step 5** • Uncover What Patients are Bringing with Them
- Step 6** • Adopt Patient-Centered Principles
- Step 7** • Provide Patient Engagement Coaching

Practices are responsible for their entire patient panel – those who come in for care and those that do not.

- Population health and VBP arrangements require engaging all patients to support optimal health outcomes.
- Finding patients through outreach involves reaching out to connect with the patient and can be complicated by several factors:
 - Inaccurate address or phone numbers
 - Cultural and linguistic barriers
 - Limited staff available to outreach in the community



- **Explore** social media to support outreach efforts, contact their MCO
- **Address barriers** – cultural & linguistic issues
- **Incorporate community health workers** or peer health advisors in the care team as a cost-effective strategy.
- **Connect with community-based organizations** that offer support services such as Health Homes, homeless shelters, food pantries, etc.
- **Once “found”, develop warm hand-off** processes with CHWs or CBOs
- **Establish data-sharing agreements** to obtain access to timely, reliable data to review for potential hospitalizations or ED visits, inmate lookup services, online search engines, and other web-based systems



- First things first.....meet immediate needs
 - What do they need today?
 - Identify and help problem solve immediate needs
- Ask open ended questions about what's important to them
- Explain your role and what you can do to support their health and help them meeting their needs
- Ask for their consent/ agreement to work with you



- Ask about communication preferences
- Many patients are digital natives
 - Patient portal access
- What do they prefer? In-person, Video, phone, text?
 - What works best for them to hold private conversations?
 - Do they have the equipment and network they need?
 - Discuss security, privacy, & consent



Patients typically need the knowledge, motivation, skills and resources to effectively manage their health and care

- Identify the specific needs for each patient:
 - Do they need support in understanding their condition(s)
 - Do they need simple decision-making supports
 - Do they need dedicated time with a provider
 - Do they have an open line of communication with the practice?

Many factors influence readiness to engage in care:


- Things on the inside
 - Knowledge, attitudes & beliefs, and skills
 - Need for autonomy, competence, and relatedness
- Things on the outside
 - Relationship dynamics, social & cultural norms, environmental barriers, economic barriers, policies, and laws



- Interaction is driven by the patient
- They possess answers and solutions within themselves
- Help overcome any sense of being overwhelmed
- Help them engage and become active in their health
- Promote individual's problem-solving skills
- Promote positive belief in individual's skills and ability to be actively involved in their health



“Don’t just do something! Stand there!!!”

1. Adopt an attitude of helpfulness.
 2. Check for interpretation or medical proxy needs.
 3. Teach patients and caregivers about Ask Me 3.
 4. Watch for signs indicating low health literacy.
 5. Keep it simple.
 6. Assess understanding.
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See AHRQ's Health Literacy Universal Precautions Toolkit at

<https://www.ahrq.gov/health-literacy/improve/precautions/tool3.html>

Ask Me 3: <http://www.ihl.org/resources/Pages/Tools/Ask-Me-3-Good-Questions-for-Your-Good-Health.aspx>

- Keep information simple and test for understanding
- Be as specific as possible – the “what to do” and also the “how to do it”
- Support patients in setting their own goals – concrete and personal
- Ensure that both patients and providers mean the same thing with the same words
- Share information, plans, goals, etc. with the patient and other providers involved in care
 - Patient Portals
- Create accountability and track progress towards goals
- Celebrate successes

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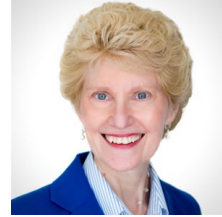
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