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# Beyond Patient Engagement: The Road to Patient Empowerment

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DISCLAIMER: The views and opinions expressed in this presentation are those of the author and do not necessarily represent official policy or position of HIMSS.

# Conflict of Interest

Brian Eastwood

Has no real or apparent conflicts of interest to report.

# Learning Objectives

- Compare the processes of patient engagement, education, activation and empowerment.
- Describe examples of patient engagement, education, activation and empowerment.
- Explain how patient engagement, education, activation and empowerment represent a series of steps toward better and more direct involvement of patients in their own care process.
- Assess the role that enterprise, consumer and emerging information technology can play in improving patient engagement, education, activation and empowerment.
- State the overarching need for more engaged, educated, active and empowered patients at a time when the healthcare industry faces mounting pressure on all sides to achieve the triple aim of improving care quality and efficiency while lowering healthcare costs.

# An Introduction to the Benefits Realized for the Value of Health IT

- **Satisfaction:** Patient empowerment satisfies patients and entire healthcare organizations
- **Treatment/Clinical:** Empowered patients make for a more efficient healthcare system, which improves care quality and reduces errors
- **Electronic Information/Data:** Data must be easily and securely captured, shared and normalized among providers, as well as between providers and patients
- **Prevention and Patient Education:** Educated patients know their conditions, their progress and the tools providers make available to them
- **Savings:** Empowered patients are active participants in care, which reduces readmissions, duplicate tests/orders and billing quagmires

# Patient Engagement: More Than Just Tech

- Physicians must communicate with patients and vice versa
- Patients must be high priority for senior leadership
- Create vision statement for patient engagement; put all the pieces together
- **Encourage entire care team to emphasize engagement, communication**
- Build “bridges” connecting data sets that improve care
- Further reading:
  - [A Leadership Resource for Patient and Family Engagement Strategies](#), Hospitals in Pursuit of Excellence
  - [Improving Patient Engagement Equal Parts Technology, Empathy](#), CIO.com
  - [4 Strategies to Drive Patient Engagement in Health Outcomes](#), Becker’s Hospital Review
  - [Quality Improvement](#), HHS Health Resources and Services Administration

# Patient Engagement: But Tech Matters

- Appointment scheduling
- Secure, convenient messaging / notifications
- Online bill payment
- Reputable patient educational / condition management resources
- Make portals and EHRs care tools, not administrative tools
- **Make patients and clinical staff confident users**
- Further reading
  - [How Healthcare Can Fix Patient Engagement](#), CIO.com
  - [Technology Is Key to Patient Engagement at Individual Level, Hospitals & Health Networks](#)

# Patient Education: Show, Don't Tell

- **Remember, communication matters; launching a portal is just the first step**
- Show, don't tell, what tech does and how to do it
  - During appointments
  - Using video tutorials
- Explain how PHI and PII will and will NOT be used
- Use social media to engage in less formal setting
- Use analytics to see what tech does, doesn't work
- Further reading:
  - [Patient Engagement vs. Patient Education: What's the Difference? EMR & HIPAA](#)
  - [10 Things Hospitals Won't Tell You](#), MarketWatch

# Patient Activation: Flip the Switch

- Prove to patients that portal/app is worth their time
- **Make patients focal point of their own care process**
- Give patients a voice in improving the tech they use
- Remember empathy: Treat patients with dignity in a healing environment
- Make it fun and offer encouragement, rewards
- Further reading:
  - [No Dignity Required: Improving Patient Engagement By Elevating Humanity](#), The Global Dispatch
  - [Gamification: Influencing Health Behaviours With Games](#), Journal of the Royal Society of Medicine

# Patient Empowerment: Make Them Accountable

- Give patients and caregivers a say in the care your organization provides
- Make it clear that you engage patients as soon as they walk in the door
- **Hold patients accountable for their own health**
  - Reward good behavior
  - Try to fix bad behavior
  - Take stock in the care patients do (and do not) want
- Remember: Regulatory pressures aside, patients just want help
- Further reading:
  - [A Doctor Discovers an Important Question Patients Should Be Asked](#),  
The Washington Post

# Patient Empowerment: More Than a Portal

- Two-way communication
- Consumer-facing, mobile-friendly apps
- **Inclusion of entire care team, plus caregivers**
- APIs that accept patient-generated data
- Further reading:
  - [Meaningful Use Stage 3 Proposed Rule](#), Centers for Medicare & Medicaid Services
    - Objective 5: Patient Access to Electronic Health Information, pp. 89-103
    - Objective 6: Coordination of Care through Patient Engagement, pp. 103-116

# Patient Empowerment: Make It Happen

- Some points to ponder:
  - How can you advance patient engagement beyond the portal?
  - How can you give patients and caregivers the information they need in a format that they can use?
  - How can you make patients accountable without turning them away?
  - How much should you give patients (apps, devices, access) before asking them to give back?
  - What barriers (technical, operational, cultural, political) stand in your way—and what can you do to overcome them?
  - **If you had the power to make one change—but only one—what would it be?**

# A Review of Benefits Realized for the Value of Health IT

- **Satisfaction:** Patient empowerment satisfies patients and entire healthcare organizations
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# Thank You!

- Let's continue the conversation!
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