WHAT PATIENTS WANT:
USING PATIENT CENTRICITY TO DRIVE PATIENT ENGAGEMENT STRATEGY

Catherine Jefcoat, MBA, MPH
Learning Objectives

1. Attendees will have an in-depth understanding of all of the key patient touch points across the typical patient visit life cycle (from visit contemplation through to post-visit support) and how technology is being used to improve patient engagement.

2. Given the patient touch points across the typical visit, attendees will be acquainted with research and case studies behind the effectiveness of patient engagement strategies that will allow them to develop a comprehensive, strategic patient engagement strategy at scale.

3. Attendees will understand how patient engagement technologies drive towards the Quadruple Aim.
Catherine Jefcoat

Having worked with health systems, payors, and vendors to develop population health strategies, contract portfolios, and care delivery models, Catherine brings experience deploying technology to make the most of high-value opportunities while also laying the foundation for long-term success and working as a leader at health systems to launch multiple patient-centered programs.

- Managed a team focused on using technology to support population health strategies
- Led women’s health services at a Chicago-area community health center, where she launched multiple patient engagement strategies for different hard-to-reach populations

Catherine’s devotion to healthcare stems from her years leading a patient advocacy and support organization for women facing cancer. She has a master of business administration degree and a master of public health degree from University of Illinois at Chicago, as well as a bachelor of arts degree from DePaul University.
Patient Centricity

Patient centricity is a culture which is focused on structuring and delivering care processes and outcomes for seamlessly convenient effectiveness, from the perspective of patients and their family.

**SERVICE**
- 24/7 convenience
- “Valued customer” attitude
- Tailored education
- Anticipate needs
- Appropriate self-service
- Centralized scheduling
- Pricing visibility
- Messaging

**ENVIRONMENTS**
- The fewest steps for the patient
- Brings services to the patient
- Healing household milieu
- In the patient’s neighborhood (retail, UCC)
- In the patient home (Extensivist Model)

**COORDINATION**
- A personal physician (PCP)
- Care navigator
- Connected specialists
- A team that coordinates care across all services

**COMPREHENSIVENESS**
- Wellness to hospice
- Connected by IT

**TECHNOLOGY**
- Meaningful apps
- Home monitoring devices
- Telehealth support
- eVisits
- Risk identification
Patient Centricity

Guiding Concepts:
• Convenient Access
• Social Determinants of Health
• Advocacy

Guiding Concepts:
• Communication
• Education
• Shared decision-making
• Self-care
• Transparency
• Portals & Apps

Guiding Concepts:
• Privacy
• Supportive
• Fewest Steps

Guiding Concepts:
• Service Attitude
• Compassion
• Coordination
• Cultural Sensitivity
• Partnership

Patient Centered Design
Patient Engagement
Patient Experience
Patient Empowerment
Using the Customer Journey to Drive Technology Strategies

Consumer/retail companies have been using human-centered design for years. Health care is catching up, using these design concepts to drive:

- Better patient health and satisfaction
- Strong financial performance
- Happier workforce

Technology that support patients are best considered from the patient perspective: each touch point on the patient journey is an opportunity for the health system to reinforce its brand and provide value to the patient.

Patient Journey

Health systems have 9 key technology opportunities on the patient journey:

1. Symptom and Provider Search
2. Electronic Scheduling
3. Appointment Preparation
4. Patient Check-in
5. Patient Visit
6. Bill Pay
7. Follow-up after visit
8. Satisfaction surveys
9. Care instructions and education reminders
Symptom and Provider Search

Findings

More than seven in ten adult internet users have researched health issues online.¹ Health systems can use SEO strategies to position themselves as experts to whom the patient first turns for information.

Patients are also searching for providers online more than ever. Health systems can use this activity to manage their providers’ online reputations² and tie in scheduling an appointment with a new doctor.

Technology Checklist

- Search engine optimization keywords
- Mobile-optimized site
- Online scheduling options

¹ http://www.pewresearch.org/fact-tank/2014/01/15/the-social-life-of-health-information/
Electronic Scheduling

Findings

Online scheduling is quickly becoming an expectation of patients. It has been estimated that approximately two in three patients are expected to book medical appointments online by the end of 2019.¹

Online scheduling can improve patient satisfaction and can cut no-show rates dramatically, thus increasing staff productivity.²


Technology Checklist

• Mobile-friendly patient portal
• Online or mobile-friendly scheduling
Appointment Preparation

Findings

Providing written instructions or educational materials to a patient prior to their appointment can decrease patient anxiety and improve staff efficiency\(^1\).

Technology Checklist

- Mobile-friendly patient portal
- Text messaging in support of preparation
- Wayfinder app for campus support

\(^1\) [https://www.emmisolutions.com/resource/case-study-reduced-anxiety-dartmouth-hitchcock/](https://www.emmisolutions.com/resource/case-study-reduced-anxiety-dartmouth-hitchcock/)
Patient Check-in

Findings

Patients are often frustrated by the wait time between checking in and seeing a provider.

Health systems using check-in as an opportunity to begin the appointment found that implementing an electronic check-in system increased its efficiency by 50%\(^1\).

Technology Checklist

- Kiosk check-in to appointment
- Electronical assessments
- Kiosk disease education and patient engagement

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\(^1\) https://www.informationweek.com/healthcare/patient-tools/10-waiting-room-apps-that-engage-patients-/d/d-id/1113775?image_number=4
Patient Visit

Findings

A 2017 survey reported that 76% of health system respondents currently “offer or plan to offer telemedicine services.”

Virtual visits or specialist consults can improve patient experience while cutting both severe sepsis rates and average lengths of stay in half.

Technology Checklist

- Technology Checklist
- Video consults
- Asynchronous e-visits
- Video visits

Bill Pay

Findings

The majority of consumers now pay their bills online and collecting healthcare bill payments should be no different. Indeed, a recent study found that 70% of US consumers were interested in paying their medical bills online.¹ Providing this option to patients has been shown to quadruple the payment collection, while also decreasing bill printing and mailing costs.²

² https://www.healthmgtech.com/patient-self-service

Technology Checklist

• Technology Checklist
• Mobile-friendly patient portal
• Text messaging in support of payment
• Customer service e-support
Follow-up After Visit

Findings

• Patients typically retain only 20% of the information they receive during their visit¹.

• Filling prescriptions and taking medication can be challenging. Some estimate that two-thirds of patients are non-compliant with their medications.

• Providing patients with a digital version of their discharge summary² or care plan alleviates this gap and can increase patient compliance.

² https://www.mobihealthnews.com/content/how-healthgrid-helps-nicklaus-childrens-digitize-check-discharge-and-more

Technology Checklist

• Technology Checklist
• Mobile-friendly patient portal
• Text messaging in support of discharge, care plan, follow-up appointments and prescriptions
Satisfaction Surveys

Findings

Patient surveys help health systems understand what they are doing right and where there are opportunities for improvement.

Providing digital surveys to patients decreases the costs of executing a survey while increasing the return rate (as high as 50%) and therefore the validity of the aggregate survey results¹.

Technology Checklist

- Mobile-friendly patient portal
- Text messaging in support of discharge, care plan, follow-up appointments and prescriptions

Care Instructions & Education Reminders

Findings

Patients who have chronic conditions need disease education, medication reminders, and additional support to give them confidence in their ability to manage their own health.

Condition-specific digital education and remote monitoring can improve patient understanding of their condition, as well as informing them of warning signs they should be aware of.

1 https://www.advisory.com/research/market-innovation-center/the-growth-channel/2016/03/remote-patient-monitoring-roi

Technology Checklist

• Accessible disease education
• Accessible disease management support
Key Take-Aways

There are more ways than ever to engage patients using technology. To develop a tailored strategy:

• Understand patients’ journey (including pain points)
• Build on current patient centricity efforts
• Incorporate system-wide goals and priorities
• Provide realistic resources for piloting and A/B testing

As research has shown, improving patient engagement can also lead to improved patient outcomes, a happier workforce, and stronger financial margin.¹

QUESTIONS & ANSWERS

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» ECG is a national consulting firm focused on offering strategic, management, and financial advice to healthcare providers.

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