

PATIENT ENGAGEMENT:

The Priority that Healthcare Executives Can No Longer Ignore

The New Model for Patient Engagement Extends Beyond the Hospital

On the journey toward value-based care, value is increasingly measured on patient outcomes beyond the four walls of the hospital. Accordingly, hospitals are embracing ambulatory and post-acute care partners to complement inpatient service lines. Motivated by greater financial responsibility for the quality and experience of patient care, hospitals are taking the lead on value-based care by owning the whole care continuum. At this time more than any other, healthcare executives can't afford to divert resources from patient engagement.

CipherHealth and Modern Healthcare Custom Media partnered to survey 217 healthcare leaders on the current state of their patient engagement strategies. Our research shows that providers know they need to seek out tools and best practices that help them accomplish their goals and desires in a manner that is cost- and resource-effective. However, what healthcare leaders know and what their organizations are doing doesn't always sync up — and the challenges preventing them from implementing their vision are varied.

SURVEYING THE LANDSCAPE: Patient Engagement Is High Priority, But Low Satisfaction With Current State

The good news is that more than 80% of providers identify patient engagement as a high priority at their respective organizations. As with similar initiatives, healthcare organizations are in different stages of maturity in regard to their patient engagement strategy — some are driving innovation as industry leaders, while others are at the foundational level. Barriers to successful patient engagement strategies are principally cost-driven — staffing, technology,

and human resources being the top three challenges expressed by those surveyed this year. In addition, cultural issues and buy-in from leadership were mentioned as challenges by a third of those surveyed.

Although healthcare leaders may place a high priority on patient engagement, only 20% are satisfied with their current programs. The remaining 80% of respondents are either unsatisfied or neutral about their programs, indicating that there is a sizable gap between current and future states. Providers know they can do better — and they know technology can help. Sixty-nine percent of survey respondents said their organization's outcomes could be improved if they invested in better patient engagement technology, a 3% increase from respondents surveyed in 2017. As the healthcare industry continues to transition from fee-for-service to value-based reimbursement, leaders need to take action on patient engagement initiatives as they seek long-term success under changing patient preferences and payment incentives.

More than **80%** of providers say patient engagement is a high priority at their organization, but only **20%** are satisfied with their current programs.

Nearly every respondent (94%) indicated that HCAHPS improvement was among the top three metrics that they looked to improve through patient engagement — more than a 2% increase from respondents surveyed in 2017*. However, basing patient engagement strategy solely on HCAHPS scores is nearsighted.

**This question was asked on a slightly different, numeric scale in 2017.*

PATIENT ENGAGEMENT IS MORE THAN PATIENT SATISFACTION AS MEASURED BY HCAHPS

Although HCAHPS is an important and validated measurement tool of the patient's perception of his or her hospital experience, tying engagement only to satisfaction is an elementary approach. With healthcare's shift from the volume of services delivered to the value created for patients — where "value" is defined as the outcomes achieved relative to the costs — much of the value created for patients is delivered outside of the inpatient setting.

Patient satisfaction as measured by HCAHPS should be only one KPI in an organization's greater engagement strategy, as it is merely a small window into how patients perceive one aspect of their care. Sixty-six percent of survey respondents measure their organization's patient engagement strategy by its impact on overall patient outcomes; similarly, 65% of respondents indicate readmissions reduction as a top metric.

In fact, the most innovative healthcare organizations are widening the scope of their patient engagement strategy to drive every aspect of how healthcare is delivered, experienced, and perceived across the continuum of care.

Health systems that lead the markets they serve understand patient engagement from the patient's perspective. The patient views his or her healthcare not in disparate phases, but as a continuous process. As such, innovative organizations deliver seamless patient engagement throughout the care continuum — of which an important component is when the patient is no longer in

the inpatient setting. A successful approach to patient engagement will follow patients as they leave the hospital and throughout the recovery process. For example, when patients are discharged, more than half don't remember their follow-up appointment dates and 64% can't recall dosages or names of new medications, according to a study in the International Journal of Integrated Care.

Survey respondents recognize that care transitions play a pivotal role in the patient's story, with 83% of respondents identifying post-discharge follow-up as an important program in an effective patient engagement strategy. That was followed by appointment scheduling/reminders (76%), rounding on patients (74%), care management (74%), screenings and preventive health outreach (65%), a patient portal (63%), and bedside education and entertainment (53%).

When asked to rank the top three most important features they seek when exploring patient engagement technologies, survey respondents noted demonstrable outcomes (67%), ability to deploy across the care continuum (56%), multiple communication methods like calling, text, and email (52%), and EMR integration (50%).

Levels of Patient Engagement Maturity

Integrating the Patient Experience Across Settings

These organizations have dedicated resources focused on delivering patient engagement strategies throughout the care continuum; as such, they measure success through increased market share and patient retention.

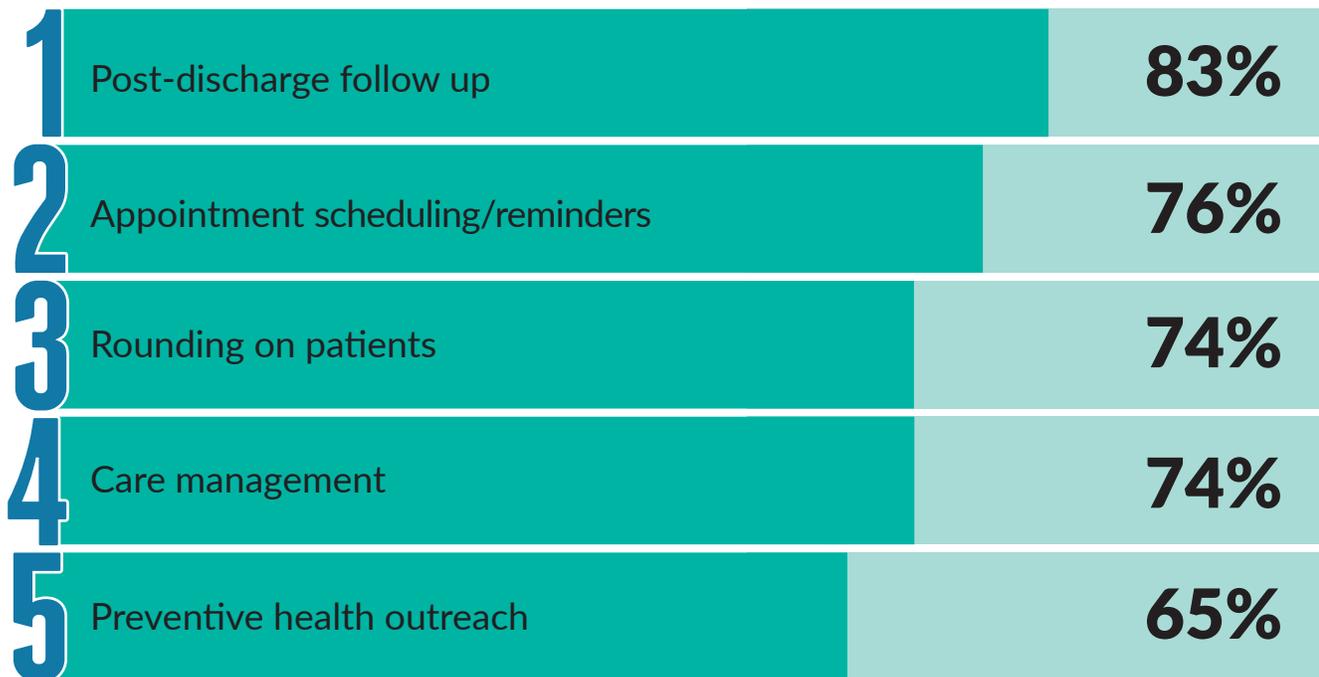
Delivering Patient-Centered Care in the Inpatient Setting

At these organizations, leaders invest in solutions such as rounding, patient surveys, and patient education to proactively identify and address needs; ultimately, enhancing safety and experience during the patient's stay.

Measuring HCAHPS Scores

At a basic level, patient engagement is viewed as HCAHPS scores. These organizations collect surveys to track patient satisfaction as measured by HCAHPS.

TOP 5 COMPONENTS OF A SUCCESSFUL PATIENT ENGAGEMENT PROGRAM



THE FUTURE OF PATIENT ENGAGEMENT IMPROVES THE ENTIRE CARE JOURNEY

CipherHealth partners with healthcare organizations across the care continuum to enhance communication and care team coordination throughout the patient journey – with proven results in improving the quality and safety of patient care, reducing avoidable readmissions, increasing patient satisfaction, and fostering patient and clinician engagement. **The University of Alabama at Birmingham (UAB) Health System** leverages CipherHealth's patient engagement technology to gain visibility into issue resolution, quality improvement initiatives, and staff workflow, which ultimately drives opportunities to improve care delivery inside and outside the hospital.

By leveraging one integrated patient engagement platform, UAB empowers patients with the tools they need to successfully manage their care upon discharge. With CipherHealth Rounding and CipherHealth Care Recordings, UAB achieved a 55% decrease in readmissions, as well as a 3.7% and 2.5% increase in the Discharge Information and Transition of Care HCAHPS domains, respectively. These improvements came directly as a result of engaging patients and staff with a common goal.

"Proactively identifying issues or concerns optimizes care delivery by shortening length of stay and ensuring that patients can safely transition out of the facility upon discharge," said John Dodd, Program Manager of Patient Experience and

Engagement at UAB. "The added value comes by tracking these events over time to drive process improvements that can prevent future errors."

The most innovative organizations proactively engage patients with preventive care. **UCSF Health's** population health initiatives bridge gaps in traditional care management by effectively engaging the patient population beyond the healthcare facility. With CipherHealth's proactive outreach technology, the health system identified patients overdue for preventive cancer screenings and reached out to all eligible patients with automated education and reminders. As a result, 249 patients – representing a 3.4x increase as compared to traditional manual outreach efforts – completed at least one cancer screening in a six-month time period.

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-John Dodd, UAB Health

By optimizing the patient engagement processes through enhanced workflow design, UCSF Health reached more patients, increased cancer screening rates, and promoted positive staff engagement and satisfaction. “The automated system has helped improve panel management at my clinic,” said a panel manager at a UCSF Primary Care Practice. “We previously used a manual process that was time-consuming and often resulted in the inability to reach the patient. With the automated system, everything seems more organized.”

The story of patient engagement is the story of value-based care. Instead of evaluating isolated inpatient episodes, value-based care models focus on the quality and cost of the patient’s entire illness and subsequent care. As such, many hospitals are adopting a cross-continuum approach that coordinates care between acute, ambulatory, and post-acute providers. By empowering patients as full partners, leading healthcare organizations deliver upon the full promise of patient engagement across the whole patient journey — moving the needle on outcomes both inside and outside the hospital.

ABOUT THIS SURVEY

Modern Healthcare Custom Media, on behalf of CipherHealth, commissioned Signet Research, Inc., an independent company, to conduct a survey of healthcare professionals. The objective of this study was to gauge healthcare executives’ opinions on patient engagement strategy.

On August 9, 2018 Modern Healthcare Custom Media sent a broadcast email to a sample of 18,802 healthcare professionals who subscribe to Modern Healthcare, asking them to participate in a survey, followed by two subsequent reminder emails. By the closing date of August 18, 2018, 217 returns had been received. The base used is the total number of respondents answering each question. Survey findings may be considered accurate to a 95% confidence level, with a sampling tolerance of approximately +/- 6.7%.



ABOUT CIPHERHEALTH

Ranked as the top-performing vendor for patient outreach and digital rounding by KLAS, CipherHealth is a proven healthcare technology partner committed to enhancing communication and care team coordination throughout the patient journey. CipherHealth’s suite of integrated patient engagement solutions empower healthcare organizations across the care continuum to achieve the Quadruple Aim. To see the future of patient engagement in action, visit www.cipherhealth.com.



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Modern Healthcare Custom Media’s dedicated team of writers and researchers develops custom content solutions designed to educate and engage readers. These custom content solutions provide in-depth information on a specific trend, topic or solution that is top-of-mind for healthcare executives.