

# Using the Power of Patient Engagement to Grow Your Practice

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**Marlene Reid, DPM, FACFAS, FACFAO, FASPS**

## Why is Patient Engagement So Important

- Patient Centered Care
  - Patient Satisfaction
  - Physician Referrals
  - Physician Protection

# Engagement

- Engage the patients FULLY while they are in the office
- Use of waiting time for education
- Keep them interested in the practice
- Passively engaged with marketing and educational materials
- Actively engaged with questions related to those materials

# Patient Engagement

## Creating Patient Centered Care

Increasing patient's interest and involvement

- Your practice, your specialty, your persona or brand
  - Their problems, diagnosis and treatment
    - Active role in their health care plan

# Patient Engagement

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# How do we achieve Patient Engagement

- Patient Satisfaction
- Emotional Engagement
- Patient Education

# Control Your Patient Satisfaction

How do you control patient satisfaction?

Time spent with patient?

Keeping costs reasonable?

Catering to the needs of each patient?

Pampering the whims of every patient?

**NOT IN TODAY'S CULTURE!**

# The Success to Patient Satisfaction is **Patient Engagement**

- Listen to patient's full history
- Include appropriate questions in your intake forms
- Identify needs of patient
- Create a trusting environment
- Educate your patient properly
- Confirm patient fully understands

**When patients are engaged, your “persona” is received!**

# Factors to Ensure Engagement

- Interactive Experience
- Cognitive, affective behavior
- Active relationship
  - Requires a knowledge base prior to discussing
  - Patient becomes a communicator
    - Seen all over the internet: Blogs, WebMD
    - **Should be taking place in the doctor's office!**

# The Importance of Patient Satisfaction

- Patient Retention
- Patient Referrals
- HUGE practice growth potential
- Increased perceived value
- Sense of completeness
- Sense of education
- Confidence in their doctor
- Pride in their doctor
- Passion for service/product
- Likely to talk about the visit
- Increased word of mouth

# Practice Growth

Any business growth is dependent on  
**Customer Engagement**

*Customer Satisfaction and Engagement -*

*Customer Retention strategies for brand manager; M.N. Tripathi, Journal of Management, Vol.11 (1),  
March 2014*

- Sensory Experience: Sound, sight and stimulation
- Increasing customer's interest and involvement  
Social Media Marketing - Pepsi
- Establishing an emotional connections

## Establishing an Emotional Connection

- “Engaged customers are emotionally invested in the brand because they feel the company is emotionally invested in them”
- Health care is emotional
- More invested in doctor/patient relationship

# Emotionally Engaged Customers

- Spend More
- Care less about prices
- More likely to follow treatment protocols
- More likely to have expected results
- More likely to be satisfied
- More likely to refer patients

**Engaged Patients Help Your Practice Grow**

# Patient Education:

A vital investment in the wellbeing of both  
your patients AND your practice

## Patient Benefits

- Trusting Environment
- Meeting patient needs
- Creates active patient
- Dr/Patient Relationship
- Promotes compliance
- Dismisses misinformation
- Better Outcomes
- **Patient Satisfaction**
- **Patient Referrals**
- **Practice Growth**



SuperStock

# Patient Education is All Around Us

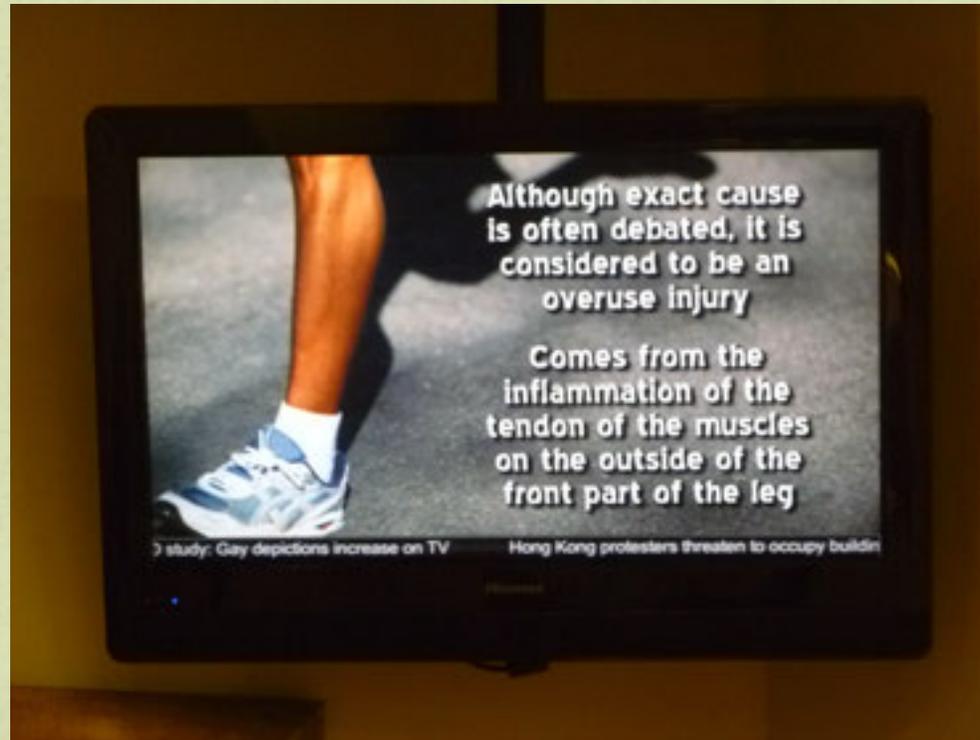
Medical Education viewed as a public service

- TV ads
- Social Media
- Entire TV Shows!
- Pharmacies educate patients directly now
- Pharmaceutical
- Device DME Companies
- Urgent Care Centers
- TV Ads
- Social Media



Patient Education must come from YOU

# Waiting Room/Exam Room Internal Marketing Systems



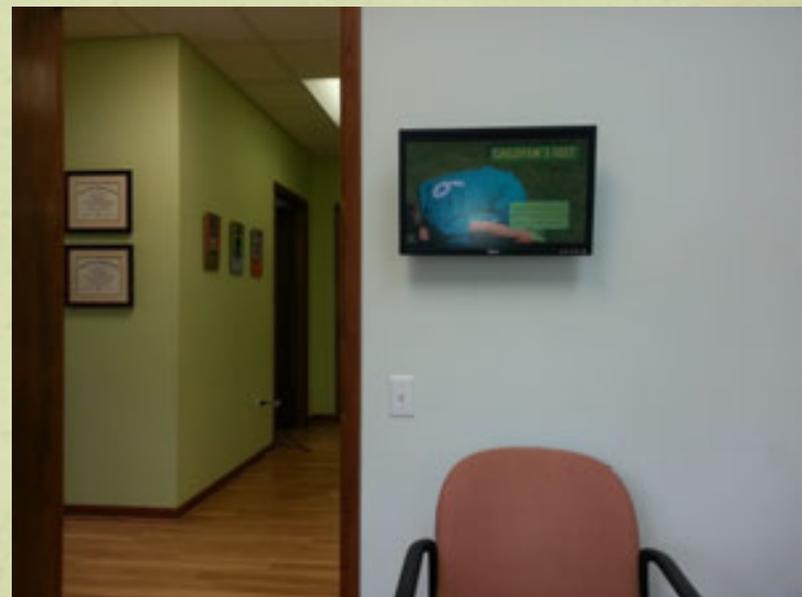
# Using Waiting Time for Patient Education

- The national average waiting time to see a physician is **23 minutes**.
- Women will only “happily” tolerate **20 minutes**
- Most patients feel this is wasted time.



**This waiting time is the PERFECT opportunity for physicians to increase patient awareness about the patient's conditions and their practice and preferred treatments.**

# Exam Room Education Opportunities



# In Office Internal Marketing Systems

- Promotes YOU and YOUR BRAND
- Provides a Sensory Experience
  - Visual and verbal setting
  - Photos and videos to engage
  - Requires cognitive action on patient's part
- Educates your patients using idle time
- Engages your patients
- Provides an Emotional Connection

# Patient Engagement

## The new standard of care

- Improved Outcomes
- Lower Costs
- Improved Care Experiences
- Less Malpractice Lawsuits

# HealthAffairs

## What The Evidence Shows About Patient Activation: Better Health Outcomes And Care Experiences; Fewer Data On Costs

Expand

Judith H. Hibbard<sup>1,\*</sup> and Jessica Greene<sup>2</sup>

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### Abstract

Patient engagement is an increasingly important component of strategies to reform health care. In this article we review the available evidence of the contribution that patient activation—the skills and confidence that equip patients to become actively engaged in their health care—makes to health outcomes, costs, and patient experience. There is a growing body of evidence showing that patients who are more activated have better health outcomes and care experiences, but there is limited evidence to date about the impact on costs. Emerging evidence indicates that interventions that tailor support to the individual's level of activation, and that build skills and confidence, are effective in increasing patient activation. Furthermore, patients who start at the lowest activation levels tend to increase the most. We conclude that policies and interventions aimed at strengthening patients' role in managing their health care can contribute to improved outcomes and that patient activation can—and should—be measured as an intermediate outcome of care that is linked to improved outcomes.

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**Patient Engagement.** People actively involved in their health and health care tend to have better outcomes—and, some evidence suggests, lower costs.

**WHAT'S THE ISSUE?**

A growing body of evidence demonstrates that patients who are more actively involved in their health care experience better health outcomes and incur lower costs. As a result, many public and private health care organizations are employing strategies to better engage patients, such as educating them about their conditions and involving them more fully in making decisions about their care.

"Patient activation" refers to a patient's knowledge, skills, ability, and willingness to manage his or her own health and care. "Patient engagement" is a broader concept that combines patient activation with interventions designed to increase activation and promote positive patient behavior, such as obtaining preventive care or exercising regu-

their medical conditions. What's more, the US health care system often has seemed indifferent to patients' desires and needs. Many practitioners fail to provide the information that patients need to make the best decisions about their own care and treatment. And even when patients do receive detailed information, they can be overwhelmed or lack confidence in their own choices. Those with low levels of health literacy find it difficult to follow instructions on how to care for themselves or to adhere to treatment regimens, such as taking their medicines.

Recognizing these problems, the 2001 Institute of Medicine report, *Crossing the Quality Chasm: A New Health System for the 21st Century*, called for reforms to achieve a "patient-centered" health care system. The report envisioned a system that provides care that

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**Stephanie Boucard**, Contributing editor  
Stephanie Boucard is contributing editor at HIMSS Media. She was formerly the managing editor of *Healthcare Finance News*.

## Revolutionizing health outcomes with patient engagement

"We must go from managing illness to managing wellness."

March 17, 2015

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Achieving the best health outcomes for patients and keeping costs down is the goal of all healthcare providers. A technology platform that helps clinicians and patients manage care together is what will help providers reach their goal.

Managing patients with chronic conditions is a significant challenge for healthcare providers. Successfully tackling chronic condition management takes more than just information technology, said Sumit Nagpal, president and CEO of Lumira. "We must go from managing illness to managing wellness," he said. "That's how we think about healthcare."

To facilitate that revolution in care, Lumira uses technology to connect patients to their own health data. The company's approach has shown promise in both the U.S. and the U.K., where healthcare organizations partnering with the company have focused on patients with type 2 diabetes.

"We break down the interoperability barriers between vendor systems, make information flow in a frictionless way, and

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A HealthShare Success Story: HIMNY

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# Patient engagement knowledge hub

See how the right patient engagement tools and techniques can help improve both clinical and financial results.

Overview

Our Approach

Improving Collections

Tips and Tools

# HealthLoop & MIEC Partner to Reduce Medical Malpractice Claims Through Doctor-Patient Engagement

October 29, 2014 written by Kyle Homstead



**MIEC and HealthLoop partner in a groundbreaking study that aims to reduce the frequency of malpractice incidents by enhancing communication and continuity between surgeons and their patients.**

MOUNTAIN VIEW, Calif., Oct. 29, 2014 /PRNewswire/ — Subject to increasing time pressures and administrative burdens, doctors express widespread concern about the dwindling amount of time they have to communicate with their patients. Similarly, patients describe waiting on hold and leaving voicemails as the status quo, elevating anxiety and causing confusion about their care.

Dr. Wendy Levinson, an international expert in the field of physician-patient communication, will discuss how most litigation cases are not due to actual malpractice or that

# Better Patient Communications Mean Lower Liability Exposure

Managed Care 1997

- One Harvard University study found that 1 percent of hospitalized patients were harmed, but **not even 3 percent** of them filed a malpractice claim.
- An article in Archives of Internal Medicine reported four types of communication problems present in more than 70 percent of plaintiff depositions: **deserting the patient, devaluing patients' views, delivering information poorly and failing to understand patients' perspectives.** In a nutshell, providers must listen and talk to patients in a positive manner.
- Study concluding that doctors are more likely to be sued if a patient feels they are **rude, rush visits or fail to answer questions.**

## Considerations for Unhappy Patients (based on PICA malpractice claims)

- The doctor doesn't show compassion or concern when his/her patient has a complication
- The doctor doesn't fully involve the patient and the patient's family in the patient's care (This happens a lot with long-term patients who are diabetic)
- The doctor doesn't clearly explain the surgical process and potential complications (leading to unrealistic expectations)
- The doctor doesn't fully ascertain if the patient can realistically comply with post-op instructions prior to surgery (leading to noncompliance and frustration)

# ISSUES AT RISK

## TOP FIVE STRATEGIES FOR IMPROVING PATIENT ENGAGEMENT

by Sue Larsen

We all know the statistics. One percent of all hospital patients in the U.S. are harmed each year, yet only 3 percent go on to file a lawsuit. Each of these patients has a valid reason to sue their physician or medical institution, but only a handful do.

Close examination of closed cases indicate that the most common reasons a physician is sued relate to missed diagnosis and medical error, but this data only tells part of the story. If these patients had been asked about the root cause underlying their decision to litigate, most would report it was how the physician made them feel. Most patients are willing to forgive a medical error if they feel they've been treated with respect, but when a patient believes their views have been devalued, their perspective ignored or that they have been abandoned, anger—not injury—drives their decision to sue.

Most risk management education focuses on examining the clinical aspects of closed cases and preparing physicians for what to do once a claim has been made. However, perhaps the largest reduction of medical liability risk can come from improving the way physicians relate to their patients. Strong evidence supporting this view is apparent in analyses of patient

ence measures.

Physicians who ranked in the middle tier for patient experience scores had a 26-percent higher malpractice lawsuit rate than those physicians in the top third. Physicians in the bottom third had a 110-percent higher lawsuit rate than those in the top third of the data set. This knowledge could prove invaluable to risk managers in identifying high-risk members for participation in risk prevention initiatives.

If the quality of the patient interaction

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is crucial to risk prevention, physicians should look at strategies that would help them better engage their patients. Following are five strategies for improving

ing them and what they want from you, acknowledging their responses. This will give you insight into their values and belief systems.

When a patient feels they have important information to contribute to their diagnosis, but their contribution is ignored, they become predisposed to litigate should a missed or delayed diagnosis actually occur.

**3. Include patients in the decision-making process.** Provide patients with all the options, including a realistic presentation of pros and cons, and be prepared to answer their questions. Make sure you acknowledge their previously stated opinions, values and ideas when presenting treatment options. Physicians who are candid with patients, acknowledge their views and spend more time answering questions are less likely to be sued.

**4. Explain information clearly and in a way that patients will accept, understand and remember.** Nearly half of all U.S. adults report difficulty understanding what the doctor tells them about their condition and how to take their medicines.

Patients often say they didn't know they needed schedule a follow-up appointment, follow-up tests or what the out-of-pocket expenses would be, while

The largest reduction of medical liability risk can come from improving the way physicians relate to their patients

Five strategies for improving patient engagement

- Show your patients they are valued.
- Understand the patient's perspective of the illness.
- Include patients in the decision making process
- Explain information clearly in a way that patients will understand and remember
- Acknowledge when something goes wrong and apologize

# ***Engage the patient***

- *Knowing terminology:* Medicine has its own language, and providers must adapt their words to the level of the patient with appropriate questions and explanations.
- *Taking the funnel approach:* Encourage the patient to communicate freely. Follow up with closed-ended questions designed to garner specifics and to organize the data.
- *Bridging the information:* Acknowledge everything the patient said and explain which symptoms are most important or pertinent.

## ***Display empathy***

- Empathy can be expressed verbally and nonverbally. Patients can be greeted by name.
- Avoiding inhibiting behaviors, such as sitting behind a desk or holding and reading a medical record, improves rapport.
- To show acceptance, for example, the doctor might say, "I understand how important it is for you to get back to work."
- A patient who feels that his aches and pains are being understood is likely to confide in the physician.
- By displaying empathy, the doctor lowers patient anxiety, increases compliance and achieves higher levels of patient and provider satisfaction

## ***Educate the patient***

- Health care experts contend that an informed consumer is a key to quality improvement, cost control and competitiveness.
- If people leave an encounter without having had their questions answered, the result is anger and dissatisfaction, and an angry, dissatisfied patient may be a lawsuit waiting to happen.
- While desire for information varies among patients, anticipating and answering basic general questions about procedures and outcomes will meet the information needs of most patients.

# ***Enlist the Patient***

Five communication techniques can improve adherence to the physician's instructions and reduce the risk of lawsuit:

1. Arrive at an agreed-on physician/patient diagnosis through open discussion.
2. Keep the regimen as simple as possible.
3. Give the patient written instructions in understandable language.
4. Motivate the patient with benefits, personal goals and individual ability to achieve them.
5. Discuss potential risks, possible side effects and costs.

## Why is Patient Engagement So Important

- ✓ Patient Satisfaction
- ✓ Patient Referrals
- ✓ Practice Growth
- ✓ Physician Protection