



NAVIGATING CANCER
& BLOOD DISORDERS

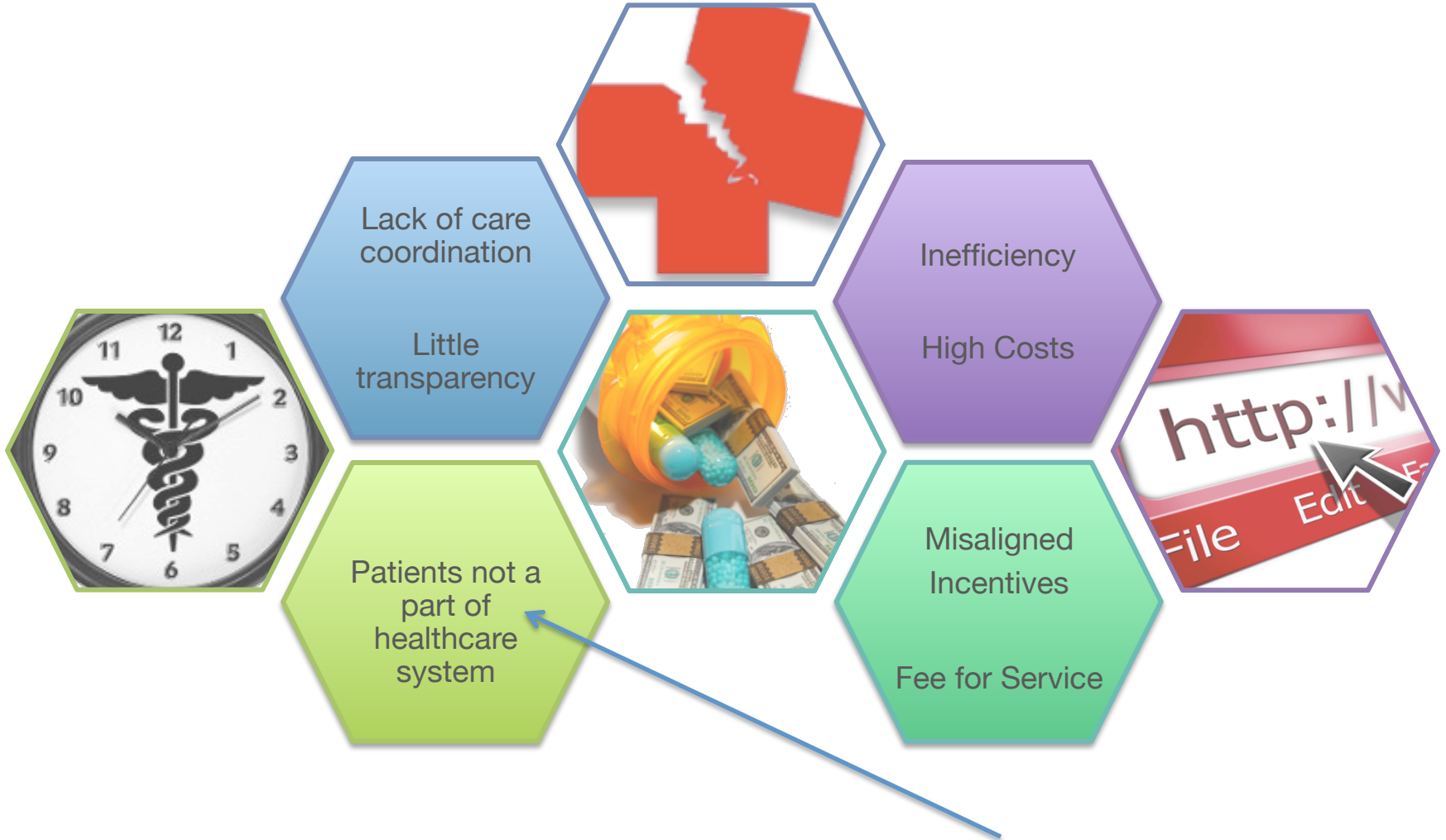
Patient Portals & Meaningful Use

The Evolution to Providing Patient Centered Care is here!

Bill Winn

Navigating Cancer

A Broken Healthcare System





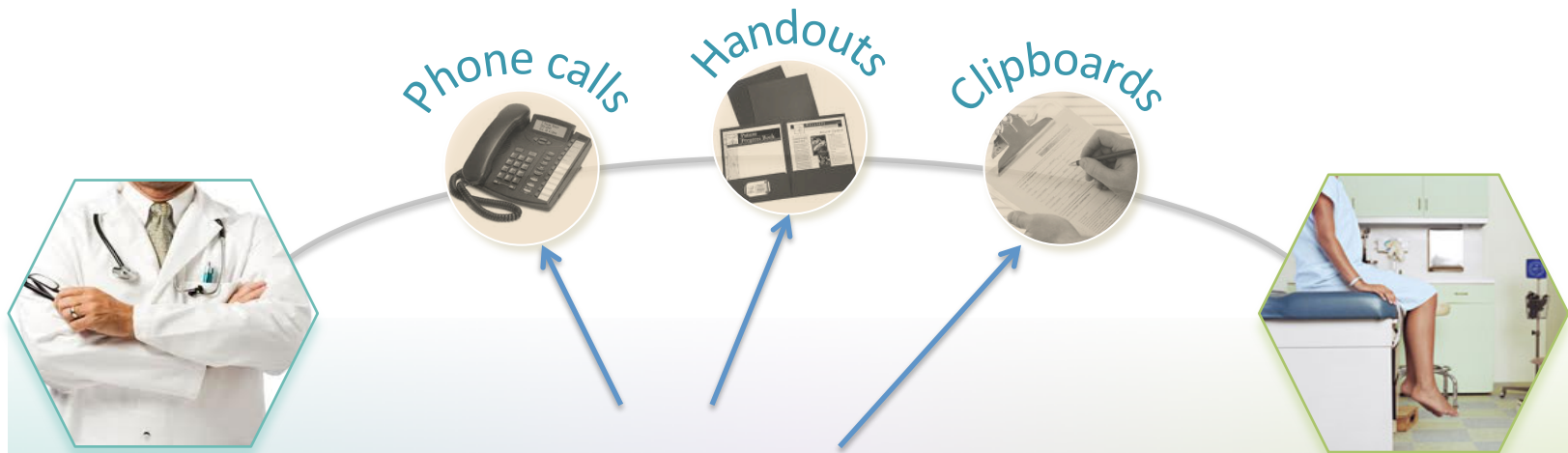
Dr. Charles Safran

President, American Medical Informatics Association

“In our country, patients are the most underutilized resource, and they have the most at stake. They want to be involved and they can be involved. Their participation will lead to better medical outcomes at lower costs with dramatically higher patient-customer satisfaction.”

**Testimony before the Subcommittee on Health,
The House Committee on Ways & Means, June 2004**

Traditional Patient Participation



.....Low - Tech

- Clipboards, Phone calls,.. Paper, Paper, Paper
- Email is standard in every other Industry but Healthcare
- Patients are looking for additional information outside clinic walls

Guess What?....

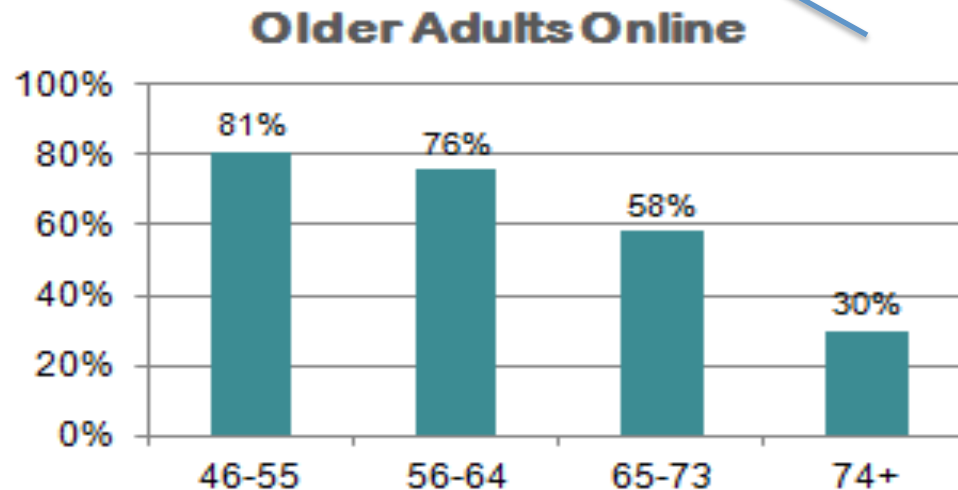


....Your Patients are already using the Internet

What are consumers doing?

Looking for health information online!

Reading health information is the 3rd most popular online activity among all demographics, accounting for 83% of all internet users*



* After general search and email. Pew Internet Research, Generations 2010 Report, 12/16/2010

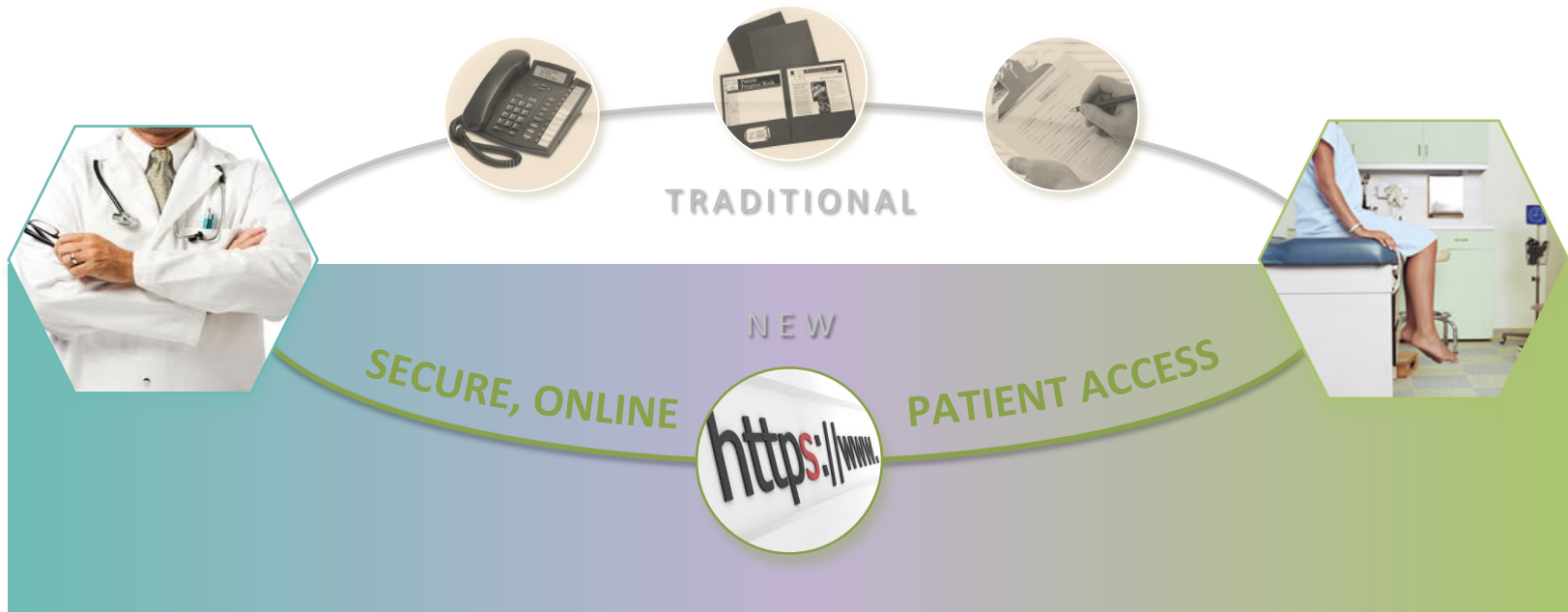
Greg Maxfield, Navigating Cancer



New Patient Connections



With the requirements of HITECH you will establish a different relationship with Patients



- Patients receive online access to health info
- Patients provide more information digitally
- Practice can utilize this connection to deliver efficient patient care within, and beyond the clinic



Five Major Goals of HITECH

All Meaningful Use objectives centered around these 5 Goals

.....Digitizing Healthcare

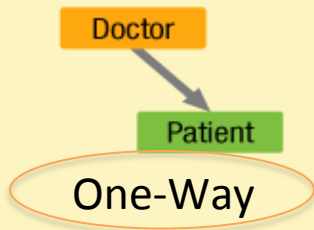
- 1 Improve the quality, safety & efficiency of our healthcare system
- 2 Engage patients & their families in their health care
- 3 Improve population & public health
- 4 Improve care coordination between providers
- 5 Ensure privacy & security provisions

The Evolution Toward Patient-Centered Care



2012

DOCTOR PROVIDES PATIENT

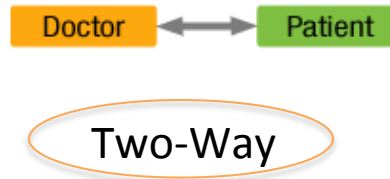


Establish capabilities

2014

DOCTOR AND PATIENT CONNECT

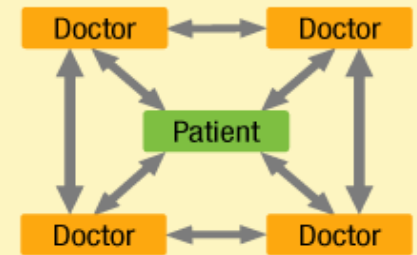
Online Secure Messaging



Connect patients & providers

2016

PATIENT-CENTERED CARE



Exchange information among providers

HIE's / Gov't Agencies / Other Providers

HITECH
STAGE 1

HITECH
STAGE 2

Patient Centered
MEDICAL HOME

COMMISSION
on CANCER

ACCOUNTABLE
CARE ORG's

Engaging Patients & Families in Their Care



3 Stages of Meaningful Use — “Raising the bar”

...Patient-Centered Objectives

Capture & Share

Stage 1

- Visit summaries (72 hours) for 50% & PHR requests
- Patient-specific education for 10%
- Timely access

Connect

Stage 2

- Visit summaries (24 hours)
 - View ,download or Transmit..health info online
- PLUS....
- Online Secure Messaging- 10% sending messages

Coordinate

Stage 3

- PLUS....
- Offer online self management tools
 - Patient reported experiences
 - Patient data into EHR and clinic workflow

Options for Achieving Meaningful Use

Stage 1 – 15 core / 10 Menu – 20 Objectives



Core Objective: Provide patients with an electronic copy of their health info upon request

Option A

- Copy records to a USB thumb drive or CD
- Track compliance using spreadsheet or other process

Option B

- Secure patient portal

Menu Objective: Provide patients with timely electronic access to their info

Option A

- No workaround

Option B

- Secure patient portal

Core Objective: Provide clinical summaries for patients for each office visit / within 72hrs

Option A

- Print and distribute clinical visit summaries
- Track compliance using spreadsheet or other process

Option B

- Secure patient portal

Menu Objective: Identify patient-specific education resources and provide to patient

Option A

- Identify resources in EHR and print, copy to USB thumb drive, or CD

Option B

- Secure patient portal

Options for Achieving Meaningful Use

Stage 2 – All Menu items Become Core



Core Objective: Provide patients ability to view online , download or transmit health info*

Option A

- No workaround

Option B

- Secure patient portal

Core Objective: Provide clinical summaries for patients for each office visit (24 hours)

Option A

- Print and distribute clinical visit summaries
- Track compliance using spreadsheet or other process

Option B

- Secure patient portal

Core Objective: Identify patient-specific education resources and provide to patient

Option A

- Identify resources in EHR and print, copy to USB thumb drive, or CD

Option B

- Secure patient portal

New Core Objective: Communicate with patients using secure electronic messaging*

Option A

- No workaround

Option B

- Secure patient portal

***Provide capability, and prove 10% of patients are doing it / Must be patient friendly**



Attesting for Meaningful Use

First Payment Year ↓	Requirements for Each Payment Year			
	2011	2012	2013	2014
2011	Stage 1 (90 days)	Stage 1 (365 days)	Stage 1 (365 days)	Stage 2 (365 days)
2012	—	Stage 1 (90 days)	Stage 1 (365 days)	Stage 2 (365 days)
2013	—	—	Stage 1 (90 days)	Stage 1 (90 days)
2014	—	—	—	Stage 1 (90 days)

- Demonstrate you are meeting all 20 Meaningful Use requirements
- Understand Baseline before October 1st
- Requirements for Stage 2 increase significantly
- Need to have a team in place looking ahead and creating the right strategies for the future

Incentives Peak This Year



MEANINGFUL USE MEDICARE INCENTIVES					
IMPLEMENTATION YEAR	2012	2013	2014	2015	
PAYMENT YEAR	2012	\$18,000*	—	—	—
	2013	\$12,000	\$15,000	—	—
	2014	\$8,000	\$12,000	\$12,000	—
	2015	\$4,000	\$8,000	\$8,000	\$0
	2016	\$2,000	\$4,000	\$4,000	\$0
	Total	\$44,000	\$39,000	\$24,000	\$0

* Attestation period must begin by October 1, 2012

Patient-Centered Care Extends Beyond “Meaningful Use”



.....The sooner you start working toward meeting the objectives of HITECH & using a patient portal – the sooner and more prepared you will be for these other initiatives as well.



PHR Access: What are consumers saying?



75% want access online to medical records, lab results and appointment schedules

2009 Report in *Journal of Medical Internet Research*

94% rated easy access to their own medical records as either important, or very important to them

2008 survey by the Commonwealth Fund

80% are interested in gaining access, through their physicians, to an integrated medical record containing their test results, physicians visits and other information.

2010 survey by Deloitte Center for Health Solutions

PHR Access: What cancer patients want



Survey of 400 Cancer patients

75% were interested in having access to their medical records securely online

2012 Navigating Cancer Survey

77% were interested in reading cancer education materials personalized to their diagnosis from expert sources

2012 Navigating Cancer Survey

Top 2 Portal Features Interested In: 1). Viewing Labs & Tests and 2). Online Secure Messaging with Doctors

2012 Navigating Cancer Survey

Patient Portals Can Improve Patient Satisfaction



Survey of over 500 patients going through Online Registration

“Appreciate the
entire process”

- ✓ 84% agree or strongly agree that the process was easy to use
- ✓ 80% agree or strongly agree that the questions were clear to understand
- ✓ 84% agree or strongly agree that the process online was better than filling out paper forms in a waiting room
- ✓ 79% agree or strongly agree that they value having their medical information securely online

“Much better than
doing the paperwork
at the first
appointment”

“very easy”

“Having been to many
doctors offices recently, this
is by far the best process and
having a copy for me is a
great idea”



Patient Portals Can Improve Clinic Processes



NORTHEAST GEORGIA CANCER CARE, LLC.



HEMATOLOGY & ONCOLOGY CONSULTANTS, P.A.

- More complete and legible information from patients
- Faster insurance verification - get started before patient comes thru the door
- Practices saving hundreds of dollars per month

**“We’re saving money &
our patients love the
process”**

Debunking Patient Myths



- ✧ “Patients don’t want it” - *Research /experience shows they do*
- ✧ “Patients won’t like it” — *Our experience with tens of thousands of Patients*
- ✧ “Patients won’t do it” — *You will be successful in getting 80% plus of patients using your new system*
- ✧ “My patients are too old” — *Facebook & Baby Boomers*
 - *63 yrs old Average age*
 - *Caregivers welcome the chance to help*
 - *Computer in waiting room*

How to Plan for the Road Ahead



- Implement a patient portal
- Solve Stage 1 Meaningful Use requirements with an *eye toward Stage 2*
- Familiarize yourself with new CoC standards
- Start looking at NCQA PCMH standards
- Get involved with COA and their Oncology Medical Home Project
-ASK your patients to participate in their care, they'll be glad you did.





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PCMH Definition



The Patient Centered Medical Home is a health care setting that facilitates partnerships between individual patients, and their personal physicians, and when appropriate, the patient's family. Care is facilitated by *registries, information technology, health information exchange* and other means to assure that patients get the indicated care when and where they need and want it in a culturally and linguistically appropriate manner.

For Oncology



Primary Care:

- NCQA is the measuring body for PCMH
Oncology: A Solution is Needed
- NCQA doesn't yet have a specialty component
 - One oncology practice has designation (started 5 yrs ago)—awarded in 2010
- Some payors have approached oncology practices about medical home models
- COA is building a toolkit for Oncology Medical Home