Session 12AB
The New Core Competency for Healthcare: Engaging Patients, Physicians and Clinicians

Presented by:
Craig E. Deao
The New Core Competency for Healthcare

*Engaging Patients, Physicians and Clinicians*

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Craig E. Deao, MHA
- Studer Group – Employee – Speaker/Faculty
Presenter

• Craig E Deao, MHA
  Senior Leader & National Speaker
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Learning Objectives

• Shift your leadership philosophy from satisfaction to engagement.
• Implement evidence-based strategies to empower your team's human capital.
Agenda

• Definition of engagement
• How engaged are patients, employees, physicians?
• Why does engagement matter?
• How can you increase engagement?

“You cannot enter any world for which you do not have the language.”

– Ludwig Wittgenstein
What is Engagement?

• Not the same as satisfaction, nor happiness
• Emotionally invested in and focused on creating value for the organization, every day
• Giving discretionary effort; even when no one is watching
Definition of an engaged patient

• Strive to be informed about health
• Are involved in healthcare decisions
• Participate in self-care
• Self-monitor and provide information
• Provide feedback on experience and outcomes
• Commit to long-term lifestyle changes

Empowering patients (or, less restrictively, healthcare consumers) to take greater responsibility for their health. Requires partnership; making them feel valued.

Current State

[Diagram showing interactions between Employees, Clinicians, and Patients & Families]
Only 13% of workers are engaged worldwide

Only 30% of Americans are engaged in their job
Only 34% of physicians are engaged in their work

Source: Gallup’s "State of the Global Workplace Report, 2013"

How Engaged are Patients?

- 40% of deaths caused by modifiable behavioral issues
- People with chronic diseases take only 50% of prescribed doses
- 50% of patients do not follow referral advice
- 75% do not keep follow-up appointments

Where Are We Heading?

EMPLOYEES

CLINICIANS

PATIENTS & FAMILIES

What’s it going to look like in a few years?

Employees
- As unemployment drops, turnover is raging back

Physicians
- The looming crisis ahead

Patients
- Engaging with customers is the core competency of many new entrants
Why Does it Matter?

What engaged employees do . . .
WHAT ENGAGED EMPLOYEES DO . . .

Employees with low engagement are more likely to work around safety protocols.

What engaged physicians do . . .

**Improve health outcomes**
- 30% increased chance a patient will stop smoking when a doctor advises a patient to quit
- Patients satisfied with their provider are more likely to adhere to treatment regimens for diabetes.

**Steward resources**
- 51% more inpatient referrals
- 26% more productive
- $460,000 more annual patient revenue

Engaged Patients

YOU CAN’T FIX THE HEALTHCARE COST CRISIS WITHOUT THEM.

- A few chronic disorders (e.g., diabetes and cardiovascular diseases) account for the majority of deaths and >75% of the nation’s medical care costs
- These are largely preventable
- What are the big levers?
  - Increasing physical activity
  - Controlling weight
  - Quitting smoking

Engaged Patients

ACCOUNTABLE CARE REQUIRES ME TO BE ACCOUNTABLE.

- The average visit lasts 20 minutes
- The average patient sees a doctor 3x/year
- That’s 1 hour/year with the doctor
- What about the other 8,674 hours?
Actively Engaged Patients Have Lower Costs

Predicted per capita billed costs ($)

Actively Engaged Patients Have Better Outcomes

Odds Ratio

PAM Level 2 | PAM Level 3 | PAM Level 4
THE ENGAGEMENT MODEL

THE ENGAGEMENT WATERFALL

THE ENGAGEMENT MODEL

SENIOR LEADERS:
- Mission, Vision, Values and Standards
- Compensation and benefits

SUPERVISORS:
- Communication
- Setting expectations
- Giving feedback
- Development
- Positivity and personal connection

THE ENGAGEMENT MODEL

EMPLOYEES:
- Purposeful, worthwhile work
- Feeling valued and involved
- Relationship with supervisor
- Opportunities

PHYSICIANS:
What Drives their Engagement?
• Quality
• Efficiency
• Input
• Appreciation
• Open, honest communications

THE ENGAGEMENT MODEL

PHYSICIANS:
Impact on Patient Engagement?
• Build trust through expertise and empathy
• Individualize the care
• Empower and partner with patients
• Celebrate progress together
THE ENGAGEMENT MODEL

PATIENTS:
• Strive to be informed about health
• Are involved in healthcare decisions
• Participate in self-care
• Self-monitor and provide information
• Provide feedback on experience and outcomes
• Commit to long-term lifestyle changes

PATIENTS REPLENISH OUR ENGAGEMENT
How can we foster engagement?

Shift the discussion from satisfaction to engagement
Remember, trust precedes engagement
• AIDET® plus the Promise
• Bedside Shift Report/ Individualized Patient Care
• Hourly Rounding®
• Sit vs. Stand
• Teachbacks / M in the Box™
• Post-visit calls
• Active listening
• Master “The 3 Why’s”

Presenter Biography & Contact Info

Craig Deao, MHA has been a member of the senior executive team for Studer Group since 2006 where he leads the speaking, conferences, and publishing teams. Craig is also a highly regarded speaker on leadership, patient engagement, quality and patient safety. In addition to his full-time work with Studer Group, he serves as faculty for the American College of Healthcare Executives. Since co-leading Studer Group’s journey to becoming a recipient of the Malcolm Baldrige Quality Award in 2009, he now spends most weeks inside of healthcare organizations working with boards, medical staffs and executives to help them architect their own journeys to excellence. Born and raised in New Orleans, Craig received two bachelor’s degrees from Louisiana State University. He received his master’s degree in healthcare administration from the University of Minnesota and now lives in Pensacola, FL where he serves on the quality committee of his local health system.

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