White Paper

Anthelio Healthcare Solutions

Patient Engagement:

Innovative, Efficient Technologies to Educate, Engage and Empower Patient Communities

Today's healthcare consumers are online and on the go

With the advances in consumer technology, a new era of healthcare consumerism has emerged. Patients now have high tech tools at their fingertips that allow them to take a more active role in their care decisions, and use of this technology is widespread. The percent of adults who used the Internet, e-mail or accessed the Internet through a mobile device reached a phenomenal 87 % in 2014.[1]

Even the aging population has become digital savvy. From 2000 to 2012, Internet use tripled among users age 65 and over and doubled among people aged 50 to 64. During this same period, seniors 65 and over experienced the greatest growth in Internet use among all age groups.[2] The old stereotype that senior citizens don't use the Internet simply isn't true. Since projections indicate 10,000 people will reach age 65 every day in the United States over the next 17 years,[3] seniors represent a powerful segment of the consumer market.

These consumers are also heavy users of mobile technology. A Pew Research Survey found 63% of adult cell owners used their phones to go online, and 34% of cell Internet users went online mostly using their phones, rather than a desktop or laptop computer.[4] We have definitely become a digital society, at home and on the go.

Consumers are using technology for health education

More and more consumers are relying on technology for health education. Indeed, the Internet has become a self-diagnostic tool people often utilize to research a health condition, as a recent Pew report indicated:[5]

- 59% of US adults have looked online for health information in the past year, and
- 35% of US adults have used the Internet to try and figure out what medical condition they or another may have.

The Pew report concluded that "many have now added the Internet to their personal health toolbox, helping themselves and their loved ones better understand what might be ailing them."

While there are inherent dangers in self-diagnosing, the Internet can play an important role in helping consumers have a better experience with their healthcare provider. By researching symptoms and their possible causes, patients become better educated and can focus on important questions to ask their physician. Many are already doing this. A recent survey found 53% of the respondents had talked with a clinician about what they found online, and 41% had their condition confirmed by a clinician.[6]

Patients want online access to personal health records

Not only are people turning to the Internet for general health information, they are also seeking online access to their own personal health information. There is increasing data indicating the online information and easy access people have grown used to in other parts of their lives, such as banking and shopping, is now impacting their expectations about access to their own health data.[7] A national survey conducted by the California HealthCare Foundation to examine the use of personal health records reported more than half of the adults in the survey were interested in using online applications to track their health.[8] Another large survey found 65% of the respondents who only had paper-system access to their health records indicated online access would be important to them.[9]

In this same survey, 26% of the respondents had online access to their personal health record, and of those who did, 80 % used it. Of that group, nearly half were frequent or fairly frequent users, viewing their records three or more times a year.[10] Many other surveys also demonstrate consumers want convenient online access to their health data, and when they have this capability, they use it.

Access to health records and health information can promote positive patient behavior

There is a growing body of evidence demonstrating patients who are more actively involved in their healthcare have better outcomes and lower medical costs.[11] Providing patients easy access to their health records is one important way providers and healthcare organizations can empower patients to take a more active role in their own care. The California HealthCare Foundation survey reported that as a result of accessing their personal health records, users took steps to improve their own health, knew more about their healthcare, and asked their doctors questions they would not otherwise have asked.[12]

Meaningful Use 2 will drive increased online access to health records

The HITECH Act (formally designated as The Health Information Technology for Economic and Clinical Health Act), was part of the American Recovery and Reinvestment Act of 2009. This important legislation delineated plans for the nationwide adoption of electronic health records. It also incentivized EHR adoption through Meaningful Use (MU), defined as EHR use by providers to achieve significant improvements in care.

The incentive programs evolved into three stages of Meaningful Use, each with their own targeted goals. The MU2 requirements focus on health information exchange between patients and providers, encouraging patient engagement by providing patients online access to their health information. Specifically, healthcare providers must ensure that at least 5% of their patients access, download or transmit their medical records.

Meaningful Use requirements offer providers and healthcare organizations a unique opportunity to bring new technology to their facilities while accessing federal funding, ultimately helping patients achieve optimal outcomes by empowering them to take a more active role in their own care decisions.

Patient engagement technologies are evolving

Consumer health IT applications are rapidly evolving to meet the increasing demand for cost-effective, efficient ways for healthcare organizations to communicate to their patient populations via electronic means. Currently there are many hardware, software, and Web-based applications that empower patients to participate in their own healthcare, some more complex than others. These new applications utilize a range of different platforms, including the Web, messaging systems, PDAs, and cell phones,[13] and serve a variety of purposes designed to empower patients with self-management capabilities that are convenient and easy to use.

Providers can utilize these new technologies for a variety of engagement activities, including:
- Delivering real-time data to patients, such as medical records and test results;
- Providing a secure method for patients to communicate with their healthcare team;
- Promoting wellness programs and preventative care measures;
- Providing updates on clinic events such as vaccination programs and screenings, and
- Sending automated reminders about upcoming appointments.

While the IT application platforms vary, they are all designed to enable timely communication between patients and their providers, streamlining the care process and offering patients easy access to valuable information that empowers them to be more actively involved in their own care.

What are the implications for the healthcare provider?

In the final analysis of the patient engagement landscape, several points clearly emerge:

- Today's healthcare consumers want online access to health information and their own personal health data, much as they access information in other areas of their lives such as online banking and shopping. To remain competitive in today's challenging healthcare environment, providers must meet this expectation;
- Meaningful Use Stage 2 requirements put healthcare organizations under increasing pressure to embrace patient engagement technologies while at the same time providing strong financial incentives to do so, and
- The technology is now available for providers to make information easily accessible to today's healthcare consumer.

Through careful analysis of needs and thoughtfully defining goals and IT capabilities, healthcare organizations can move forward to implement a comprehensive patient engagement strategy utilizing the right technology to meet their needs, empowering patients to be active participants in improving their own health.

Anthelio Healthcare Solutions

Leading The Industry In Innovative, Cost-Effective Patient Engagement Solutions

Building a strategic engagement foundation can be a complex undertaking for any healthcare provider. The design, implementation and support requirements can be quite significant, taxing even those organizations with substantial IT resources. Anthelio is leading the industry in the development of innovative engagement solutions that simplify this complex task. We offer a full suite of state-of-the-art patient engagement solutions that address real-time data mining, cost containment, and patient involvement. Our unique feature-rich engaged solutions are cost-effective web-based products that are easy to implement and access, making them the smart choice for providers seeking high value engagement strategies.

Patient PULSE™

Setting a whole new industry standard for patient engagement solutions

Patient PULSE is a game changing, one-of-a-kind patient portal that is revolutionizing the way the industry views the functionality of portals. Designed to optimize patient engagement across the entire care continuum, it provides the most comprehensive set of patient engagement online applications available today. By implementing a 360-degree approach to patient engagement, Patient PULSE empowers the patient to manage their own health and the health of their family through continuous engagement at the point of service, at home and on-the-go, leading to improved health outcomes and reduced costs

Patient PULSE is HIPAA-compliant, providing a secure vehicle for patients to access their health record real-time and interact with their healthcare provider anywhere, anytime. It provides the much desired self-service experience for patients by enabling them to view and schedule their appointments, pay their bills, view their reports and engage in many other activities in real-time on any mobile device of their choice. It is fully Meaningful Use certified and accommodates ever-increasing needs in the areas of patient access, patient education and wellness management.

Patient PULSE™

Helping providers educate, engage and empower patients

Healthcare providers face tremendous pressure today to improve patient outcomes and meet regulatory requirements while reducing escalating costs—a daunting challenge given the current turbulent healthcare environment. An effective patient engagement strategy can help providers by enabling patients to actively manage their own health across the continuum of care, providing the opportunity for improved outcomes and reduced costs. With Patient PULSE, providers can efficiently move from educating patients to engaging patients and finally to empowering patients to take a more active role in their own care decisions.

Patient PULSE offers best-in-class return on investment and provides sustainable value to providers by:

- Accelerating Meaningful Use compliance;
- Increasing patient satisfaction across all touch points;
- Reducing readmissions and improving outcomes by patient-specific content and reminders;
- Integrating in real-time with any backend system to produce a single version of the patient's information across multiple channels – online, mobile and point-of-service;
- Creating a solid foundation for accountable care;
- Improving staff productivity and operational efficiency, reducing costs;
- Building patient loyalty, and
- Offering a fully customize user interface to deliver the same look and feel as the provider's website, matching logos, color schemes, and navigational layout.

Patient PULSE™

Providing patients customized self-service options available anytime, anywhere

More and more patients today want to actively self-manage their health, and Patient PULSE empowers them with the ability to do that while delivering a superior user experience. This fully customizable tool offers patients multiple access and communication options, helping them achieve their health and wellness goals by enabling them to:

- Automate all transactions, such as scheduling appointments, pre-registration, check-in, bill payment, and prescription renewals;
- Access lab and radiology reports online in real-time;
- View a centralized up-to-date health record anywhere, anytime;
- Interact with their care team through secure messaging, strengthening the patient-provider relationship;
- Improve health outcomes by offering access to personalized health education material, which is integrated with the care plan;
- Avoid negative health events by acting on reminders and alerts, and
- Take control of their health and care decisions.

Patient PULSE has empowered patients across the country with valuable self-service tools, allowing them to take a more active role in their healthcare while improving patient satisfaction for multiple healthcare providers.

Engage

Enabling today's mobile healthcare consumer with self-management tools

Engage is a customized and personally branded mobile application and a point of service interactive experience for patients, health plan members, caregivers and employees designed to embrace today's era of healthcare consumerism. With Engage, communicating with key audiences on-the-go, at home or at the provider's office has never been easier. This revolutionary app serves as the delivery mechanism for an effective engagement strategy, providing patients a wealth of self-management capabilities, leading to improved health education, consistent secure communications between provider and member populations, and increased brand loyalty. Providers can offer a personal touch point before patients ever reach the waiting room or efficiently answer important questions from patients anytime.

With Engage, patients, health plan members and designated caregivers are encouraged to utilize the provider's personally branded app to efficiently:

- Interact and engage in wellness program promotions and campaigns;
- Access on demand health information;
- Communicate directly with their care team;
- Access secure portals, educational materials and provider sanctioned news articles;
- Request appointments, and
- Update forms prior to arrival.

These streamlined activities save time, build loyalty and create a better patient experience.

Engage is designed to be the most personal component in a comprehensive patient engagement strategy, and it can benefit any healthcare or payer organization that is focused on improving communications with their member or patient populations.

Engage

Empowering collaboration among Patients, Providers and Payers for a better patient experience

Engage is a cutting-edge information "hub" that centrally brings all healthcare stakeholders— Patients, Providers and Payers—to a shared mobile platform. It provides a new mobile experience and creates a social networking opportunity for collaboration while providing patients valuable tools to manage their comprehensive healthcare. Engage provides a unique, real-time, dynamic content management system, simply known as, The Hub. In today's fast-paced, technology-driven environment, users are quickly bored with static content. These technologically savvy patients, health plan members and employees want content that includes visual enhancements, such as graphics and videos, to assist them in the learning process, along with a variety of multimedia assets and interactive technologies for a more personalized user experience. The Hub gives administrators complete and real-time control of their customized Engage Application, delivering specific key experiences to a targeted audience.

Administrators can quickly and easily edit content, track and store results of surveys and manage communications with the Hub. With intuitive functions, the cloud-based application can be used immediately with little or no training, enabling administrators to modify and edit their Engage content dynamically within minutes of accessing the Hub.

Engage

Providing payers a wealth of benefits

Engage is a valuable tool payers can utilize to enhance their relationships with both member patients and providers. It enables positive brand association, increases member engagement, and improves member satisfaction levels by helping to provide a better healthcare consumer experience. Payers can use Engage for a variety of critical activities, including:

- Notifying members and providers of important updates, announcements and events that encourage healthy behaviors;
- Providing members the opportunity to securely message care navigators from anywhere;
- Surveying members and enabling them to provide feedback on their care experiences, in real time;
- Allowing members to log in to secure portals where they can interact and update personal information, as well as receive important notifications of health and lifestyle programs, preventative screenings and community events;

- Guiding members to in-network providers, and enabling real-time interaction at the point of care with sponsored rich media content from a centralized content management system, and
- Educate members and representatives of provider organizations via reputable established health education resources.

These engagement activities can build brand awareness, create clarity and enhance consistency of messaging for payers, strengthening their position in the competitive healthcare marketplace.

Conclusion

Engagement isn't just the latest buzz word sweeping through the healthcare landscape—it is a critical communication strategy every healthcare organization, large and small, needs to embrace. There are a host of reasons for doing so, including federal incentives, but perhaps the best reason of all is that patient engagement is the gateway to improved outcomes, not to mention lower costs.

Today there are efficient technologies available that empower patients to be active participants in improving their own health, transforming the healthcare system to a more patient-centric focus. Healthcare providers can play a vital role in this transition by offering these innovative engagement technologies to their patients, partnering with them as they gain the knowledge and experience to effectively manage their own care.

About Anthelio

Anthelio® is a driving force in the healthcare industry and is the largest independent provider of healthcare technology solutions to hospitals, physician practice groups and other healthcare providers. By provisioning hospitals in over 450 counties across the US with innovative solutions in the areas of IT,EHR, HIM, Patient Engagement, Enterprise Interoperability (EI) and Healthcare Analytics & Informatics (HAI) services, Anthelio impacts quality care to over six million patients. Powered by cutting-edge technologies and thousands of healthcare professionals with extensive clinical and operational experience, Anthelio drives high value for over 20,000 physicians and nurses in hundreds of healthcare organizations supporting their annual revenue of over $12 billion. Anthelio is headquartered in Dallas, Texas. Visit www.antheliohealth.com for more information.

Contact Us

Anthelio Healthcare Solutions Inc.
One Lincoln Center — Suite 200, 5400 LBJ Freeway, Dallas, Texas 75240 T: 214.257.7000.
contact@antheliohealth.com

References

1. Pew Research Center Internet Project Survey, January 9-12, 2014, Internet User Demographics, http://www.pewinternet.org/three-technology-revolutions/
2. Pew Internet & American Life Project, Older Adults and Internet Use, Kathryn Zickuhr, Mary Madden, June 6, 2012, http://www.pewinternet.org/Reports/2012/ Older-adults-and-internet-use/Summary-of-findings.aspx
3. Pew Research Social & Demographic Trends, Baby Boomers Approach 65–Glumly, D'Vera Cohn, Paul Taylor, December 20, 2010, http://www.pewsocialtrends.org/2010/12/20/baby-boomers-approach-65-glumly
4. Pew Internet & American Life Project Spring Tracking Survey, Cell Internet Use 2013 , Maeve Duggan, Aaron Smith, September 16, 2013, http://www.pewinternet.org/2013/09/16/cell-internet-use-2013
5. Pew Internet & American Life Project, Health Online 2013, Susannah Fox, Maeve Duggan, January 15, 2013 http://www.pewinternet.org/2013/01/15/health-online-2013/
6. Ibid.
7. Patient Engagement Survey Reveals Demand For Online Access. MDe Insights /by MDeverywhere, June 5, 2014. http://www.mdeverywhere.com/patient-engagement-survey-reveals-demand-for-online-access/
8. Consumers and Health Information Technology: A National Survey. California HealthCare Foundation, 2010. http://www.chcf.org/publications/2010/04/consumers-and-health-information-technology-a-national-survey#ixzz3Rn2Tb382
9. Making IT Meaningful: How Consumers Value And Trust Health IT. National Partnership For Women & Families, February 2012.
10. Ibid.
11. Health Affairs Health Policy Brief. Robert Wood Johnson Foundation. February 14, 2013.
12. Consumers and Health Information Technology: A National Survey. California HealthCare Foundation, 2010. http://www.chcf.org/publications/2010/04/consumers-and-health-information-technology-a-national-survey#ixzz3Rn2Tb382
13. Jimison H, Gorman P, Woods, et al. Barriers and Drivers of Health Information Technology Use for the Elderly, Chronically Ill, and Underserved. Evidence Report/Technology Assessment No. 175 (Prepared by the Oregon Evidence-based Practice Center under Contract No. 290-02-0024). AHRQ Publication No. 09-E004. Rockville, MD: Agency for Healthcare Research and Quality. November 2008. Available at: http://www.ahrq.gov/clinic/tp/hitbartp.htm).