Virtual Care / Telehealth
3:00 Session

Consumer Driven Digital Healthcare
Engaging the Patient
Consumer Driven Digital Health Care – Engaging the Patient

Moderator: Liz Hansen, Senior Advisor, GA-HITEC

Panelists:

- **Sue Gordon**, Piedmont Health Care, Manager IS Applications – Government Programs
- **Jodi Tarpinian**, IS Manager Population Health, Emory Healthcare
- **Elizabeth Howard**, Practice Manager, Morrow Family Medicine, LLC
- **Amin Holmes**, MS EE, President, Co-Founder, SynsorMed Inc.
Consumer Driven Digital Health Care – Engaging the Patient

- Services that offer convenience as well as cost and time savings, drive patient engagement and satisfaction, which will strengthen provider-patient relationships, establish loyalty and improve outcomes.

- Having a secure infrastructure and tools in place that promote the active engagement of patients in their care is a critical component to the delivery of value based care and value based reimbursement.

- From Patient Portals to Chronic Care Management, our panel will share their efforts and experiences in working towards facilitating consumer driven health care.
Consumer Driven Digital Health Care – Engaging the Patient

**Patient engagement** is defined as a concept that combines a patient’s knowledge, skills, ability and willingness to manage his own health and care with interventions designed to increase activation and promote positive patient behavior.


*From portals, to wearables data to home health devices, our challenge is to provide the technology, processes and support to facilitate the flow of data to around Patient Engagement.*
Consumer Driven Digital Health Care – Engaging the Patient

Benefits

- Improved Outcomes
- Maximize Medication Adherence
- Increased Health Literacy
- Leverage Connected Health
- Inspire Loyalty – Strengthen Provider/Patient Relationship
- Capture Patient Rights
- Offer convenience
- Reduced costs
- Time savings
- Meaningful Use (Medicaid)
- MACRA / MIPS (Medicare)
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Providers can use patient-generated health data to:

✓ Show how a patient is doing between visits
✓ Illustrate a patient’s health and behavior over time
✓ Inform strategies for preventive care and chronic disease management
✓ Improve patient safety by providing insight into medication adherence and allergies
✓ Spark and support conversations with patients that result in shared decision making
✓ Predict hospital readmission risk
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Benefits

• Fewer hospital readmissions, which can help avoid penalties for excessive readmission imposed by CMS
• Efficient diagnosis of illnesses, which saves practice resources
• Enhanced patient-centered care, so that providers can identify treatments and health behaviors that patients will follow through with
• Effective management of complex chronic conditions, so that patients can control their own health with less provider intervention
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Challenges

• Patients must engage
• Costs
• Implementation of technology
• Implementation of processes
• Integration
• Providers must engage
  – MACRA, Meaningful Use
  – Reimbursement & Incentives
• Patients must engage
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