

Equity, Health Quality and Shared Decision Making



Aligning Forces for Quality National Meeting

Using Health Information for Decision Making: The Consumer Perspective

Lyn Paget, MPH

May 13, 2010

We Believe Patients Should Be



Supported & encouraged to participate in their health care decisions



Fully informed with accurate, unbiased & understandable information



Respected by having their goals & concerns honored



**High Quality
Decision Aids**



**Research &
Demonstration**



**Outreach &
Advocacy**



***Shared decision making
is an essential ingredient of
patient centered care.***

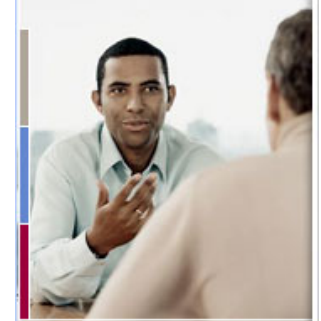
Every medical encounter involves decisions



Shared Decision Making

Interactive process between patient and clinician

- **Engages** the patient in decision making
- Provides patient with accurate, unbiased and understandable **information** about choices (risks & benefits associated with choice)
- Incorporates patient's **preferences** and **values**



(Charles C, Soc Sci Med 1997; 44:681)



Quality/Equality

Quality/Equality / Aligning Forces for Quality / AF4Q area

- > "How-to" of quality improvement
- > Increasing consumer engagement
- > Increasing public reporting
- > Nurses leading
- > Addressing e

Increasing consumer engagement

Overview

The Robert Wood Johnson Foundation (RWJF) is working with targeted communities and national organizations to help patients and consumers better understand, demand and choose quality health care. This principle—that care needs to improve in ways that truly matter to patients and consumers—has become a central part of all of RWJF's work to address quality.

History

While there is widespread theoretical agreement that patients and consumers can become more engaged in demanding better health care, there is little practical experience in how to engage diverse consumer groups within entire communities. *Aligning Forces for Quality* (AF4Q) is working to do just that. One of the underlying hypotheses of AF4Q is that more readily available and understandable information about the quality and cost of health care can help different stakeholders—including consumers and patients—learn what it takes to achieve good health care and make better choices. A successful consumer engagement strategy will help consumers:



- Understand their risks or actual conditions, and take actions to manage them.
- Understand and make informed treatment choices.
- Understand the difference between good care and bad care, and demand good care.
- Advocate for public reporting by hospitals and doctors on nationally-recognized indicators of quality care.
- Choose providers based on information about their ability to deliver effective care.

What is on the Policy Horizon?

Federal Health Care Reform



HR3590 Section 936

Program to Facilitate Shared Decision Making

Purpose is to facilitate collaborative process between patients and providers .. and to incorporate patient preferences and values into medical plan.

Key Aspects of Legislation



Priority - preference sensitive care

1. Produce patient decision aids
2. Set quality standards & certify decision aids
3. Create Shared Decision Making Resource Centers
4. Provider development, use and assessment of SDM techniques using certified decision aids

Section 3021 CMS Innovation Center

Test innovative payment models to reduce expenditures and to enhance quality of care.

18 different models

9) ***“Assisting applicable individuals in making informed health care choices by paying providers for using patient decision support tools that improve individual understanding of medical options”***

Also

Patient Centered Medical Home
Accountable Care Organizations
Meaningful use of HIT

All providing opportunities to incorporate shared decision making

State Policy and Reform

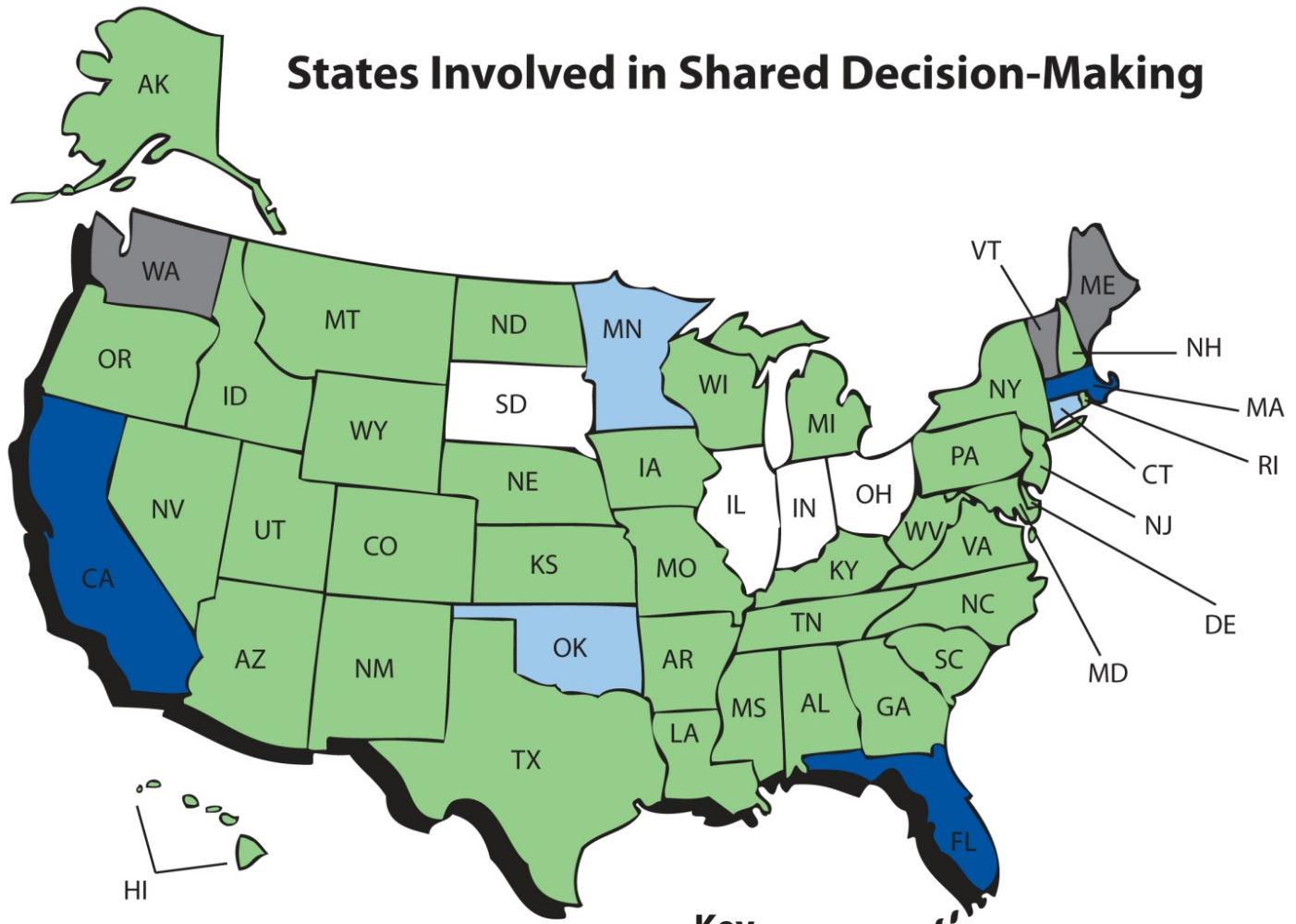
States Explore Shared Decision Making

Bridget M. Kuehn

JAMA. 2009;301(24):2539-2541.



States Involved in Shared Decision-Making



Key

- Legislators attended SDM Seminar
- SDM Legislation Passed
- SDM Legislation Drafted
- SDM Legislation under Consideration

Common Elements

- Preference-sensitive conditions
- Platform for pilot projects
- Certification/quality standards
- Professional training
- Evaluation

Implementing Shared Decision Making

Building a Foundation of Learning Partners

Supporting the Concept

- Patient decision aids work
- Both patients and physicians support it
- Models are demonstrating value/benefit

O'Connor et al. Cochrane Database of
Systematic Reviews, 2009



LAKE RESEARCH

 PUBLIC OPINION STRATEGIES

Foundation Demonstration Sites

A diverse group of provider organizations

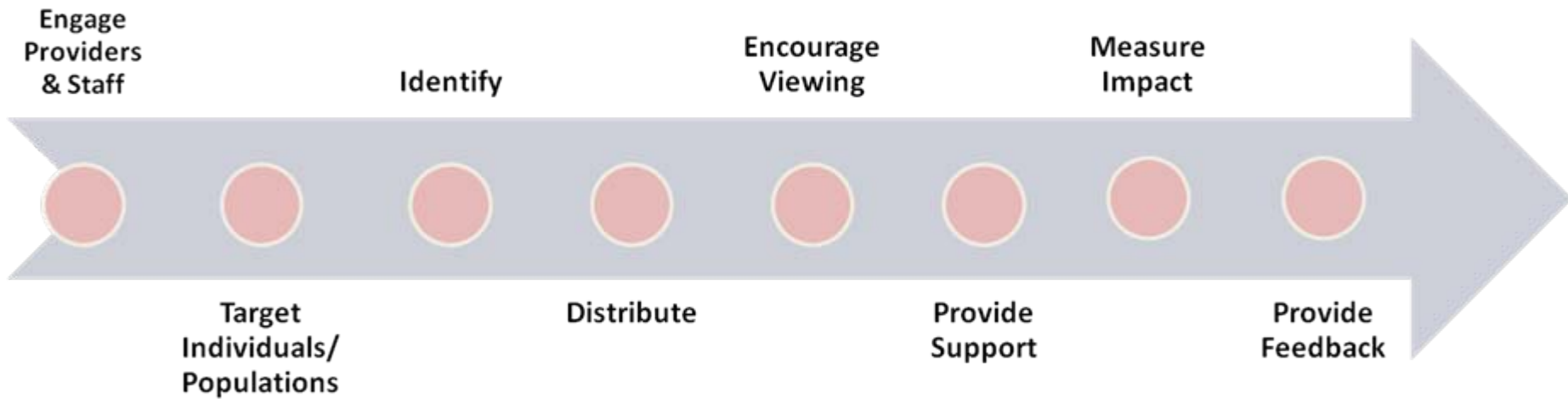
- Academic and community-based
- Primary care and specialty care

Developing proof of concept that DAs and shared decision making can be efficiently and effectively incorporated into clinical practice

Utilizing a common data set aggregated by the Foundation



Implementation Tasks



Demonstration Sites

Primary Care

Specialty Care

Dartmouth Hitchcock Medical Center	X	
White River Junction VA	X	
Massachusetts General Hospital	X	
University of North Carolina	X	
Maine Health	X	
Mercy Clinics Inc.	X	
Stillwater Medical Group	X	
Oregon Rural Practice Based Research Network	X	
Palo Alto Medical Research Foundation	X	X
Group Health Cooperative	X	
Everett Clinic	X	X
Multi-Care Health System	X	X
Virginia Mason Medical Center	X	X
Allegheny General Hospital - Breast Center		X
Carol Milgard Breast Care Center		X
University of California San Francisco - Breast Center		X
DHMC - Breast Center		X
DHMC - Urology		X
DHMC - Orthopedics		X
DHMC - Spine Center		X
DHMC - Cardiology		X
<u>Non-Funded Demonstration Sites</u>		
Mackey Family Practice	X	
Peace Health (Oregon)	X	
Mercy Cancer Center (Oklahoma)		X

System-wide implementation for 12 elective surgical procedures
Patient portal viewing
New EPIC *Smart Phrases* to document informed consent
– pre and post decision aid conversation



State Legislated
Demonstration
Project

Tracking Outcomes:

Decision aid viewing on Web and DVDs

Patient satisfaction

Procedure rates

Overall health care use of patients (# visits, hospitalizations, Rx)

Cost of health care for patients

Cost of decision aid implementation and delivery

Impact of SDM implementation on providers and staff

Demonstrating and Understanding Value



Decisions, Decisions

Doctors are using new tools to help patients make choices about treatment options.



**Urologist and surgeon
Thomas Stormont, M.D.**

“It’s made my job easier,” he says, “and the patients feel more empowered and in control of their cancer.”



Shared Decision Making and Targeted Communities

What We Know

- Older and less educated – less confident in ability to participate in medical decisions
- Greater need for extra information/support
- With info/support in place – benefit at least as much as others

Education

Rovner and colleagues

- Effects of BPH decision aid
- Men who attended college and men who did not
- Less educated start with less knowledge/readiness
- Post PDA comparable increases

Age

Dartmouth – Routine Decision Aids

65+ score as high or higher in

- knowledge
- desire to be involved
- recommending others use PDAs

Low Numeracy

Galesic

- Compared poorly designed vs. well designed presentations of risk
- Relative risk with no visual support vs. 100 person graphs with absolute risk
- With poor design – LL 60+ - almost no questions correct/University students-close to half
- Well designed form-older students score almost as high as University students



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“Patient Engagement”

a la Google Images

#1



“Patient Engagement”

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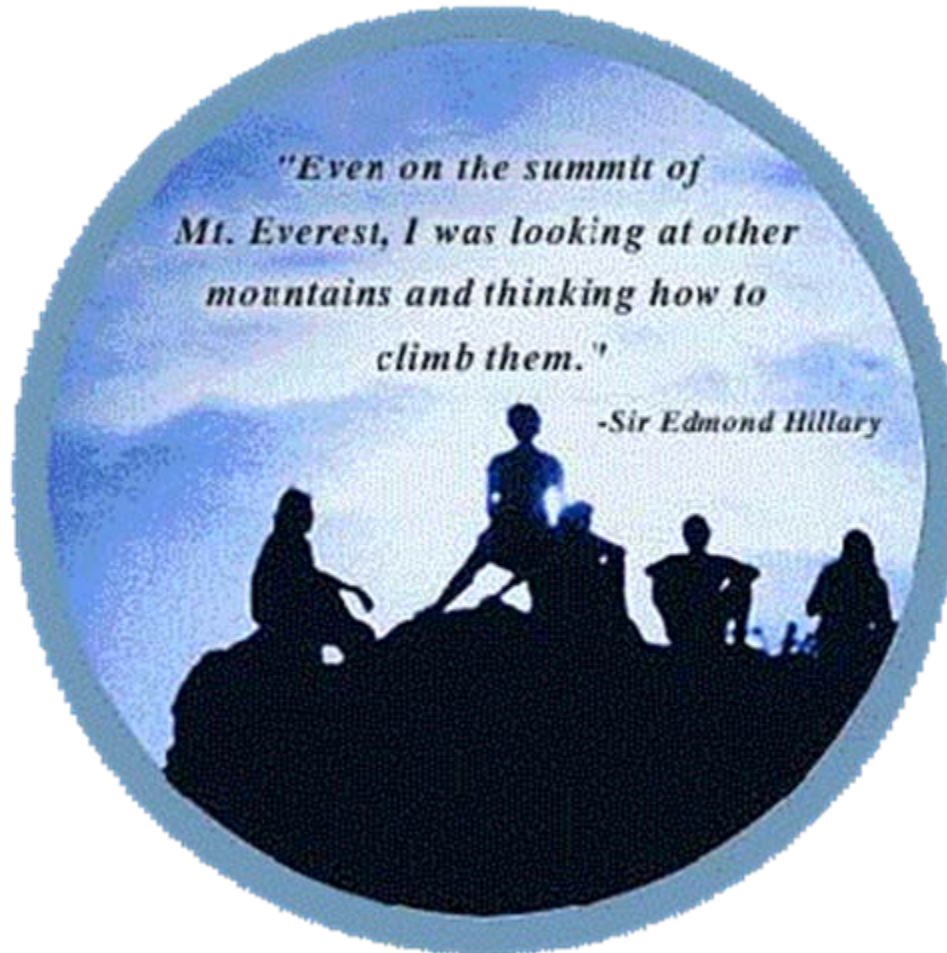
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“Patient Engagement”

a la Google Images

#3



“Patient Engagement”

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#4



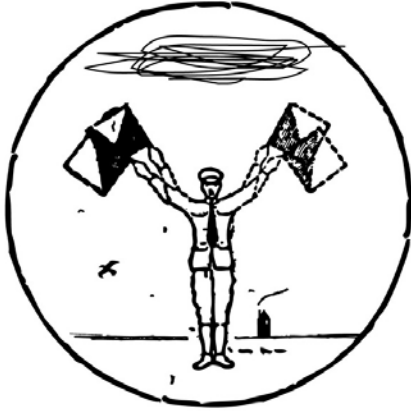
Summary

- ✓ Evolving innovations in technology and policy support a robust and comprehensive approach to informed decision making.
- ✓ Experience is demonstrating value to both patient and provider.
- ✓ Disparities are key targets for enhanced information and support for decision making.

The New York Times

The Great Prostate Mistake

By RICHARD J. ABLIN
Published: March 9, 2010



EACH year some 30 million American men undergo testing for prostate-specific antigen, an enzyme made by the prostate. Approved by the Food and Drug Administration in 1994, the P.S.A. test is the most commonly used tool for detecting prostate cancer...

“I never dreamed that my discovery four decades ago would lead to such a profit-driven public health disaster.”



INFORMEDMEDICALDECISIONS.ORG

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About The Foundation

We are a non-profit organization leading changes to ensure that health care decisions are made with the active participation of fully informed patients.



WHAT IS AN INFORMED MEDICAL DECISION?

PROBLEMS WITH MEDICAL DECISION MAKING

IMPLEMENTING SHARED DECISION MAKING

- Primary Care Demonstration Sites
- Specialty Care Demonstration Sites
- Breast Cancer Initiative

DECISION SUPPORT

- Patient Decision Aids
- Quality Standards

RESEARCH

- Evidence Base
- Research Summaries
- Foundation Research Projects
- Information for Investigators
- Decision Quality Initiative

POLICY TO SUPPORT



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Transforming the Patient Experience

Listen to the stories of four patients who took action to become active participants in their medical decisions:

Howard, who decided not to have bypass surgery for coronary heart disease.

Loretta, who made a decision about how her diabetes would be managed.

Phil, who decided not to have repeat surgery for a back condition.

Kathy, who chose mastectomy over lumpectomy for early stage breast cancer.

Did You Know?

For at least 70% of people who have heart bypass surgery, the survival rate is no better than if they had chosen to take medication alone.

Dr. Michael Barry, Foundation President, discusses the importance of shared decision making in the PSA decision.

[Watch Video](#)

Visit [Health Dialog](#) to preview PSA Decision Aid



Expert Q&A

Mr. Schwitzer is an associate professor at University of Minnesota School of Journalism & Mass Communication and publisher of HealthNewsReview.org.

[READ MORE](#)



Thank You!

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