

How to Develop & Optimize Patient Engagement Programs

STREAMLINING CLINICAL WORKFLOWS



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Rose Gerber
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Moderator



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Panelists



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Susan Dicosola

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Rose Gerber

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“

Patient engagement
is the blockbuster
drug of the century.

Dr. Farzad Mostashari
Former National Coordinator for
Health Information Technology

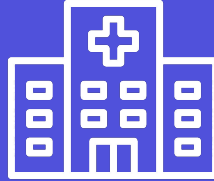
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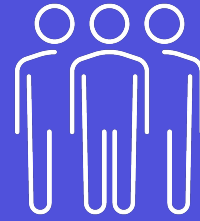
Market Research



Practice Research



Patient Research



New Mexico Hematology Consultants, LTD



- Independent, **physician-owned, multi-disciplinary** center
- **18** MDs, **2** PharmDs, & **4** APPs across **2** sites of service
- 2017 NCQA Oncology Medical Home, **1st in the nation**
- Active participant in the **Oncology Care Model** with emphasis on **patient experience**



Why Patient Orientation?

This would have been easier to navigate if...

I wish someone had told me...

I wish I had known...

DATE: _____ MR#: _____
NAME: _____

Doctors, nurses, and other support staff need to know if a patient needs help. Patients may get help at the cancer center or in the community. The center has a specially trained person who can help the patient and families. Information on this paper helps the center know how to help. If you are a Medicare patient, the center is required to ask you these questions.

INSTRUCTIONS:
PATIENT FILLS OUT THIS PAPER
Sometimes a person feels different ways.
Please **mark on thermometer** how the patient is feeling today.

Extreme Distress

10
9
8
7
6
5
4
3
2
1
0
Low Distress

We Are Here To Help. Please answer the questions

Does the Patient need help with?

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Understanding the cancer and the treatment
<input type="checkbox"/>	<input type="checkbox"/>	A place to stay during treatment
<input type="checkbox"/>	<input type="checkbox"/>	Food – Within the last 12 months, we have worried we would run out of food.
<input type="checkbox"/>	<input type="checkbox"/>	Transportation to and from treatment appointments
<input type="checkbox"/>	<input type="checkbox"/>	Time off from work or school / FMLA
<input type="checkbox"/>	<input type="checkbox"/>	Financial – bills, rent / Insurance
Family / Social		
<input type="checkbox"/>	<input type="checkbox"/>	Concern about Caregiver
<input type="checkbox"/>	<input type="checkbox"/>	Stress dealing with Partner/Children
<input type="checkbox"/>	<input type="checkbox"/>	Stress dealing with Friends and Family
Religious / Spiritual		
<input type="checkbox"/>	<input type="checkbox"/>	Overall spiritual / religious concerns
<input type="checkbox"/>	<input type="checkbox"/>	Traditional beliefs conflict with treatment and/or diagnosis
Physical		
<input type="checkbox"/>	<input type="checkbox"/>	Appearance
<input type="checkbox"/>	<input type="checkbox"/>	Fatigue
<input type="checkbox"/>	<input type="checkbox"/>	Sexual

#1 Over the last 2 weeks how often has the patient felt they have little interest or pleasure in doing things?
Circle the number that matches the answer
0 1 2 3
0 = Not at all
1 = For several days
2 = More than half of the 2 weeks
3 = Nearly Everyday

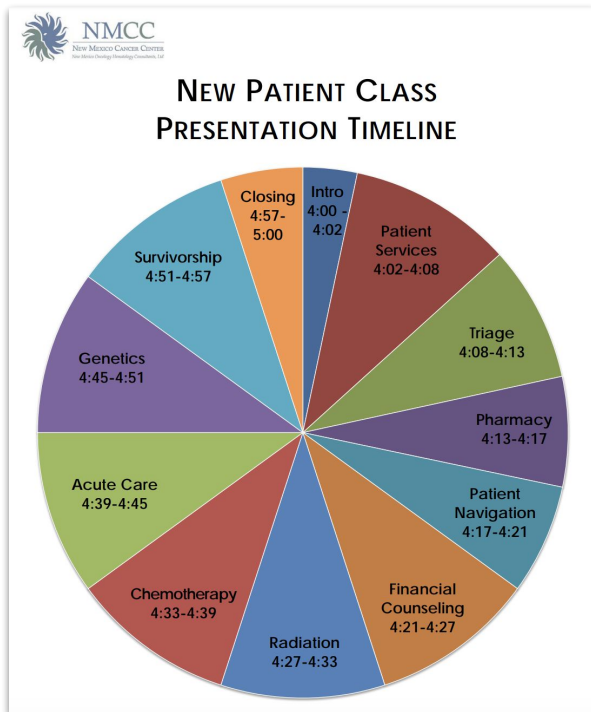
#2 Over the last 2 weeks how often has the patient felt extremely sad, or hopeless?
Circle the number that matches the answer
0 1 2 3
0 = Not at all
1 = For several days
2 = More than half of the 2 weeks

Would the patient like to be connected to?

<input type="checkbox"/>	Support Group
<input type="checkbox"/>	Talk with another patient with same illness
<input type="checkbox"/>	Foundation help: Help with non-medical needs – wigs, bras, and other things
<input type="checkbox"/>	Native American Traditional Healer

Patient Signature: _____
If the patient did not fill out this form, please print your name and relationship to the patient.
NAME: _____ Relationship: _____

Demystifying the Patient Experience



WELCOME TO NEW PATIENT ORIENTATION

Dear New Patient,

Welcome to your new patient orientation class. We want you to feel comfortable with your treatment here at New Mexico Cancer Center. Believe how many reactions as they go through common question detailed information diagnosis as you /

Your care team is your doctor, ac assistants and ce navigators. final patient care coa This class will help they may help. Yt with different freq

We know your tim valuable when y appointments on time to be here greatly your feel doing, whether improvement. Co areas. Please is additional inform

Sincerely,

The Staff at NMCC

 **WELCOME TO NEW PATIENT ORIENTATION**

MEMBERS OF YOUR CARE TEAM

PHYSICIANS	STAFF
 Donald Pearson, MD Survivorship	 Susan Hoeffert, MD Radiation
 Karen deGandevia, MS, MBA, CNRP, O Medical Oncology	 Darling J. Hecox, PA, Genetics, Survivorship, Medical Oncology
 Marcia DeJoya, RT(RT), Chief Radio Therapist	 Coming Soon
 Jess Quilley, CN-BA, OPN-CI Oncology Nursing & Outreach Manager	 Pharmacist

 **NMCC**
New Mexico Cancer Center
New Mexico Oncology Hematology Consultants, Ltd

New Patient Orientation

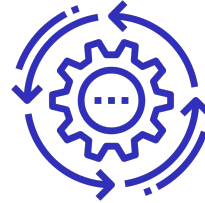


NEW MEXICO CANCER CENTER
4901 LANG AVENUE NE
ALBUQUERQUE, NM 87109
PLEASE CALL US FIRST AT (505) 842-8171.
WWW.NMCCANCERCENTER.ORG

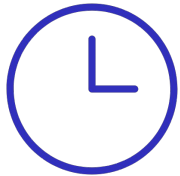
Challenges, Learnings, and Results



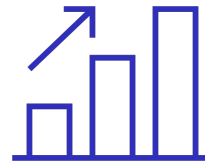
Achieve organization-wide buy-in



Seek continual improvement



Dedicate time and create an operating rhythm



Demonstrate impact, even when the ROI is hard to show

Queens Medical Associates



QUEENS MEDICAL ASSOCIATES
CENTER FOR CANCER AND BLOOD DISORDERS

- Largest medical oncology center in county, population **2.3 million**
- **7** official languages, **138** spoken
- **34%** of patients aged **80+**
- **35%** low income subsidy vs. **13%** across other OCM practices
- Heavy concentration of **Managed Medicare/Medicaid**



Why Palliative Care?

Programs



Challenges

- **Oncology Care Model: OCM-3**
OCM-3: Referral to hospice within four days of death
- **High cost end of life of care**

Challenges, Learnings and Results



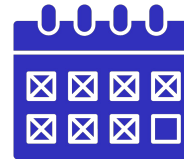
Maximize existing
resources



Pursue data and feedback
to measure impact



Rebrand to align around
your mission



Recognize that progress
takes time

Queens Medical Associates: Supportive Oncology



Community Oncology Alliance Patient Advocacy Network (CPAN)



- **10 years** of education, advocacy, and impact
- Includes patients, survivors, caregivers, family members, nurses, oncologists, & **all members of the cancer care team**
- **24** CPAN Chapters and many signature CPAN **Events**:
 - **Advocates** on Capitol Hill and at state capitals
 - **COA's National Conference** – dedicated advocacy track
 - **Sit in My Chair** – practice based congressional visits



Community Oncology Alliance Patient Advocacy Network (CPAN)



- ✓ Practice Level
- ✓ State Level
- ✓ Capitol Hill
- ✓ National Stage

Challenges, Learnings, and Results



Redefine “patient” with the entire journey in mind



Leverage existing resources



Update your website and social media



Be a visible and vocal advocate

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Thank You!