

Welcome!

Starting the Cost of Care Conversation

Implementation Strategies, Resources and Available Tools

- ▶ The audience is muted
- ▶ For technical assistance, please use the chat feature
- ▶ For questions, please type using the questions feature
- ▶ Slides will be emailed after the webinar
- ▶ A recording will be available on [NYACP.org](https://www.nyacp.org) later this month
- ▶ 3 question post-webinar survey - please provide feedback!

8/14/2018

Speaker: Amanda Allen

Project Coordinator, NYACP

Education, Outreach, Research on Tools, Resource Creation



Background - 13 years in:

- ▶ Medical and Behavioral Health EHR implementation assistance
- ▶ Practice Management Systems implementation assistance
- ▶ Revenue Cycle Management Guidance
- ▶ Practice Transformation Assistance
 - ▶ PCMH
 - ▶ CPCI
 - ▶ Meaningful Use/MACRA
 - ▶ ICD-10

Objectives

We will answer the following:

- ▶ What is the Helping Physicians to Empower Patients initiative?
- ▶ Why is the quality and cost conversation important?
- ▶ What are the benefits to having the conversation?
- ▶ How can I start the conversation in my practice?
 - ▶ Strategies
 - ▶ Tools
 - ▶ Resources

Agenda

- ▶ Initiative Overview: Helping Physicians to Empower Patients
- ▶ Conversation Benefits
- ▶ Kick-Start the Conversation in your Practice
- ▶ Available cost and quality transparency tools
- ▶ Next Webinar
- ▶ Q & A

What is the Helping Physicians Empower Patients initiative?

Start the quality and cost conversation. Share the tools.

NYS Health Foundation

- 1) Spread awareness of available tools among patients and primary care physicians.
- 2) Identify ways to increase use of the tools.
- 3) Encourage conversations between patients and physicians that are responsive to quality and cost concerns.

NYACP

- 1) Increase physician awareness and use of transparency tools and resources.
- 2) Equip physicians with the skills and tools to have constructive quality and cost conversations with patients.
- 3) NYACP Early Adopters Incentive Program

Why is the cost conversation important?

Reduce Financial Harm

- **41%** of Americans are unable to cover an unexpected \$400 expense⁽¹⁾
- Includes those insured and incomes over \$40,000
- Out of pocket costs are climbing

Improve Adherence

- **25%** of Patients chose to forgo care due to cost in 2017⁽²⁾
- Right care, Right Place, Right Time

Increase Trust

- **66%** think it's a good idea to discuss price with their Doctor and staff. ⁽³⁾
- Reduce Stress
- Help patients navigate a confusing system

Provide Information

- **65%** of patients say there is not enough information about cost ⁽³⁾
- Tools aren't being utilized



(1) Consumer and Community Development Research Section of the Federal Reserve Board's Division of Consumer and Community Affairs (DCCA) (2018). Report on the Economic Well-Being of U.S. Households in 2017. [online] Board of Governors of the Federal Reserve. Available at: <https://www.federalreserve.gov/publications/files/2017-report-economic-well-being-us-households-201805.pdf> [Accessed 17 Jul. 2018].

(2) NORC at the University of Chicago & West Health Institute (March 2018). "Americans' Views of Healthcare Costs, Coverage and Policy". Retrieved from <https://s8637.pcdn.co/wp-content/uploads/2018/03/WHI-Healthcare-Costs-Coverage-and-Policy-Issue-Brief.pdf>

(3) Schleifer, D., Silliman, R., & Rinehart, C. (2017). Research Brief: How People in New York State Use Health Care Price Information". Public Agenda. Retrieved from <https://nyshealthfoundation.org/wp-content/uploads/2017/11/how-people-in-new-york-state-use-health-care-price-information-brief.pdf>

How can the conversation help you?

Empowerment

- Usable Cost and Quality information
- Provide guidance for patients
- Eliminate the awkwardness surrounding the topic

Related Rewards

- Patient Satisfaction
- Inform utilization for Value Based Payment Models
- CME Credits may be available with related learning modules

System Synergy

- All staff can have a small role that will make a big impact
- Simple and brief workflow additions
- Supports other initiatives

How can *NYACP* help?

Education

- Webinar Series
- Newsletter Articles

Resources

- Conversation Toolkit
- Templates

Tools

- List of vetted online tools
- Contact with tool vendors

Strategies

- From previous grant studies
- From our Early Adopter Incentive Program participants

How you get started?

Engage

- Assess and understand needs
- Choose the best tools/resources for you
- Spread the word to others in your practice

Educate

- Train your staff

Execute

- Incorporate the tools and/or resources
- Encourage your patients to ask

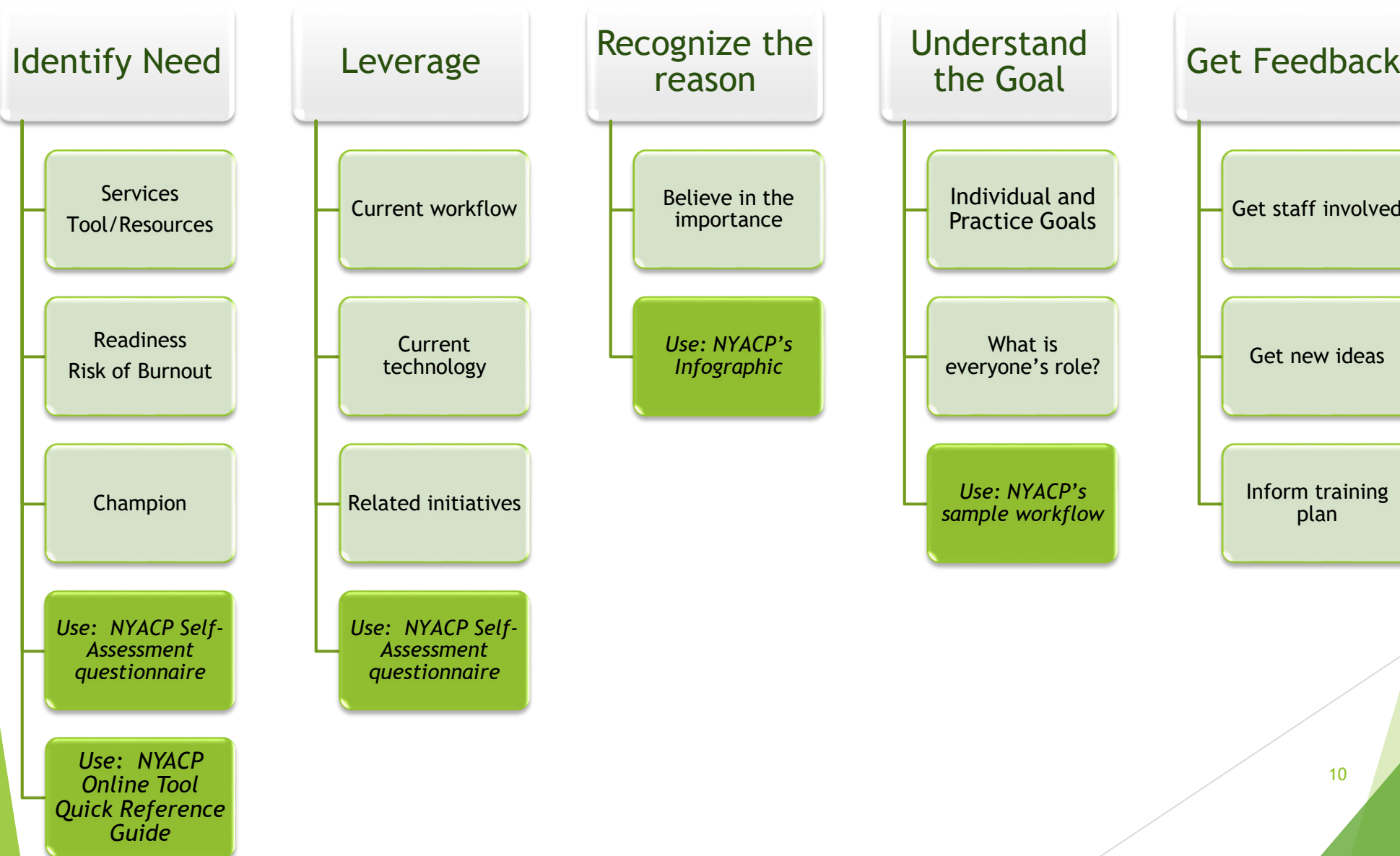
Empower

- Share the tools
- Provide your patients with new information

ACP
Avalere Health
Neel Shah, MD, MPP, FACOG
Sinai Urban Health
Peter Ubel, MD

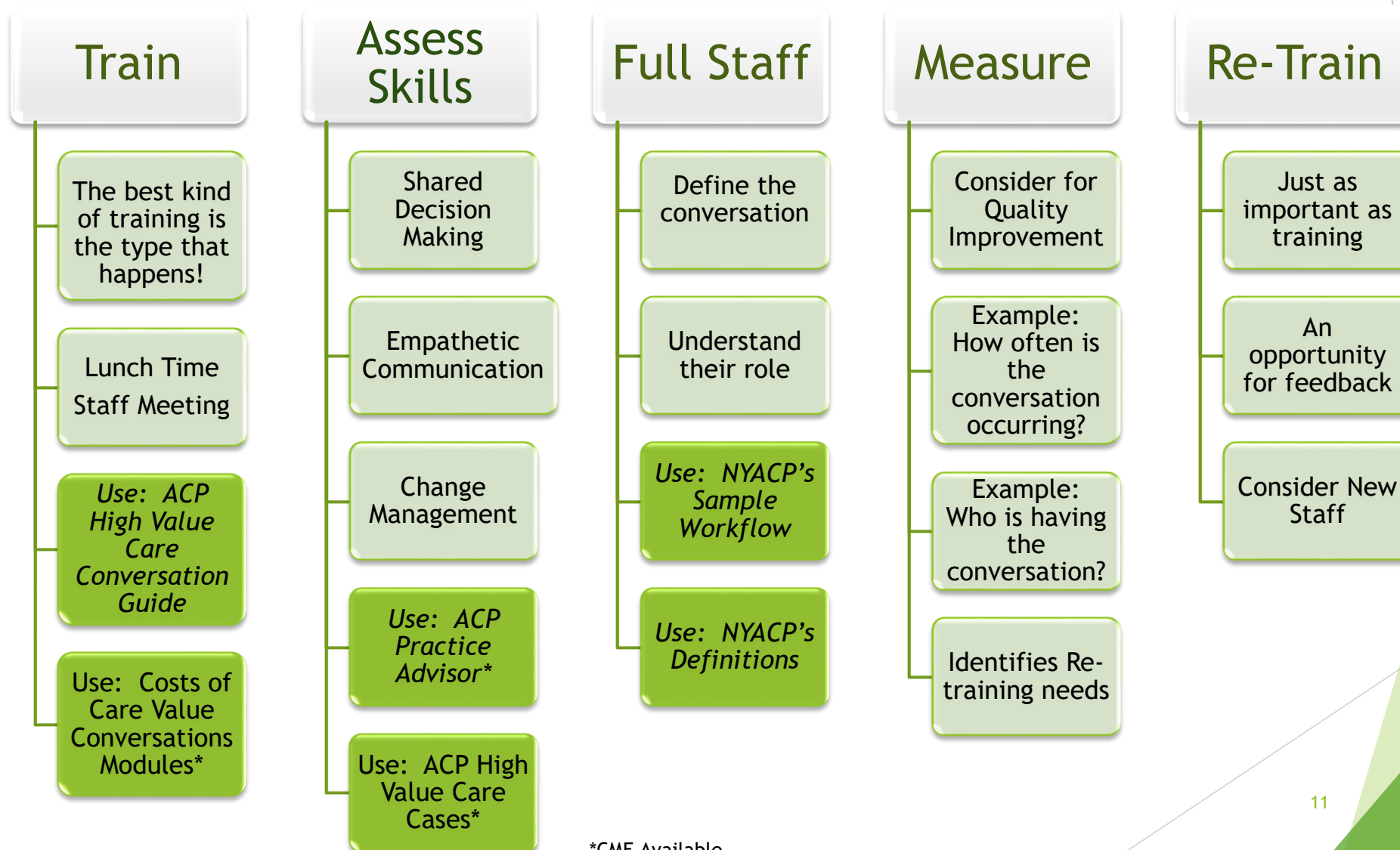
Kick-Start the Conversation

Engage



Kick-Start the Conversation

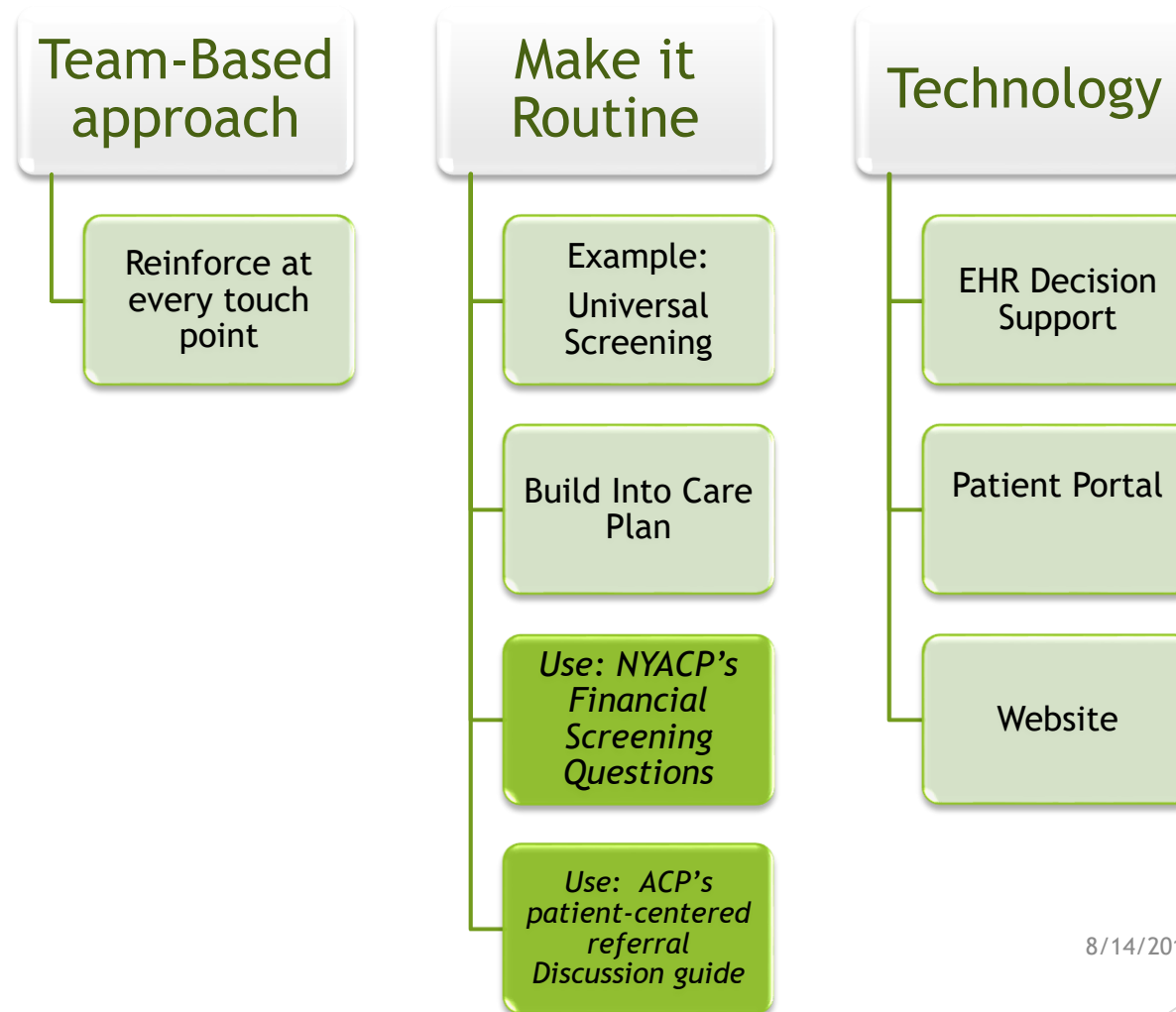
Educate



*CME Available

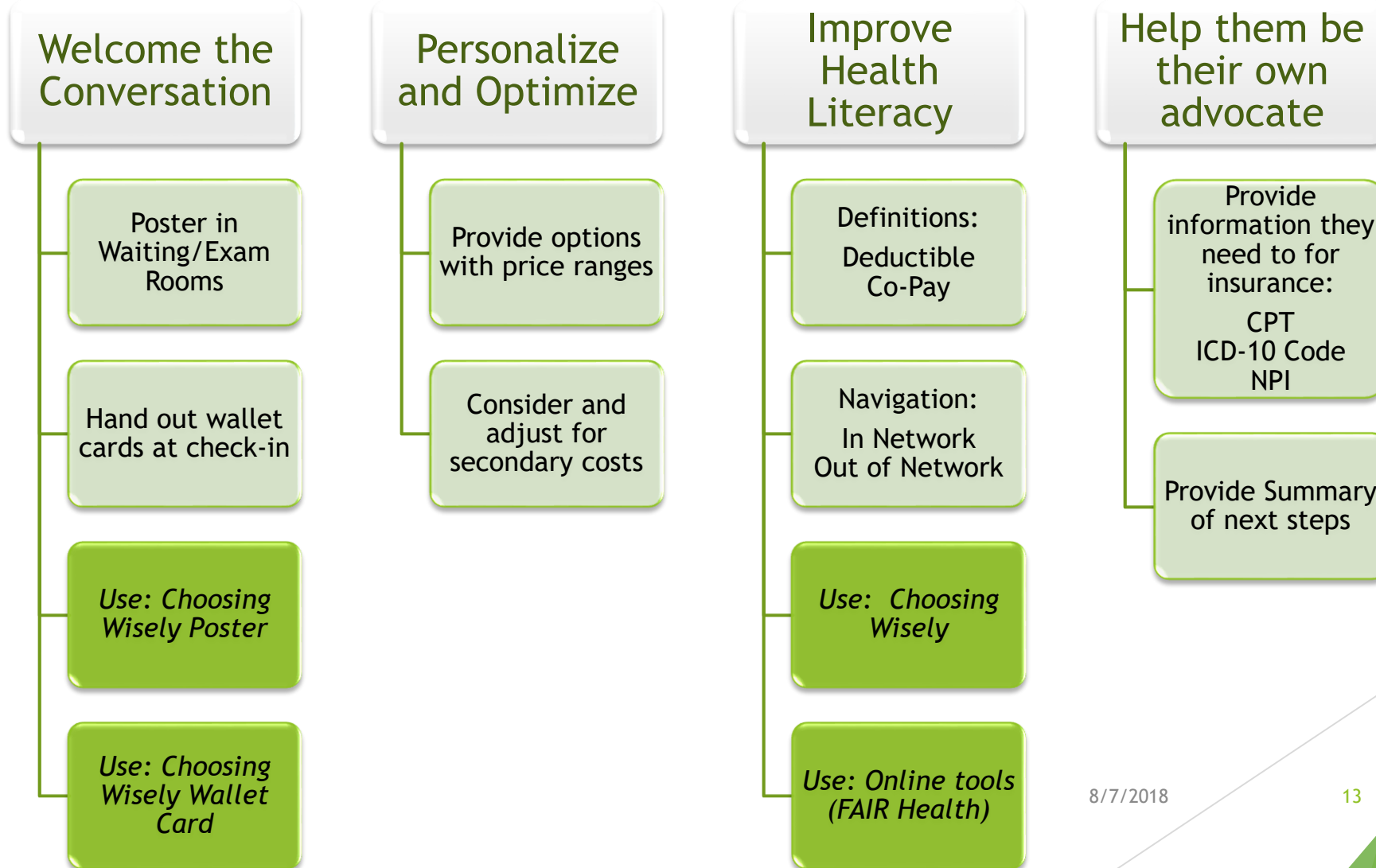
Kick-Start the Conversation

Execute



Kick-Start the Conversation

Empower Patients



Some of the online Tools available

A full list of tools vetted by NYACP is available on the [NYACP Patient Empowerment Resources](#) page on NYACP.org. Additional information about each tool is available on the [Online Tool Quick Reference Guide](#).

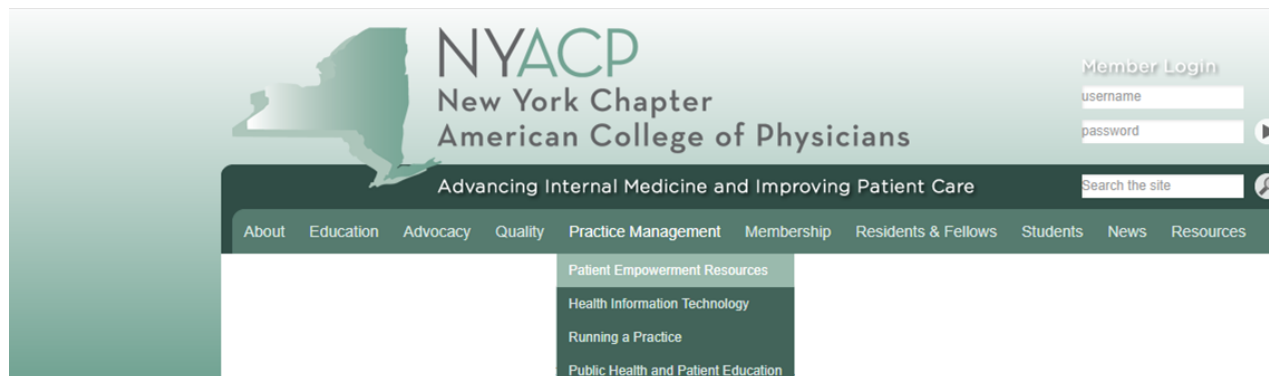
Tool	Best For
Amino.com Link	Patients to search for clinicians/facilities in their area that work best based on experience, location, hospital affiliation and cost Preparation for expected expenses Insight into the range of prices at facilities
FairHealth* Link	Health literacy materials Deciding to stay in network or not Preparation for expected expenses Insight into the range of prices at facilities
Health Care Blue Book* Link	Physicians to research prices to inform referral lists for patient options Understand what patients should reasonably expect to pay
NY Doctor Profile Link	Helping build your referral list Add information to your own profile!

**Referenced by ACP*

Resources

Engage	Educate	Execute	Empower
<ul style="list-style-type: none">• NYACP's Self-Assessment questionnaire• NYACP's Infographic• NYACP's sample workflow• NYACP's Online Tool Quick Reference Guide	<ul style="list-style-type: none">• ACP High Value Care Conversation Guide• ACP Practice Advisor• ACP High Value Care Cases• Costs of Care Value Conversations Modules• NYACP's Definitions• NYACP's Sample Workflow	<ul style="list-style-type: none">• ACP's patient-centered referral Discussion guide• NYACP's Financial Screening Questions	<ul style="list-style-type: none">• Choosing Wisely Flyer• Choosing Wisely for Patients• Choosing Wisely Wallet Card• FAIR Health: Insurance Basics

A list of Online Tools as well as the NYACP Conversation Toolkit containing the resources below can all be found at NYACP.org on the [Patient Empowerment Resources Page](#)



Next Webinar

TOPIC: Incorporating Cost of Care Conversations Into Your Clinical Practice:
Why It's Important for You and Your Patients

DATE: Thursday, September 6, 2018

TIME: 12:00 - 1:00 PM

Questions

