

# 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](http://NYACP.org) later this month
- ▶ 3 question post-webinar survey - please provide feedback!

8/14/2018



**NYACP**  
New York Chapter  
American College of Physicians  
Advancing Internal Medicine; Improving Patient Care

# 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<sup>(1)</sup>
- 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<sup>(2)</sup>
- Right care, Right Place, Right Time

## Increase Trust

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

## Provide Information

- 65% of patients say there is not enough information about cost <sup>(3)</sup>
- 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

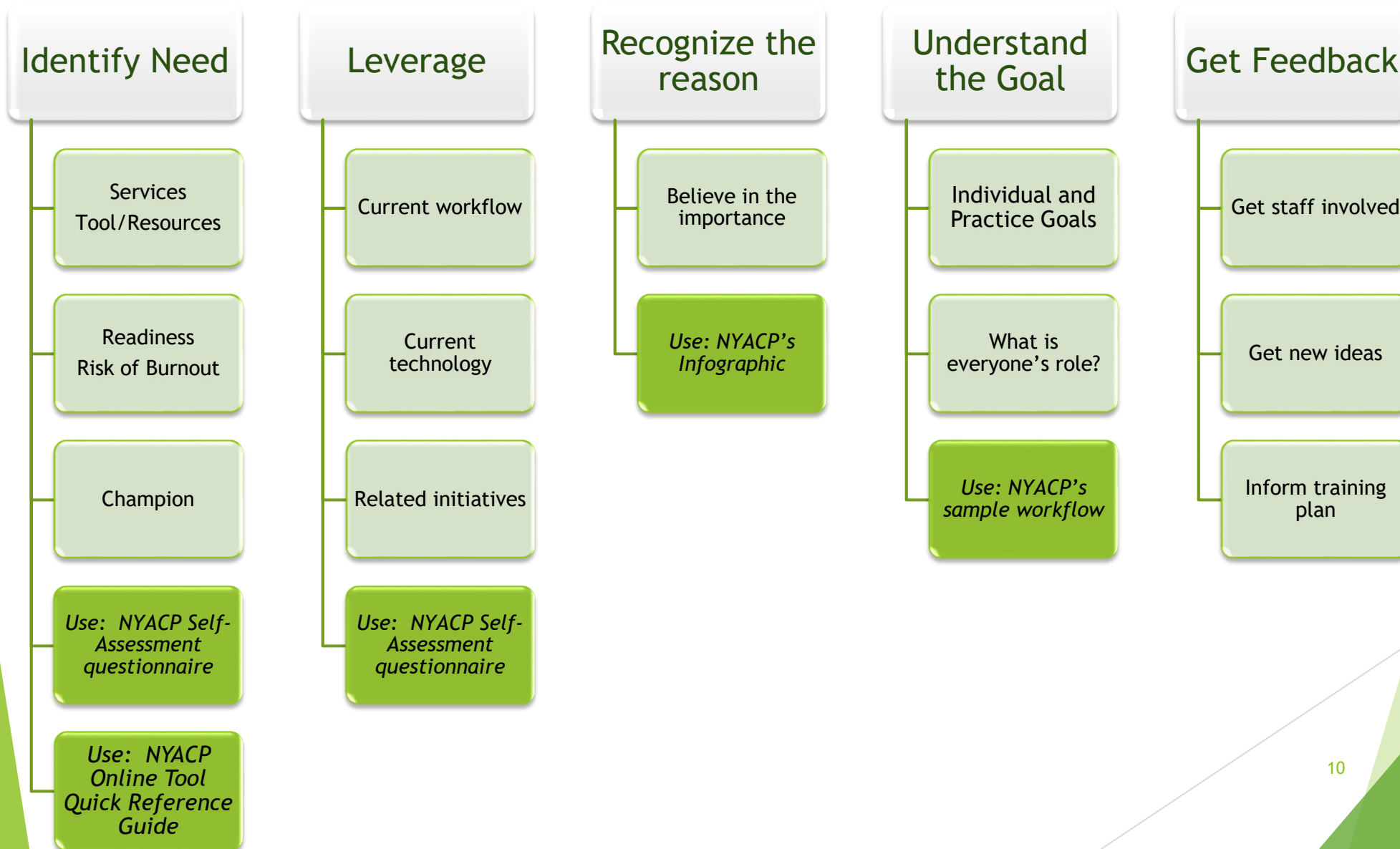
## Empower

- Share the tools
- Provide your patients with new information

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

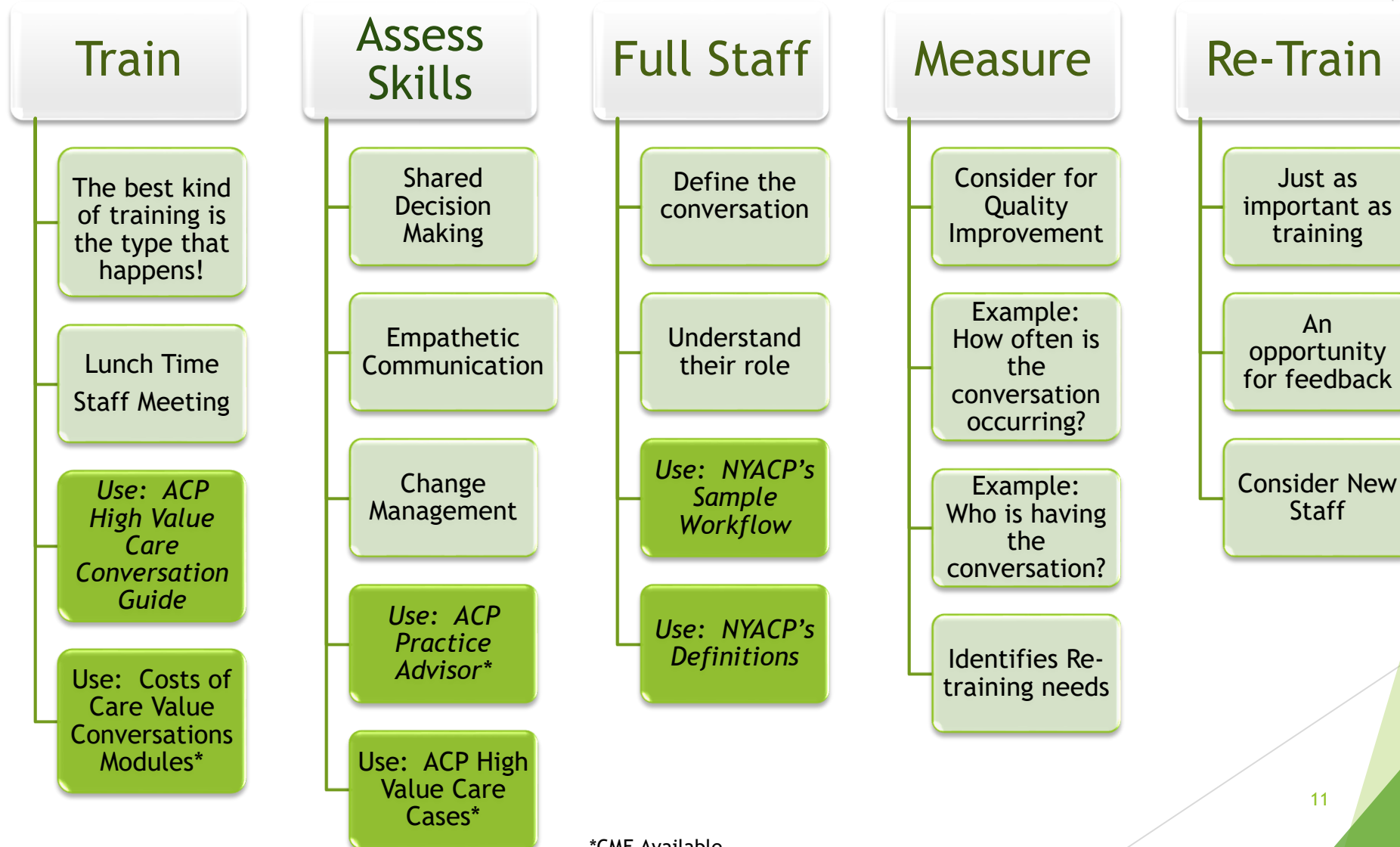
# Kick-Start the Conversation

## Engage



# Kick-Start the Conversation

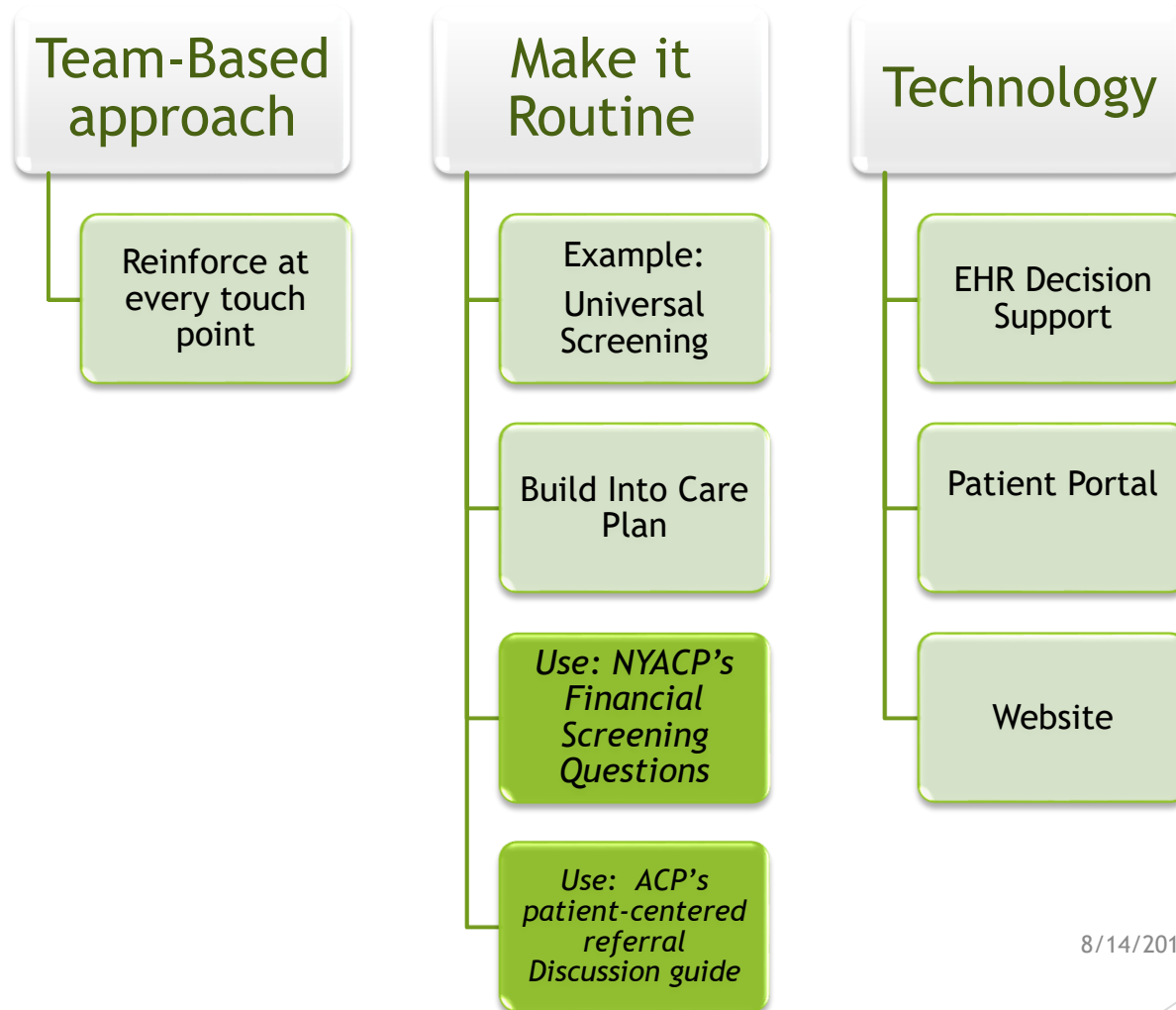
## Educate



\*CME Available

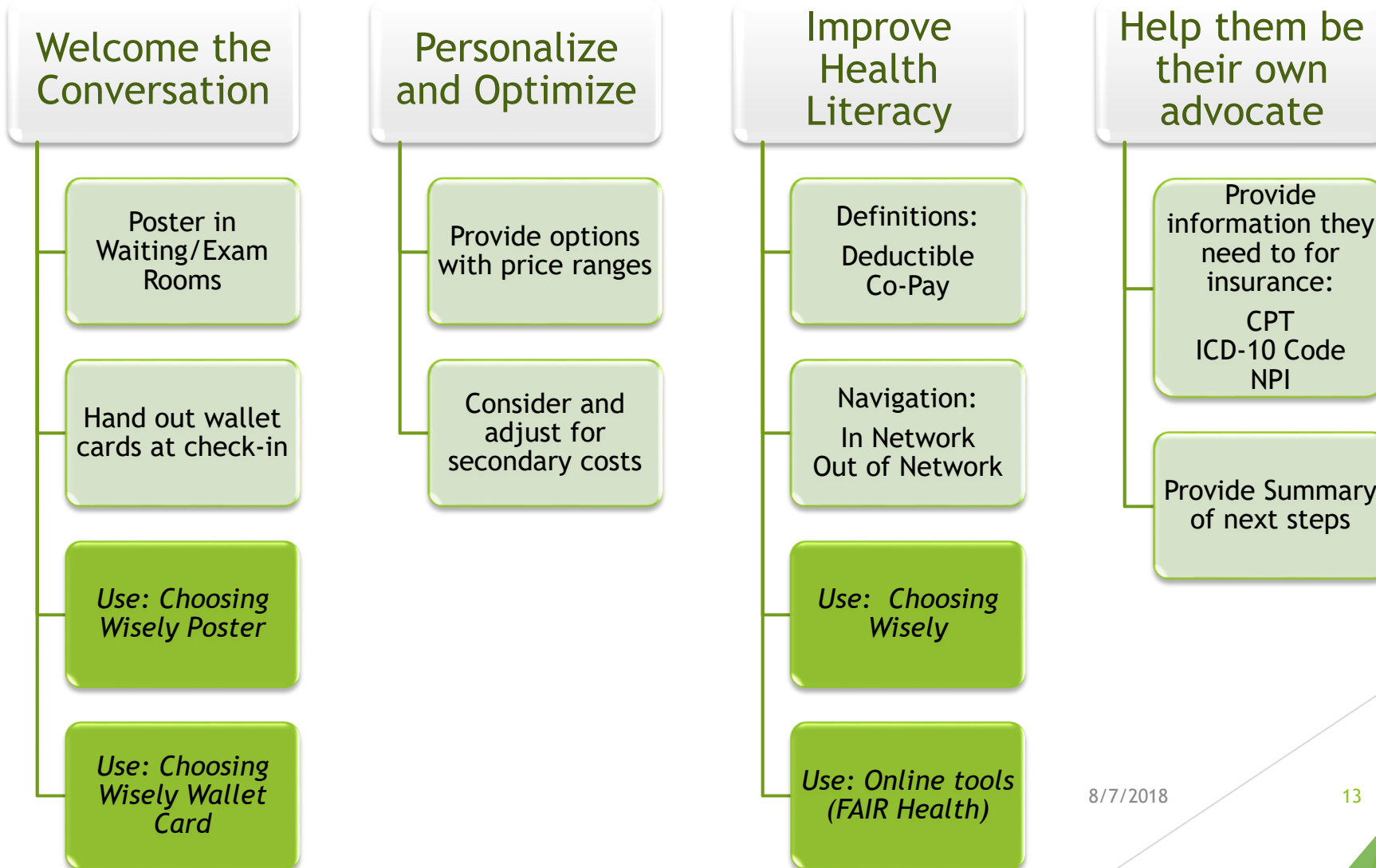
# Kick-Start the Conversation

## 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
<b>Amino.com</b> <a href="#">Link</a>	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
<b>FairHealth*</b> <a href="#">Link</a>	Health literacy materials Deciding to stay in network or not Preparation for expected expenses Insight into the range of prices at facilities
<b>Health Care Blue Book*</b> <a href="#">Link</a>	Physicians to research prices to inform referral lists for patient options Understand what patients should reasonably expect to pay
<b>NY Doctor Profile</b> <a href="#">Link</a>	Helping build your referral list Add information to your own profile!

*\*Referenced by ACP*

# Resources

### Engage

- NYACP's [Self-Assessment questionnaire](#)
- NYACP's [Infographic](#)
- NYACP's [sample workflow](#)
- NYACP's [Online Tool Quick Reference Guide](#)

### Educate

- [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](#)

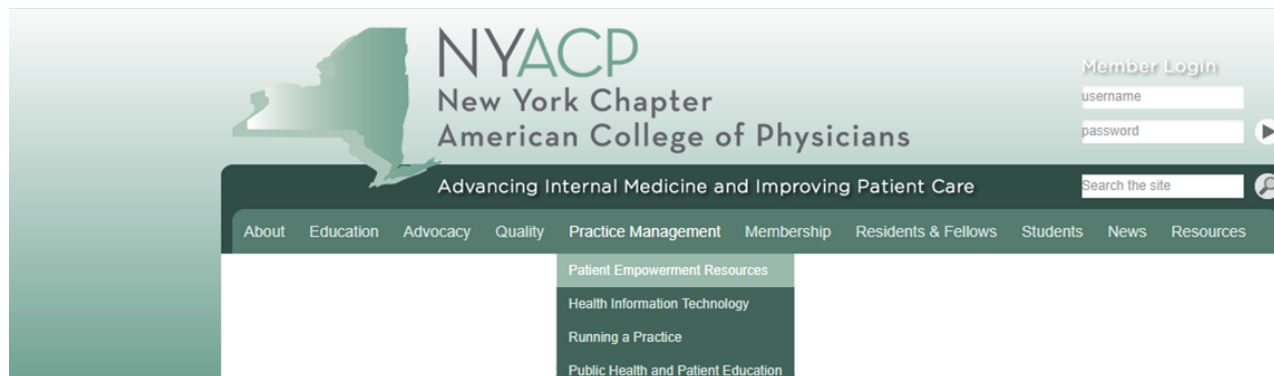
### Execute

- [ACP's patient-centered referral Discussion guide](#)
- NYACP's [Financial Screening Questions](#)

### Empower

- [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

