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 later this month
- 3 question post-webinar survey - please provide feedback!
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 ideas 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


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
Kick-Start the Conversation

Engage

**Identify Need**
- Services Tool/Resources
- Readiness Risk of Burnout
- Champion
  - Use: NYACP Self-Assessment questionnaire
  - Use: NYACP Online Tool Quick Reference Guide

**Leverage**
- Current workflow
- Current technology
- Related initiatives
  - Use: NYACP Self-Assessment questionnaire

**Recognize the reason**
- Believe in the importance
  - Use: NYACP’s Infographic

**Understand the Goal**
- Individual and Practice Goals
- What is everyone’s role?
  - Use: NYACP’s sample workflow

**Get Feedback**
- Get staff involved
- Get new ideas
- Inform training plan
Kick-Start the Conversation

Educate

Train
- The best kind of training is the type that happens!
  - Lunch Time Staff Meeting
  - Use: ACP High Value Care Conversation Guide
  - Use: Costs of Care Value Conversations Modules*
  - Use: ACP Practice Advisor*
  - Use: ACP High Value Care Cases*

Assess Skills
- Shared Decision Making
- Empathetic Communication
- Change Management

Full Staff
- Define the conversation
- Understand their role
- Use: NYACP’s Sample Workflow
- Use: NYACP’s Definitions

Measure
- Consider for Quality Improvement
- Example: How often is the conversation occurring?
- Example: Who is having the conversation?
- Identifies Re-training needs

Re-Train
- Just as important as training
- An opportunity for feedback
- Consider New Staff

*CME Available
Kick-Start the Conversation

Execute

Team-Based approach

- Reinforce at every touch point

Make it Routine

- Example: Universal Screening
- Build Into Care Plan
- Use: NYACP’s Financial Screening Questions
- Use: ACP’s patient-centered referral Discussion guide

Technology

- EHR Decision Support
- Patient Portal
- Website
Kick-Start the Conversation

Empower Patients

Welcome the Conversation
- Poster in Waiting/Exam Rooms
- Hand out wallet cards at check-in
  - Use: Choosing Wisely Poster
  - Use: Choosing Wisely Wallet Card

Personalize and Optimize
- Provide options with price ranges
- Consider and adjust for secondary costs
  - Use: Choosing Wisely

Improve Health Literacy
- Definitions: Deductible Co-Pay
- Navigation: In Network Out of Network
  - Use: Choosing Wisely
  - Use: Online tools (FAIR Health)

Help them be their own advocate
- Provide information they need to for insurance: CPT ICD-10 Code NPI
- Provide Summary of next steps
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](#).

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