

Increase Patients' Compliance Through Education and Training

Everyone is All A Buzz...

- Using terms like:
- Patient Engagement
- Patient Satisfaction
- Patient Education
- Patient Communication



To explain the ways for a patient to follow directions on living a healthier life or by following a treatment plan. But what they really need to understand is what is in it for them or:



Why should
I care?

By increasing your focus on education, training, and development, the answer will be clear.



The Challenge



- The typical healthcare system is falling down on the job when it comes to this.
- Instead of taking the time to give complete answers, many times their answers center on the “because I said so” mode of patient management.

Sound Familiar???

- Doctor: “Your bad cholesterol is pretty high. You need to start watching what you eat or we can put you on this statin.”
- Patient: “OK, I’ll start to eat better. But do I need to make as many changes if I take the statin?”
- Doctor: “I would, but the statin will work pretty fast regardless of your diet. Try it, come back in 30 days and we’ll see what happens.”

So Guess What is Going to Happen?

- The patient is going to make drastic changes for two days, decide it is too hard, then eat their normal diet.
- They may end up with a side effect, decide that the drug is killing them and not take it.
- Then both the patient and doctor will be surprised when the cholesterol is still high.



What Went Wrong?



- There is no conversation on how high cholesterol occurs, how your diet affects your cholesterol, what foods to eat/avoid to naturally lower your cholesterol, and the side effects of the pharmaceutical.
- There was no buy in. The patient is not vested in the process of getting better because they do not know the why it matters and how it affects them.



So What's The Answer?

Have a Frank Discussion

- Tell the patient exactly what is wrong with them (in regular terms), the risks associated with their disease state, and what types of treatments (both pharmacological and natural) are best for treating them. Being direct but understandable will have more of an impact than avoiding the issue.



Follow Up with the Patient



- Most patients do not remember what you tell them after an initial diagnosis because of shock and fear.
- Assign a person in your office to call the patient a few days after their appointment to reinforce what was told to the patient.
- Give your patient a direct way to get a hold of someone with questions.

Blast them with Patient Education

- Use direct email, direct mail, social media and your website to force feed disease state specific and general health and wellness education to your patients. Receiving information from you will bubble to the top of their reading list. It will show that you care about them and you are vested in their health.



Surround Them with Patient Education

- A typical appointment is 45 minutes of down time and 10 minutes of activity, create an environment that makes the most of this dwell time.
- Turn your waiting room into a patient education station:
 - Replace your TV with a digital education system
 - Add pamphlets and personalized reading materials on the diseases you treat
 - Dedicate a computer for patients to research your website



Surround Them with Patient Education

- Once in your exam room:
 - Hand them a tablet with more disease specific materials
 - Add a screen saver to your in-room computers that shows information on key ancillary service providers
 - Provide simple reading materials on pre and post care



The most important part about this investment is that the patient benefit causes your business to grow.

- Patient Engagement:
 - Patients will notice the effort you are making to improve their health.
 - They will work harder with you to achieve positive outcomes and to be healthier.



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- Patient Satisfaction:
 - Your patients trust you more and increase their visit frequency to keep you in the loop.
 - Your patients refer more people to you.
 - When a patient feels like a provider is giving them their all, the patient will reciprocate.
 - Engaged patients are more satisfied with their provider.

PATIENT SATISFACTION SURVEY RESULTS	
Question	Mean for 2005-2014
1. The phone operator and call center	87%
2. The reception staff	92%
3. Receiving a timely appointment	88%
4. Education and explanation of plan provided in a way that I can understand	92%
5. The follow-up and coordination of my care	92%
6. The staff addressing my medical needs today	91%
7. The time spent waiting	87%
8. The respectfulness of staff	92%
9. Receiving test (X-ray and/or lab) results and recommendations in a timely manner	87%
10. The handling of my personal medical information in a private and confidential manner	94%
11. Your Medical Assistant	91%
12. Your health provider (Doctor, Nurse Practitioner, Midwife or Physician Assistant)	94%
13. Overall, how satisfied are you with the Health Center?	93%

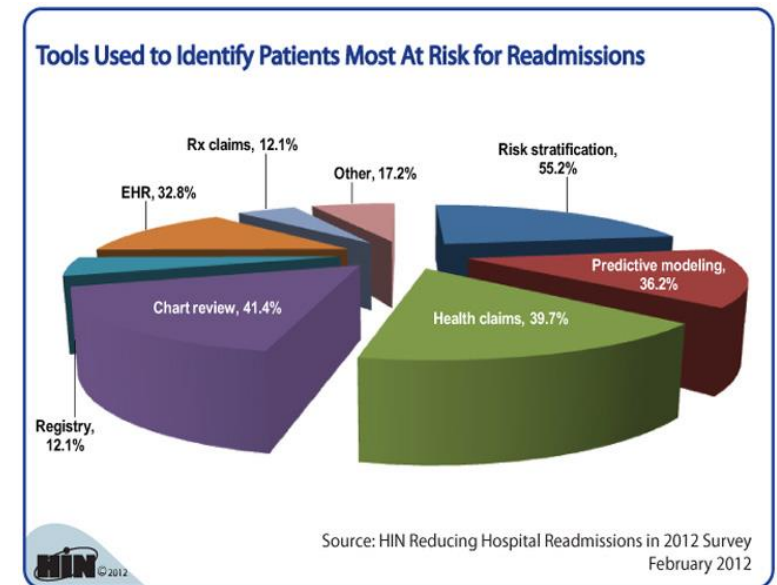
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- Return on Investment:
 - Typically health systems see a significant return on investment on this type of project.
 - More patients staying in network for a continuum of care
 - Fewer “switches” to another health system
 - More referrals from patients coming into the health system



The most important part about this investment is that the patient benefit causes your business to grow.

- Decreased Readmissions:
 - Numerous studies that show how patient engagement and education are the keys to reduce readmissions.
 - At the core of this program is the belief that healthier patients live better lives.



And the most important benefit is that you will be making a positive impact in the community you assist.



Now What?

- If you don't know where to start, Halo Health can help. We can design a program that informs patients not only on their disease state, but ways to manage it- both with and without medication, what questions they should be asking you, how their treatment plan may affect them both positively and negatively- the why they should care.
- Our customized platforms are tailored to the needs of your health system, office and patient demographics. They ensure that the only messages your patients hear is yours.

Contact Us (jim@haloheals.com) or
(856) 520-8655 to see how Halo Health can
turn your practice into an interactive center.

Learn more at www.haloheals.com.

