Leveraging Health IT to Improve Clinical and Member Engagement Programs

Laura Topor
President
Granada Health, Inc.
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Agenda

- Definitions
- Desired information, sources, processes
- Access to formulary information
- New frontiers in prior authorization processes that improve clinical outcomes
- P.I.E.
- Questions
What is “Clinical Engagement”?

- From Healthcare Improvement Scotland
  - Clinical engagement is about how we formally and informally interact with clinicians and other healthcare professionals (including non-clinical staff) across the various strands of our work.

- From HealthCatalyst
  - From providing frontline care to filling leadership positions, physicians drive 75% to 85% of all quality and cost decisions.
  - A survey by Gallup highlights the importance of engaged physicians: for one hospital alone, there was a 26% increase in productivity for engaged physicians over disengaged physicians. In other words, one engaged physician adds an average of $460,000 in patient revenue per year.
What is “Member Engagement”?

From 123IdeaHub

Member engagement runs deeper than member satisfaction. You would use the word “satisfaction” to describe a member’s attitude toward your organization. But engagement covers both attitudes and behaviors, and gives you a measure of your relationship with your members. Retention is all about building strong relationships, so it’s really important to know where you stand with your members.

What are the metrics to determine “engagement”?

- The perceived value they get from membership.
- Their likelihood of speaking highly of your organization and referring colleagues and friends.
- How likely are they to renew their membership next time it comes due.
Common Engagement Issues

▶ Prescribers
  ▶ Is the drug/service covered?
  ▶ Can my patient afford it?
  ▶ Are there network restrictions?
  ▶ How does it impact me?

▶ Patients
  ▶ Do I really need it?
  ▶ What if I don’t get it/do it?
  ▶ What are the possible side effects?
  ▶ How long until I feel better?
  ▶ Does my plan cover it?
  ▶ Can I afford it?
  ▶ Can I go to my favorite pharmacy/preferred hospital?
Who should answer the questions?

- Coverage
- Costs
- Network Restrictions
- Risks and Side Effects
- Efficacy and Timing
How can the questions be answered?

Provider-focused tools
- Integrated into EMR/EHR
- Secure portals
- Call center
- Vendor solutions

Patient-focused tools
- Website
- Mobile apps
- Call Center
Provider-Focused Tools

- EMR/EHR Integration
  - Eligibility verification
  - Formulary and Benefit files
- Secure portals
  - Workflow impact
- Call center
  - Manual documentation
  - Outside of workflow
Patient-focused tools

- Website/Patient Portals
- Mobile apps
- Call Center
- Security
- Documentation - audit trails, printable/sharable content
- Compliance - ADA, state laws
  - Language
  - Multiple formats
Importance of Accurate Formulary Data

- Prescribers need **up-to-date, accurate** formulary data at the point of care.
- Such data facilitate informed decision-making and discussions with patients regarding clinically appropriate and cost-conscious therapy.
- These data also ensure that any coverage restrictions (prior authorization, step therapy, etc.) are discovered and addressed **during** the prescribing process - rather than at the pharmacy.
Persistent challenges with electronic health records and formulary management

- Timeliness of updates
- Provider education
- Version updates
- Regulatory
- Standards
Formulary Information Flow

PBM/Payer → Intermediary → EHR/eRx Vendor → Prescriber Display
Where Is the Breakdown?

- PBM/Payer
- Intermediary
- EHR/eRx Vendor
- Prescriber Display
AMA worked with a research partner to evaluate EHR formulary information
- 100,000 patients
- Convenience sample
- Geographically balanced

Used presence of prior authorization (PA) flag as proxy for accuracy of EHR formulary coverage data

Only 33% of formularies contained at least one drug with a PA flag
- Would expect close to 100%

Good news: similar analysis from 2015 showed presence of PA flag in only 19% of patients
- Efforts of several large PBMs to improve PA flag accuracy to facilitate electronic PA has had a positive effect
New frontiers in prior authorization processes that improve clinical outcomes

- Exchange of clinical information
- “Gold Card” programs - theoretical discussion/data flows
- Coded data elements
- Research
Exchange of clinical information

- Electronic Prior Authorization
  - Integrated into workflow
  - Supports discrete fields, attachments, free text
  - Regulatory activity
- Diagnosis/Indication on prescription
  - Could support PA
  - Enables better counseling from pharmacist
- Between pharmacy benefit and medical benefit payers/processors
  - Lab values
  - Diagnoses
  - Problem lists
SmartPA

- Mining available data
  - Medical history
  - Diagnostics
  - Genomics
- Identifying potential patients and likely therapies
  - Coding systems to support claims without interference
Gold Card Programs

- Payers grant certain providers with a designation that allows them to bypass prior authorization requirements for specific products and/or services
  - Part of credentialing process
  - Renewal/update process

- Manual processes
  - Provider has to know which plans have granted them gold card status
  - Claims system has to be coded to remove PA edits
  - Pharmacy will have to run the claim
    - EMR could be coded to send a PA status of “approved” on the prescription
Coded Data Elements

- Concept of meta-data or “tagging”
- Assists in system processing
  - Form population
  - Adjudication logic
H.R. 2026 the "Pharmaceutical Information Exchange (PIE) Act of 2017"

- Improve patient access to emerging medication therapies by clarifying the scope of permitted health care economic and scientific information communications between biopharmaceutical manufacturers and population health decision makers prior to FDA approval.

- Plans are trying to minimize the surprise effects (PCSK9, Hep C)

Providers often need to cite research data when requesting approval on behalf of their patients

- How easy is it for them to find the data they need, when they need it?
Thank you!