INNOVATIONS IN HEALTHCARE

Developing Online Communities to Support an Improved Patient Experience

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Meet Bev and Keith

A Patient and Family Perspective
A day in the life of a caregiver...

1-2 hrs w/patient; day 1
1-2 hrs home day

in process of nursing - right eye in place of
surgery after return

"in hunger"

Some offers
Gatorade - up to 25% - call of there at
most - unusual

Met @ work on counts as already

Last Monday, Dr. A. We:

New Med:

Zolpidem

(90 mgs)

Check labs in 2 wks -
no change if counts down;

2 wks out -

Apt in 2 wks.

1/6/10

36.3 temp
Agenda

- Communication is Technology
- A Single Solution
- Innovation: Liviam
- Current Status
- Lessons Learned
- Questions
Communication is Technology

- Convergence
- Technology is reshaping interactions
- Methods & Modes of communication are changing at faster speeds
- New technology breeds new interactions
Communication is Technology
Innovation in Healthcare

**Hardware**

- Mobile devices (e.g., EKG monitor)
- Google Glass
- Wearables—Quantified Self

Innovation in Healthcare

Hardware

Mobile Applications

- iOS 8 (preview)
- Apple Health app
- Apple HealthKit
Innovation in Healthcare

Hardware

Mobile Applications

Software

- Epic
- My Health
- CRM
Innovation in Healthcare
Hardware
Mobile Applications
Software
Social Media
- Blogs
- Microblogs
- Social/professional networking
- Community applications

What value does it bring to the consumer?
Social media provides value by connecting consumers with physicians/specialists, sources of information and specific support networks. It can also provide informational, communicative and emotional value to patients. (HIMMS)
1. Reach Decision Makers

81% of healthcare consumers consider a hospital with an active online presence to be more "cutting edge".

85% of Millennials search for health topics online. 78% of Boomers do the same.

84% of women research health topics online.

2. Be Specific

Top Searched Medical Terms:

- Diabetes: 4,090,000
- Breast Cancer: 1,860,000
- Shingles: 1,500,000
- Heart Disease: 1,000,000
- Gallbladder: 823,000

66% of adults searching for health care topics has looked online for information about specific disease or medical problem.

56% has looked for information about certain medical treatment or procedure.

3. Create Shareable Content

Adults are likely to share information about their health on social media sites with the following:

- 30% Other Patients
- 47% Doctor
- 43% Hospital
- 38% Health Insurance Company
- 32% Drug Company

57% of consumers said that a hospital's social media connections would strongly affect their decision to receive treatment at that facility.
Other Interesting Statistics

► **90% of patients want to self-manage their healthcare** leveraging technology, such as accessing medical information, refilling prescriptions and booking appointments online, but nearly half

**46% are unaware if their health records are available electronically.**

(45 Mind Blowing Digital Health Statistics and Trends as the second installment of our 4 part Mind Blowing HIT Stats and Facts series)

► **41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility.**

(24 Outstanding Statistics & Figures on How Social Media has impacted the Health Care Industry)

► **Nearly 25% of internet users** with chronic conditions **find people with similar health issues**

(A Tweet a Day Keeps the Doctor Away, How Patients and Healthcare Providers are using social media)

► Although health organizations are adopting social media at a faster rate, **community sites** (third-party or consumer-driven sites) get **more visitors and see 24x more activity** on average in a given week

(A Tweet a Day Keeps the Doctor Away, How Patients and Healthcare Providers are using social media)
Innovation in Healthcare... Key Takeaways

► Changing rapidly
► Picking up speed
► Room for exponential growth
► Unique complexities to consider
A Single Solution
A Single Solution

3 Focus Areas

Patients & Personal Caregivers

Friends & Family

Hospital
A Single Solution

3 Focus Areas

- Patients & Personal Caregivers

Patient/Caregiver Needs:
- Manage personal life
- Manage medical details
- Stay connected
- 1 communication platform
- Receive emotional support
- Receive tangible support
3 Focus Areas

Friends & Family

- Stay Informed
- Offer Help
- Provide Emotional Support
- Receive Emotional Support
- Visit
- Feel Involved
3 Focus Areas

Stanford Hospital Needs:
- Showcase Support Services
- Highlight Events
- Communicate Updates
- Connect to Staff
- Measure Patient Satisfaction
- Improve Patient Experience
A Single Solution

Many Needs, Many Sites

CaringBridge
MyMedSchedule
Facebook
Hospital Packets
My Health
Hospital Web Site
Meal Train
Twitter
Texts
Emails

MyMedSchedule

Facebook

CaringBridge

Hospital Packets

My Health

Hospital Web Site

Meal Train

Twitter

Texts

Emails
A Single Solution

3 Focus Areas
3 Perspectives

1 Solution
The Role of the Patient and Family Voice

The Creator: Josh’s Story

The Leader: Bev’s Story

The Techie: Meghan’s Story
Innovation: Liviam

The Opportunity

Hospital

Digital Media Specialist

Patient and Family Partner Program
Innovation: Liviam

**Timeline:** December 2013- February 2014

- **December:** Discussions started with Liviam
- **January:** Approval & Project Kickoff
- **February:** Cross-functional Team Meeting Launched
- **April/May:** Meetings, Contracts, Patient Consultant, Development
- **June:** Presented to Women’s Cancer Center Team
- **July/Aug:** Phase I, Collaboration (SHC, Liviam, Patient)
- **July-Sept:** Formal IT Review & Site Redesign Development
- **Oct:** Passed all IT Reviews
- **Nov-Jan:** Project Hold Pending Approvals & Funding
- **Feb:** Contract Signed
- **April:** Department Handoff
Innovation: Liviam

Phase 1
- Site breakdown
- Rebuild
- Start user testing
- Long-term hospital strategy

2 months

Phase II
1) Patient/hospital interaction strategy
   - Questions
   - Where?
   - Happen
   - Placement
   - Frequency
   - Analysis
   - Reports

2) Hospital page

3) Visitor interaction/communication

4) Small center rollout
   - With structured user feedback

1 month

Phase III
- Marketplace

Testing
- QA testing
- What they are supposed to do
- Bugs in code
- Performance
- Assess what happens
- Different platforms
- Testing:
- Bugs in code
- Error messages
- Advisories

Usability Testing:
- Normal people
- Do you support what users need
- For what support, can it be used

All Reviews:
- Best practices
- What’s missing
- Accessibility
Innovation: Liviam

Community Services
- Push
  - Surveys/feedback Requests
  - promote services
  - register/sign up, classes/massage
- Create calendar entries by Category
- Enter contact info for services

Write/Create Posts
- Save as Template
- Copy
- Send immediately
- Send Later
- Send repeating

Hospital Admin
- address
- contact info general
- units
- directions
- maps

Hospital Profile
- physical - one place or many

Relationship to patient/ group
- receive Liviam patient emails
A Single Solution

3 Focus Areas

Patients & Personal Caregivers

Friends & Family

Hospital
### Innovation: Liviam

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<th>Help Dashboard</th>
<th>Care Stream</th>
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<tr>
<td><strong>Organization</strong>&lt;br&gt;Single Calendar to Manage Personal Life, Medical Schedule and Visitors</td>
<td><strong>Support</strong>&lt;br&gt;Patient Community Can Help—Rides, Food, Pet Care, Meals</td>
<td><strong>Communication</strong>&lt;br&gt;Post blogs, group message, ask ?s, share photos</td>
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Innovation: Liviam

In a Nutshell
- Connect
- Communicate
- Collaborate
- Collect Feedback
- Real Time, 24/7

Outcomes
- Increase utilization of SHC services
- Ensure ongoing patient feedback
- Keep a ‘pulse’ on patient satisfaction
- Issue Resolution
- Reduce Re-admission Rate
Innovation: Liviam

<<Liviam Demo>>

CareStream

Stanford Hospital
New Stanford Hospital Medical Facility

Stanford Hospital is proud to announce its brand new Medical Facility that will be opening this Friday!

Bradley Parcella began supporting Andrew!
Added about 10 minutes ago

Andrew Keser
Meet up at my house!

I will be out of the hospital for a few days during my treatment so I am going to have visitors over my house to catch up. I am getting ready to go into my last r...
Current Status

- Internal and External Environmental Shifts
- Project Handed Off to Innovation & Strategy Department
- Cloud Strategy Roadmap Drafted
  - Phase 1: Patient Education Tools and Apps
  - Phase 2: My Health enhancements
  - Phase 3: Community development
- Ongoing patient and family voice in IT
Lessons Learned
Product design innovation

- Begins with patient and family needs
- Is designed around needs as identified by the patient and family
- Is evaluated by the patient and family

3 Perspectives and Priorities
Questions?