

Engaging Patients For Better Health

Virginia Oral Health Summit 2014

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Johns Hopkins Sibley Memorial

Stanford Medicine X

Society for Participatory Medicine

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TRUST ME
I'M A DENTIST



today your patients are
already fundamentally
engaged in their health

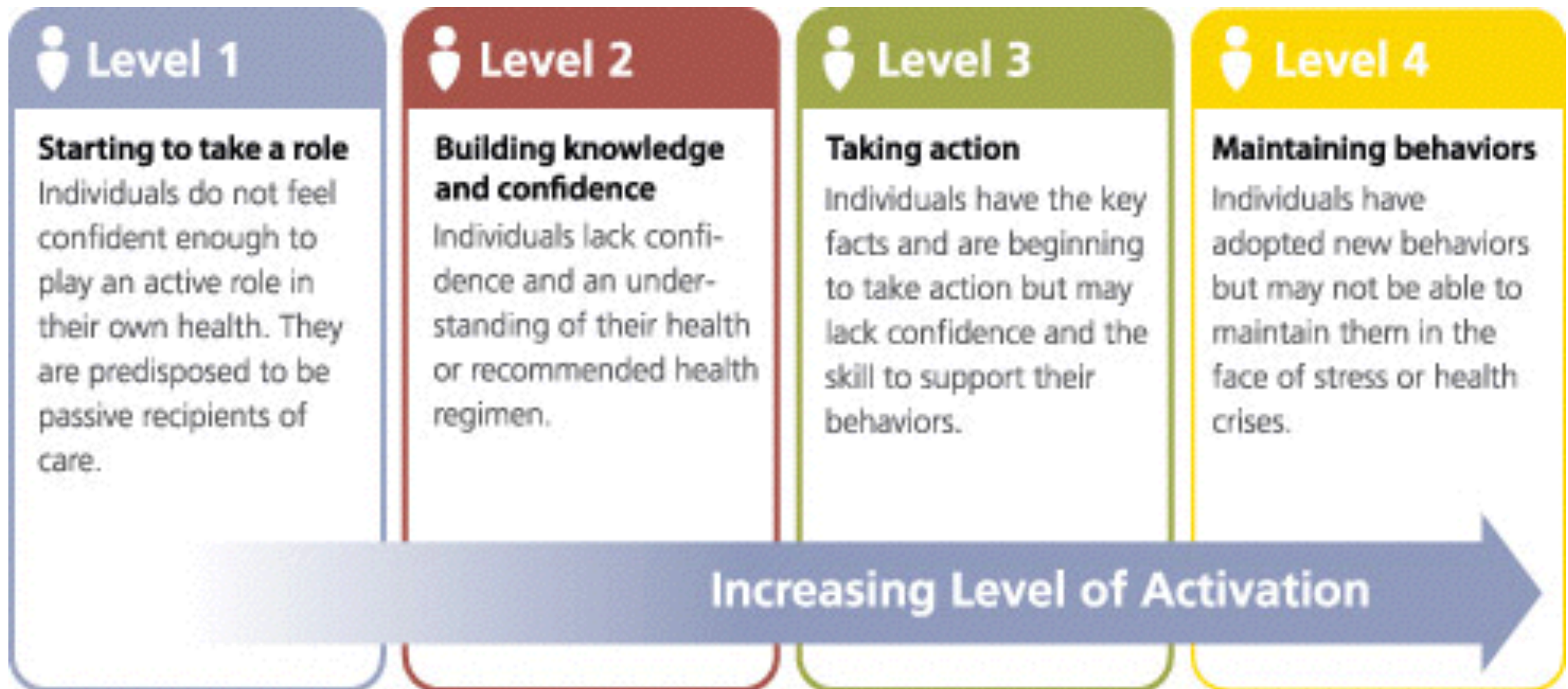
trust me, I'm a nerd



today:

- 1: getting our nerd on
- 2: going for the heart
- 3: just do it

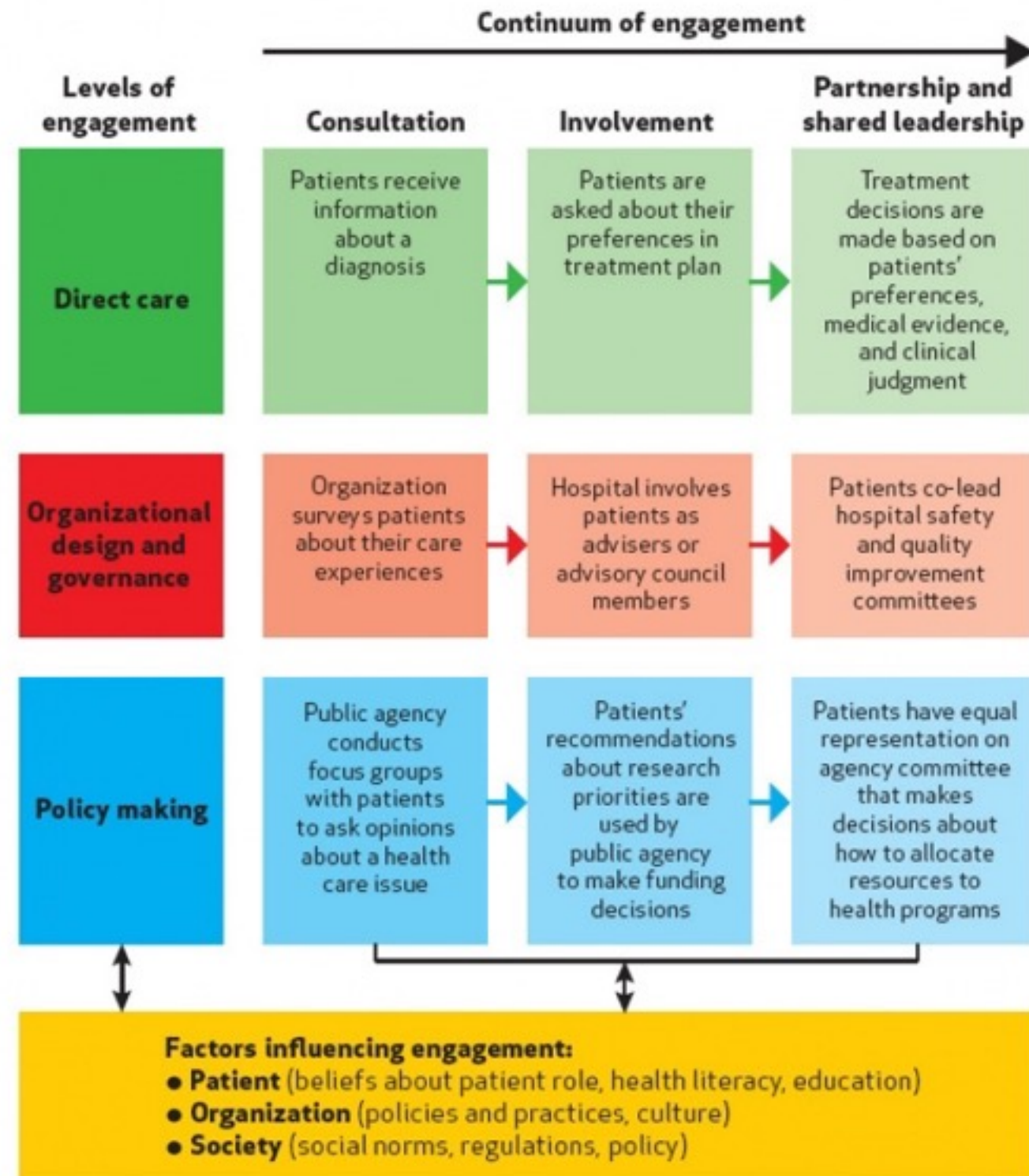
today



The *Patient Activation Measure*™ self-assessment tool, developed by Dr. Judy Hibbard, Dr. Bill Mahoney and colleagues at the University of Oregon
<http://www.insigniahealth.com/ha/measure.html>



A Multidimensional Framework for Patient and Family Engagement in Health and Health Care



SOURCE Kristin L. Carman, Pam Dardess, Maureen Maurer, Shoshanna Sofaer, Karen Adams, Christine Bechtel, and Jennifer Sweeney, "Patient and Family Engagement: A Framework for Understanding the Elements and Developing Interventions and Policies," *Health Affairs* 32, no. 2 (2013): 223–31. **NOTE** Movement to the right on the continuum of engagement denotes increasing patient participation and collaboration.



today

today

patients are the
most under-
utilized
resource in
healthcare



Erin Keeley Moore

Nick
Home

Erin Keeley Moore
Timeline
Recent

NOTES · 7

A Plea

By Erin Keeley Moore · over a year ago

I know I've posted this almost every day and most of you are probably frankly getting sick of seeing it. I'm making a plea. Its not for money, its for your time. Just a moment of your time. If you cou

Before I was a Mom

By Erin Keeley Moore · over a year ago

Before I was a mom I never tripped over toys or forgot words to a lullaby. I didn't worry whether or not my plants were poisonous. I never thought about immunizations. Before I was a Mom,

3

INSTAGRAM · 6

RECENT ACTIVITY

Erin likes Empowered by Kids.

Erin is now friends with Meghan Moore and Katie Miller.

Erin Keeley Moore
November 7 at 8:19am ·

PICC time! — at Cincinnati Children's Hospital Medical Center.

Like · Comment · Share

Jamia Marisha Crockett, Kerri MacKay, Susannah Fox and 45 others like this.

View 18 more comments

Marissa Benchea Thinking of you all! Good luck!

November 7 at 10:44am · Like · 1

Patti Inskeep Awww, what a little trooper. He is so sweet!

November 7 at 10:51am · Like · 1

Jennifer Spencer Jaetzold Precious boy!!

November 7 at 12:19pm · Like · 1

Lindsey Morhack Wilson I had a dream about Drew and Stella last night!!!

November 7 at 6:22pm · Like · 1

English (US) · Privacy · Terms · Cookies · More

today

#BCSM



← 7 6 ...

 **Peggy Orenstein** @peggyorenstein · 11h
@sherylcrow @metheridge spread myth, misinformation, victim blame in irresponsible @AARP breast cancer piece #BCSM ow.ly/E143W

 Boing Boing

How They Beat Cancer ... Lessons for All of Us

SHERYL CROW

No Blame "You can't say, 'I did this, and that's why I got cancer.' You have to not beat yourself up."

Get Tested "I recommend regular mammograms, and if I knew I had the BRCA2 gene in my family, I'd want the test for it. You can make better decisions if you know."

Self First "Women have bodies designed to sustain life, but we don't allow ourselves to be nurtured. Cancer taught me to put myself first."

No Junk "I try to eat local, organic and in season whenever I can."

Have Fun "I used to work out, but now, with my kids, we're on the trampoline. We swim. We ride horses."

Take Zen "The body functions at a higher level cellularly when you're relaxed. I now do mindful meditation."



MELISSA ETHERIDGE

Take Charge "This was of my own doing, and I take responsibility. When I got my body back into balance, the cancer disappeared."

To Test or Not "I have the BRCA2 gene but don't encourage women to get tested. Genes can be turned on or off. I turned my gene on with my very poor diet."

Diet Balance "Our bodies are batteries. We need 70 percent alkaline and 30 percent acid to run optimally. Sugar is the worst, then red meat, dairy, wheat and gluten."

Up and at 'em "I take Pilates, yoga and kickboxing. I go for hikes or a walk. You just have to move every day."

Cooling Your Jets "Stress is a formula for cancer. If you're running on the edge and your fuel tank is empty, you're at risk. Your personal environment is your responsibility."

AARP runs vomit-inducing, quackery-filled breast cancer piece with...
By Xenl Jardin @xenl

"Cancer, they agree, has become something they never imagined. 'A gift,' they say, almost in unison." Pass the medical marijuana. I feel a wave of chemo-grade nausea coming on.

[View on web](#)

← 5 2 ... Expand

 **Oncology Times** @OncologyTimes · Nov 12
Large percentage of oncologists still ordering tumor marker testing for early #breastcancer mobile.journals.lww.com/oncology-times... #bcsbm

← 2 3 ...

 **Harvard Health** @HarvardHealth · Nov 12
Experimental breast cancer drug holds promise in combination therapy for Ewing #sarcoma bit.ly/1xf7PnW #bcsbm via @DanaFarber

← 40 12 ...

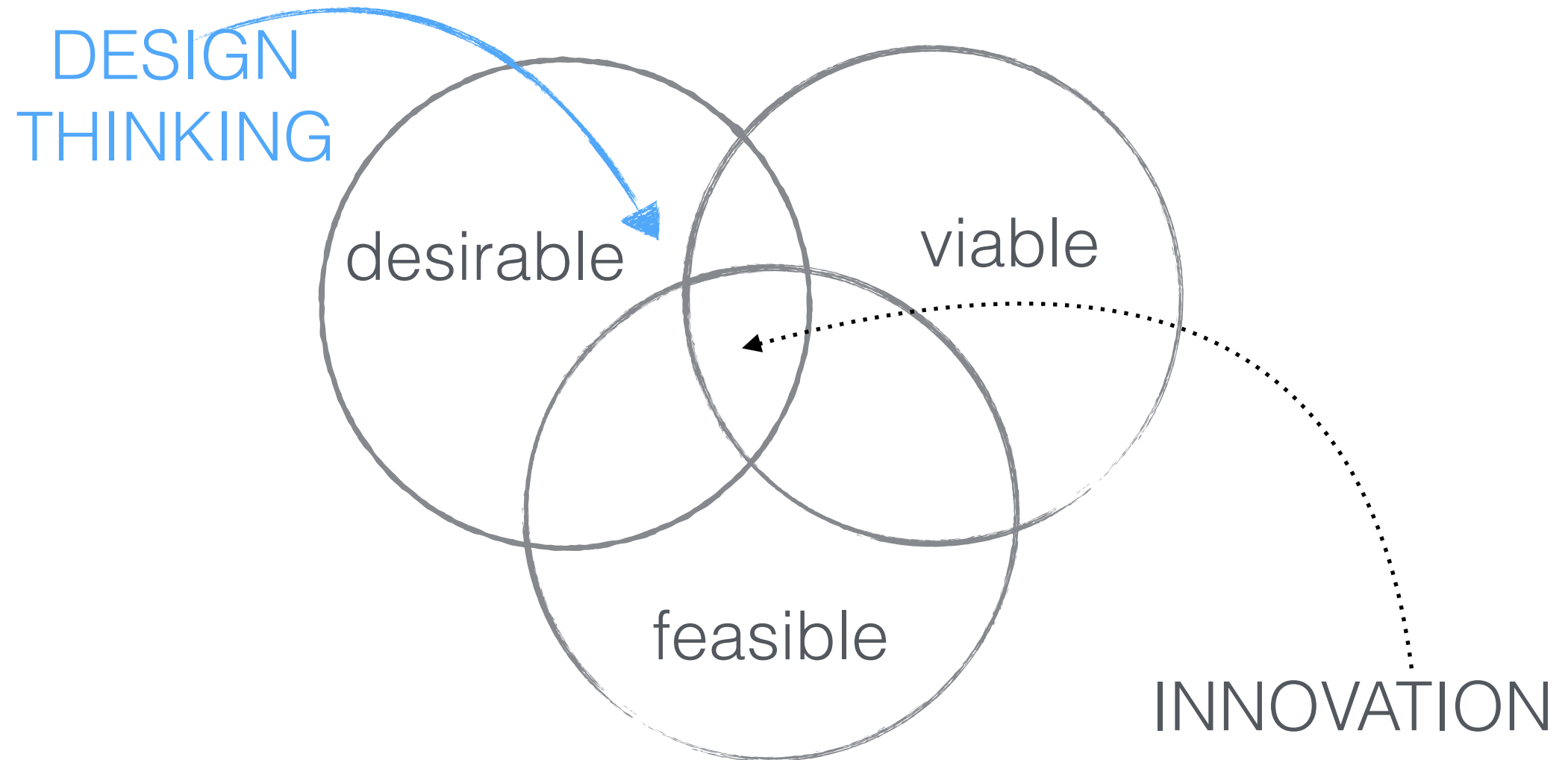
 **The ASCO Post** @ASCOPost · Nov 12
Worse Patient-Reported Outcomes w/Ovarian Function Suppression + Tamoxifen in Premenopausal Women w/Breast Cancer ow.ly/Eaa0H #BCSM

← 4 3 ...

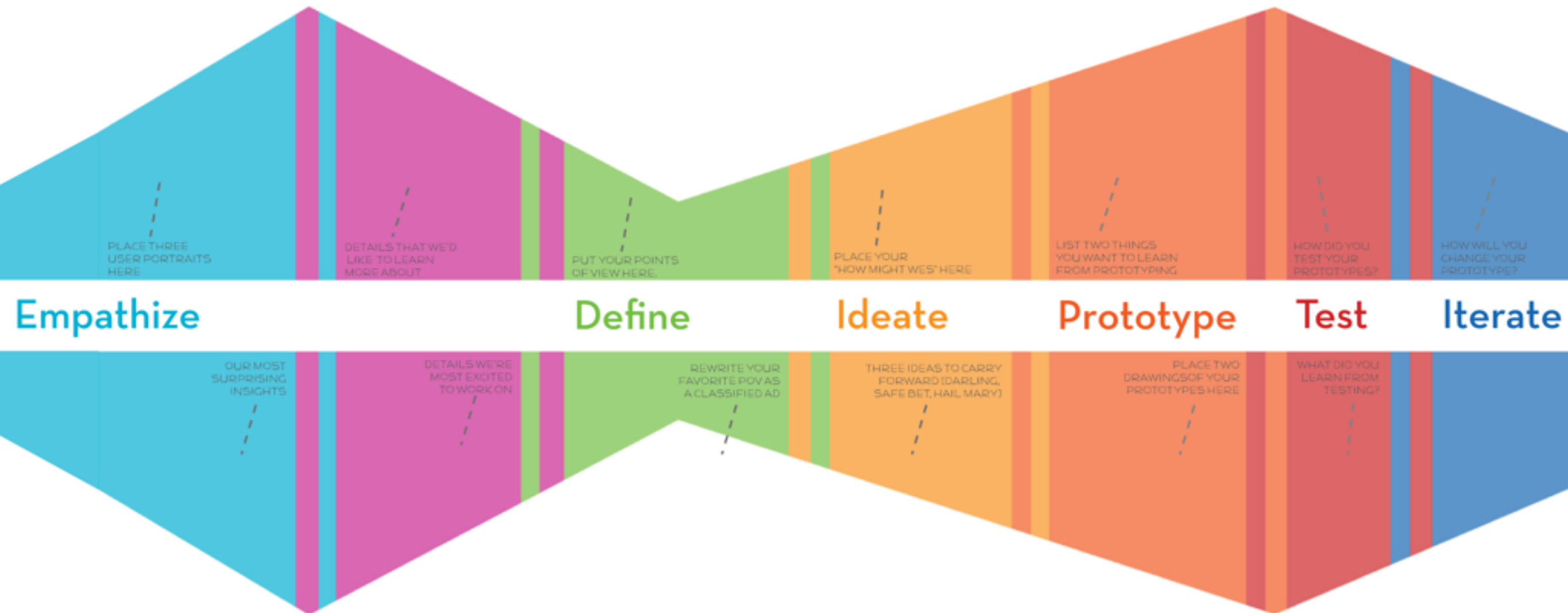
 **Carrie M. Corey** @CarrieMCorey · Nov 11
Jumping thru hoops for clinical trial @MDAndersonNews. CT Scan, consent forms, EKG...Let's do this thing! #bcsbm



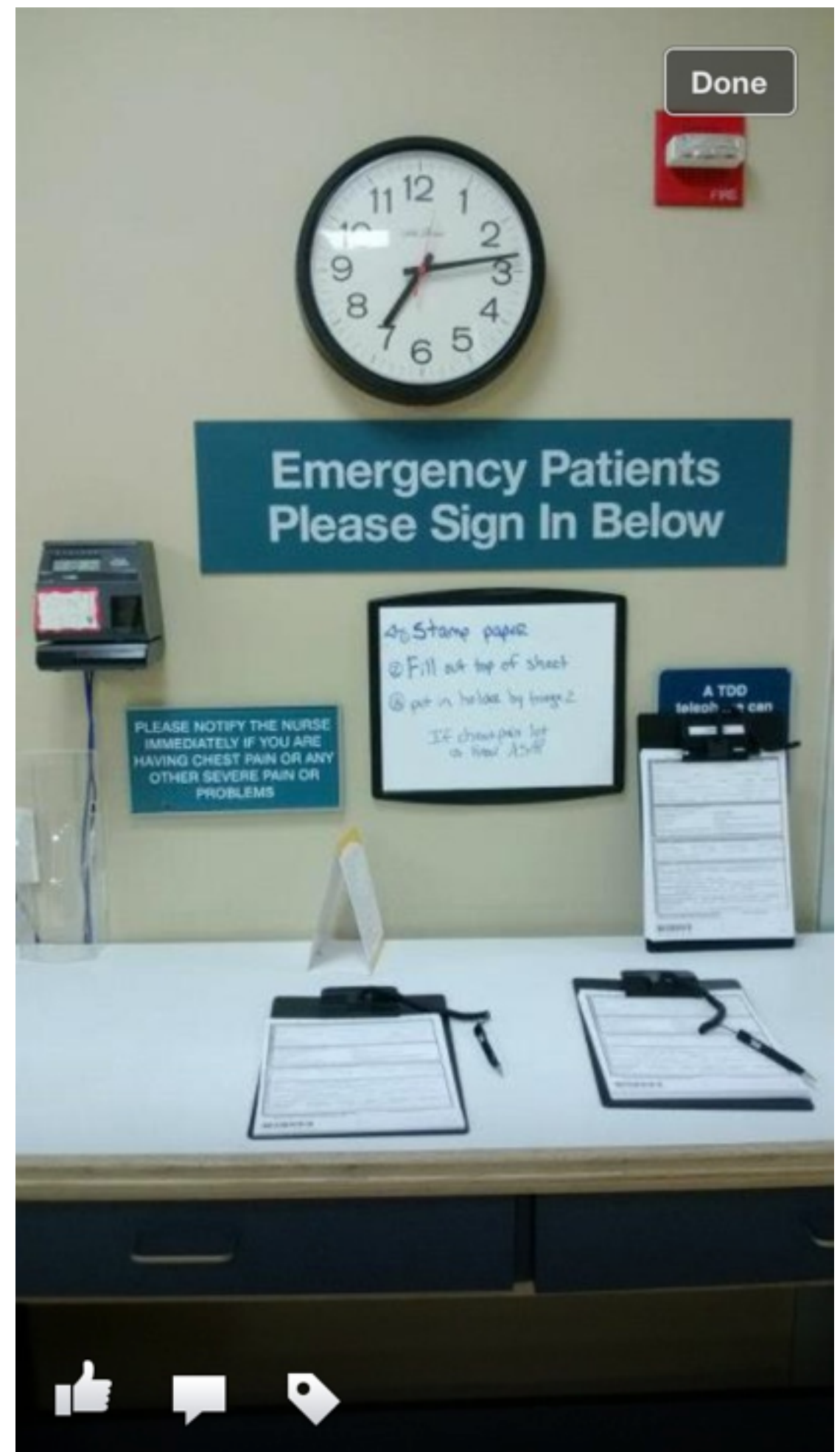
going for the heart



going for the heart



going for the heart



going for the heart



going for the heart

Marco is 42. He lives with his husband and together they care for Marco's 85 year old dad.

Marco is self-employed and only recently got a plan from the state exchange.

He's a web developer and is highly tech savvy. He has an implanted device and tells his doctors "you may be experts in medical science, but I'm an expert in me."

What keeps Marco up at night:

I know what I want, a system that works for me. I see examples online like Uber. Why doesn't health work that way?



going for the heart

Amy is 20. She is a college student at a major university in the south.

Amy spends most of her time as a student. When she's not in class, she loves the outdoors. She has started a young adult health activism group on Facebook.

Amy has managed complex chronic conditions her whole life. While she's good at navigating the healthcare system, she wishes it wasn't so much a part of her life. "It shouldn't be this hard to take care of myself."

What keeps Amy up at night:
Which providers are going to partner with our group and how?



going for the heart

Richard is 69. He is a retired CEO of a health insurance plan.

Richard has started his second career as a sculptor and traveling companion with his wife. He's an avid skier.

Richard is a cancer survivor. While surgery, chemo and radiation were successful, he's now highly attuned to his health needs. He has some older metal fillings, but generally his teeth are in good shape.

What keeps Richard up at night:
I've read the journals, I know chemo and rad onc effect oral health. Should my dentist be worried too?



going for the heart

Bobby is 55. He used to be a full time farmhand.

Bobby has “retired” early and is on full time disability. He has diabetes. He has 3 daughters and a wife, all of whom have significant healthcare needs.

20 years ago, a safety net program removed most of Bobby’s teeth. He does not have prosthetics.

What keeps Bobby up at night:
I’m poor, but I’m not an idiot. I just don’t think doctors care about me.



Just Do IT

- 1.defer judgement**
- 2.quantity over quality
- 3.one conversation at a time
- 4.be visual
- 5.write headlines
- 6.build on ideas of others**
- 7.stay on topic
- 8.encourage wild ideas**

remember...

we just landed a rocket on a comet
millions of miles away using math
and science and creativity.

excuses are now invalid



Just Do IT

10 minutes

going for the heart



Marco

- 42
- Marginally insured
- Tech Savvy
- Highly empowered

“Honestly, why isn’t there an app for this?”



Amy

- 20
- Student
- Chronic conditions
- Tired of the hassle

“Which providers will work with us?”



Richard

- 60
- Retired / Artist
- Cancer Survivor
- history of dental work

“What’s the data say, and should we talk about it?”



Bobby

- 55
- Disabled
- Chronically ill
- Low resources
- Very poor oral health

“Who cares about me?”

going for the heart



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“Who cares about me?”

Just Do IT

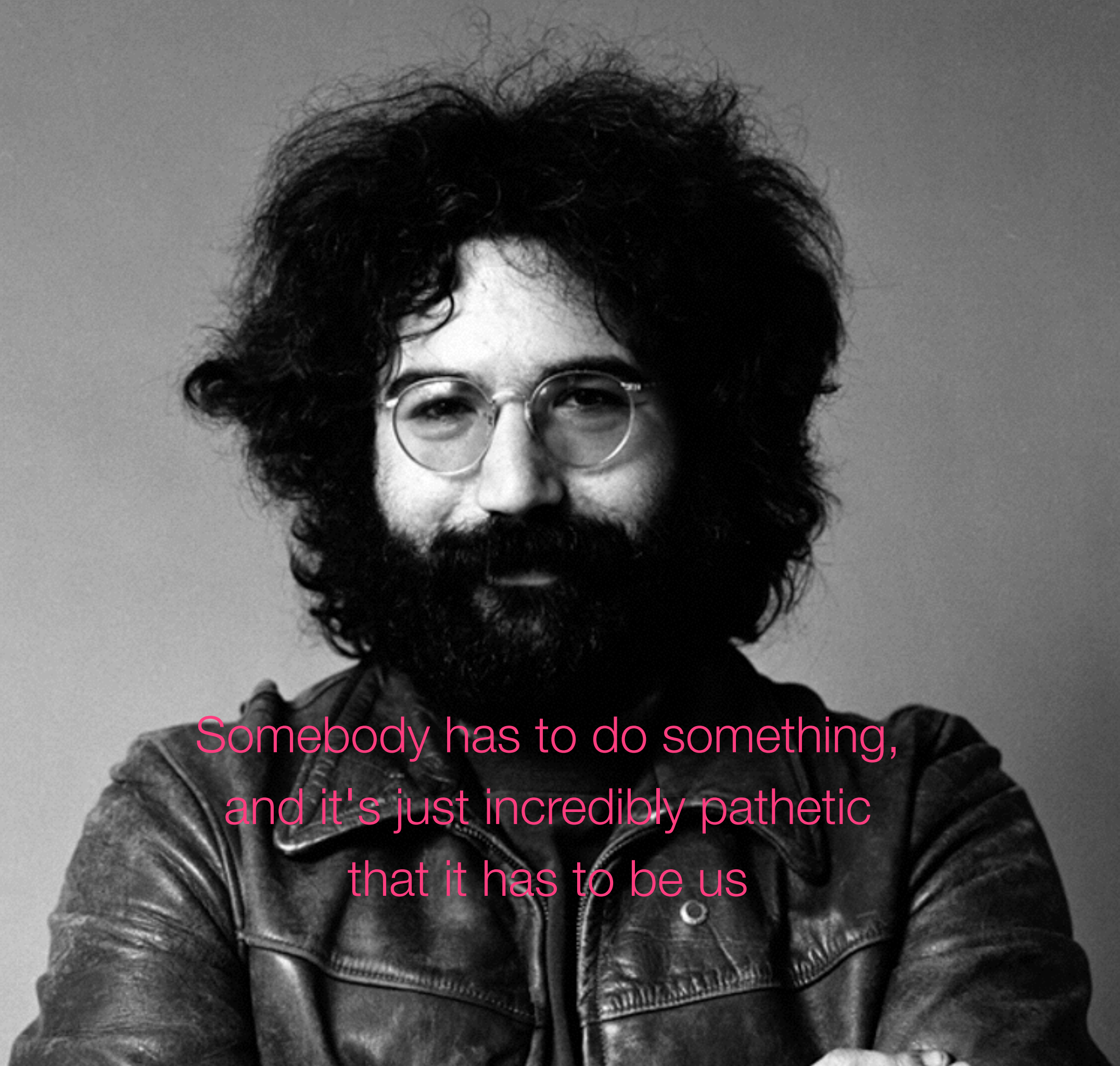
10 ideas

Just **Do** IT

1 | engaged patients have better outcomes

2 | your patients are already engaged in their health

3 | empathy+brainstorming=
engagement



Somebody has to do something,
and it's just incredibly pathetic
that it has to be us