



# *Engaging Patients in Digital Communications During the COVID - 19 Pandemic*

HIMSS Summer 2020 Quarterly  
Interoperability & HIE Community  
Roundtable

Wednesday, July 22 | 10:30 am – 12:00 pm CT

## *Upcoming HIMSS Events*

- **HIMSS Global Consortium for eHealth Interoperability Listening Session**
  - Wednesday, July 29 | 2:00 – 3:30 pm CT
  - *Register Online*
- **Getting Value from Blockchain in Healthcare Webinar**
  - Wednesday, August 5 | 12:00 pm – 1:00 pm CT
  - *Register Online*
  - *Sponsored by Synaptic Health Alliance*
- **Adding Meaning to Interoperable Exchange Webinar**
  - Tuesday, August 18 | 11:00 am – 12:00 pm CT
  - *Register Online*
  - *Sponsored by Cerner*

# Meet Our Speakers



Susie Hull, MSN, RN-BC, NEA,

**FAMIA**

Chief Health  
Information Officer,  
Care Loop



Adam Darkins, MD, MPHM

Chief Strategy  
Officer, LifeWIRE



Grace Cordovano, PhD, BCPA

Co-founder, Unblock  
Health



Stacy Lindau, MD, MAPP

Founder & Chief  
Innovation Officer,  
NowPow

# *Learning Objectives*

- Discuss how effective communication and education between patients, caregivers and care teams are essential to providing safe, quality care.
- Recognize the challenges in achieving this standard of care and communication as a result of the COVID-19 pandemic.
- Describe digital strategies and avenues used to enhance real-time communications between individuals, caregivers and care teams that provide critical information throughout the COVID-19 pandemic.
- Explore ways in which standards-based interoperability can have a direct impact on empowering patients and their caregivers.
- Discover innovative platforms that can help direct people to relevant and validated resources in their community.

# *Unblock Health*

Grace Cordovano, PhD, BCPA

Board-Certified Patient Advocate  
Co-Founder, Unblock Health  
@GraceCordovano

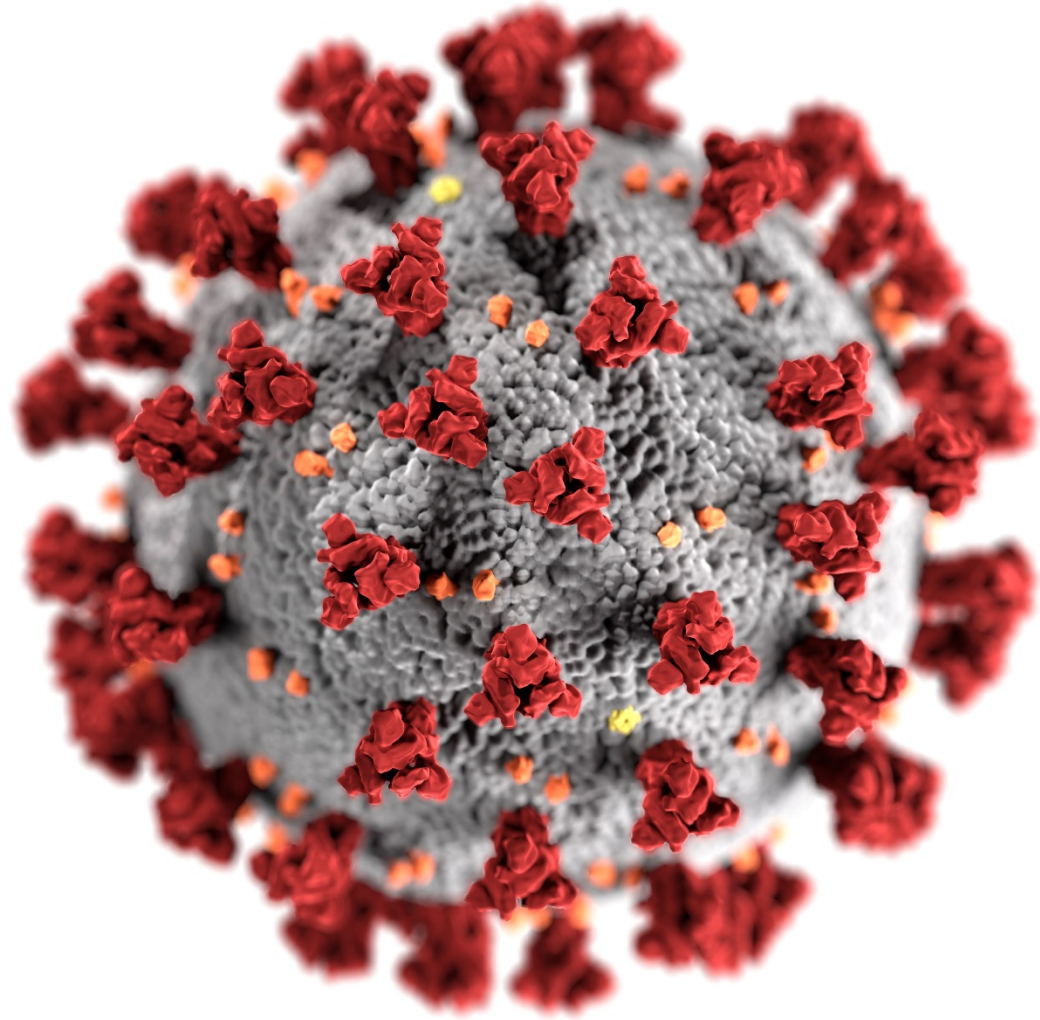


# **It's Time to Unblock Health**











# Actual Footage of 2020 Patient Engagement Strategies:











# Patient Experience Spectrum: Pre-COVID



*Healthy/Proactive  
Wellness Seeker*

*Acute Episode*

*Chronic Illness(es)*

*Life-Altering Dx,  
Rare Disease(s)*



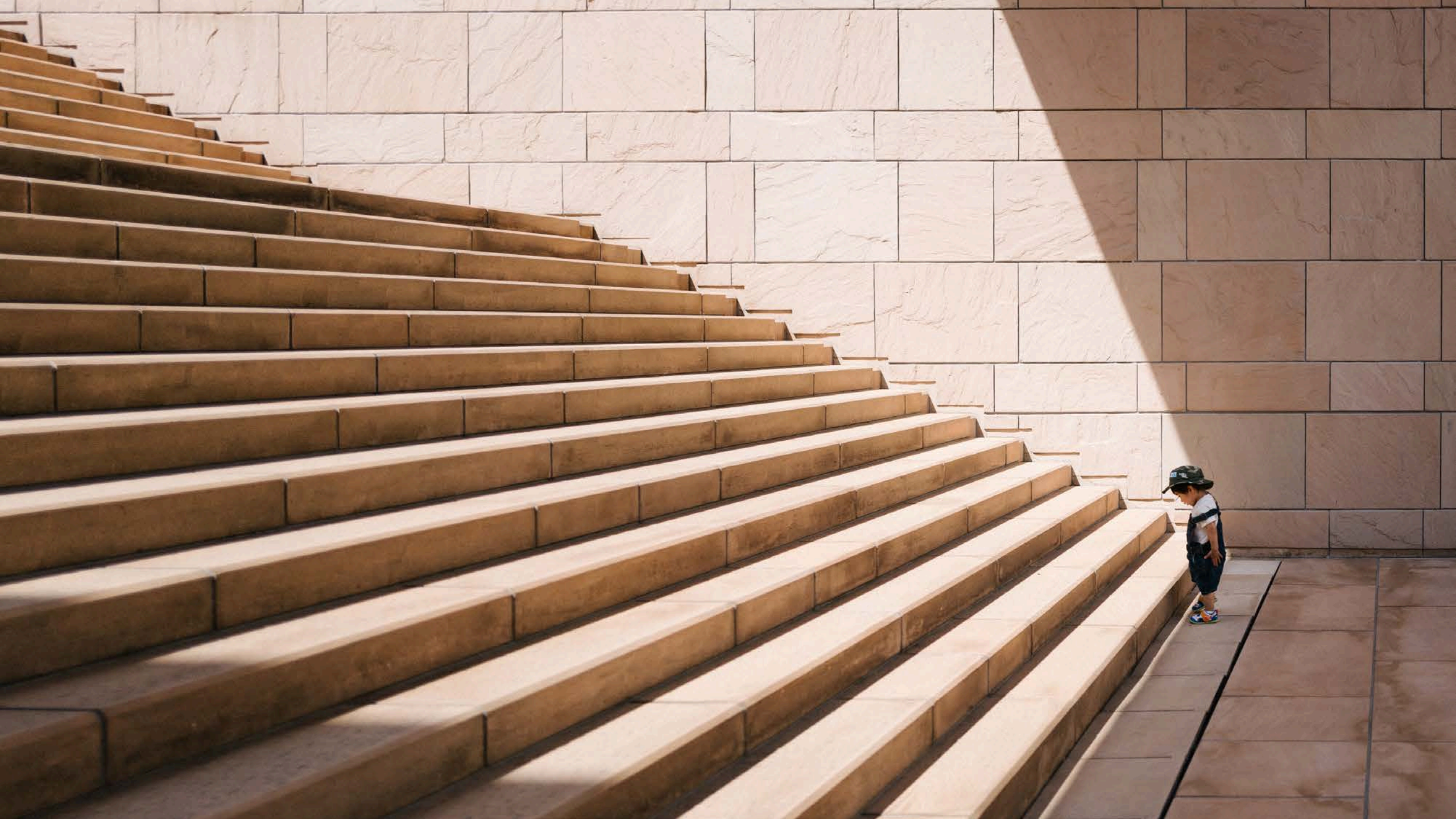


WORLD

THE WORLD IS  
TEMPORARILY CLOSED



**Do you know where we routinely **fail** to engage and communicate with patients at essentially every hospital, healthcare delivery organization, and physician practice?**





**FACT: Patients need more than  
telemedicine to be successful in their  
care.**

**FACT: Patients need access to their health information to complete the work they need to do to be successful in their care.**

**FACT: Patients & carepartners work remotely.**

**FACT: We must continuously improve  
the patient experience AND patient  
access workflows.**





**Unblock Health is a first-in-class patient advocacy tool designed for patients and consumers who are determined to be empowered in their health care journey and are no longer willing to accept traditional barriers to their information.**

# Digital Patient Access Front Door

- Real-world spectrum of access requests have been comprehensively mapped
- Medical records request & addendum request processes have been fully digitized
- All necessary authorization forms are digitized & enabled with electronic signature capture
- Chat feature improves real-time communication between a health care delivery organizations & the patient
- Reduces & potentially prevents information blocking and administrative burden

# Realities of Our Post-COVID World

- **The need for patient access to all health information is undeniable.**
- **The need for educating patients about the importance of their medical and health information is indisputable.**
- **The need to support hospitals to provide tools to best support patients and their carepartners is of essence.**

# *NowPow*

Stacy Lindau, MD, MAPP

Founder & Chief Innovation Officer,  
NowPow  
@stacylindau







*"It's the only treatment option he has under  
his current health plan."*

# *ePrescribing Community*

NowPow's proof of concept, **CommunityRx**, pioneered the idea of generating self care "e-prescriptions"

## **Linking Clinics To Community Services**

*Stacy T. Lindou et al.*

*PLUS Philadelphia Public  
Libraries Partner To  
Improve Population Health  
Anno U. Morgan et al.*

Page 2020



**\$5.8M** CMMI Innovation Award to University of Chicago from 2012-2015



Demonstrated in **33 clinical sites** on Chicago's South Side



Connected with EHRs: Epic, GE Centricity, and NextGen



Generated **350,000 HealthRx**s



Medicare beneficiaries had **significantly fewer** inpatient stays and unplanned readmissions\*



Medicaid beneficiaries had **significantly fewer** ED visits\*

# *Whole Person Care, Whole Communities*




NowPow is a personalized community referral platform.

We make it easy to connect people to the right community resources so **everyone** can stay well, meet basic needs, manage with illness and care for others.

We uniquely support all people and networks of all sizes and sectors to comprehensively advance population health.



# *Powering Comprehensive, Continuous Care Across Communities*

			
Audience	<i>Critical Care</i> Homebound, COVID-19 Discharge and/or High Risk	<i>Community Care</i> People coming into contact with Public Health Departments, Contact Tracers, Health Systems, Providers, Health Plans, or Large Community or Member Organizations	<i>Self Care</i> People who are digitally seeking vital services for themselves and those for whom they care
	Objective Facilitate easy access to help and resources to stay well and stay at home	Drive awareness of needs and expand access to vital services	Empower people to self serve to address vital needs

# *COVID19 Community Referral Strategies*

COVID-19 stretches both our health systems and our human and social service organizations.

Digital community referral platforms drive critical communication and connection in communities.



**We are up-to-date. High fidelity information is critical to building confidence.**

67K community services with COVID-19 operation statuses



**We get referrals into as many hands as possible, expanding care quickly in a time of rising need.**

3x the number of users



**We make sure the data are available and actionable.**

256K+ referrals inform areas of need

# COVID19 Community Resource Availability

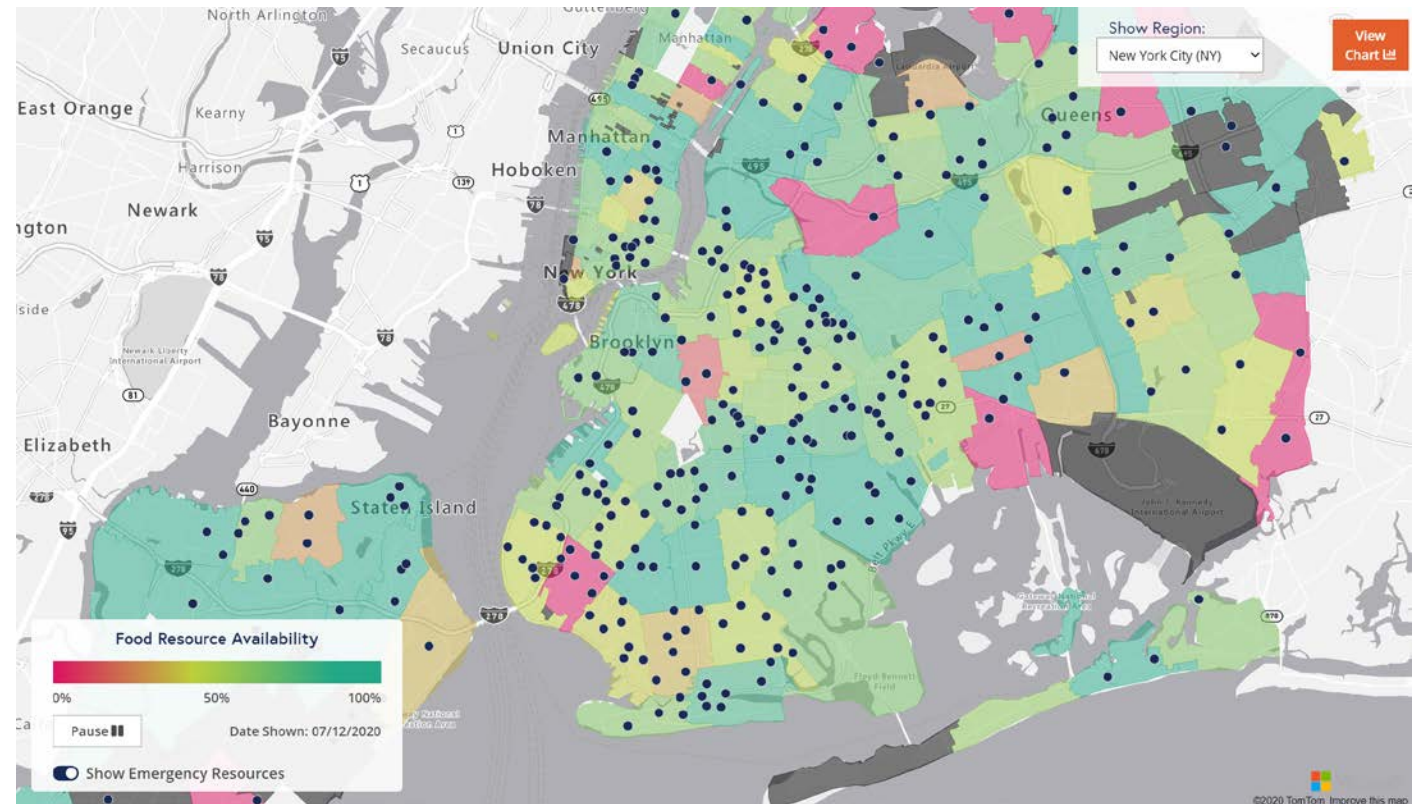
## *Food Resources*

NowPow has seen a 34% increase in demand for food-related service support in NYC.

More than half of NYC's food-related services shut down at the start of the pandemic.

NowPow worked with its partners (e.g., Healthfirst) to identify gaps in service supply.

With addition of emergency food-related services, NYC is up to 149% pre-pandemic baseline.





# *NowPow's COVID-19 Interesting Interventions*

1

## *Meeting Social Needs for a City in Lockdown*

### **New York City Health + Hospitals\***

- Largest public health system in the United States
- 5.5K local nonprofit and public organizations
- Week one: 1K patients identified as food insecure
  - 50% were reached
  - 25% were provided with assistance to secure food

2

## *Health System Powers Remote Care and Supports Employees*

### **Allina Health**

- 12 hospital health systems, 30K employees
- Nearly 9K screenings and 5K eRx's shared since COVID-19

# *NowPow's COVID - 19 Interesting Interventions*

3

## *Payer Establishes a Statewide Cross-Sector Collaboration*

### **Horizon (BCBSNJ)**

- Brings together 6 major players (large health systems, HIE)
- NowPow was brought in to support program expansion after a successful pilot:
  - 24% reduction in ER visits
  - 35% increase in behavioral care visits
  - 25% decrease in care costs

4

## *FQHC Uses Telehealth to Effect Community Connection*

### **Erie Family Health Centers**

- 5.1K patients connected with needed services
- Nearly 80% referral success rate among patients wanting to be connected with resources

# *Care Loop*

Susie Hull, MSN, RN-BC, NEA, FAMIA

Chief Health Information Officer,  
Care Loop  
@SusanCHull



# *What We Do*

Improve Healthcare Communication

CareLoop is a secure, patient centric, social network that loops in all the data, information, and people, including anyone the patient chooses, around any clinical encounter, dramatically improving healthcare.

# *The problem is worse than before*

## 43% of U.S. Coronavirus Deaths Are Linked to Nursing Homes

By The New York Times June 27, 2020

**43%**

OF ALL U.S. DEATHS  
54,000+

**11%**

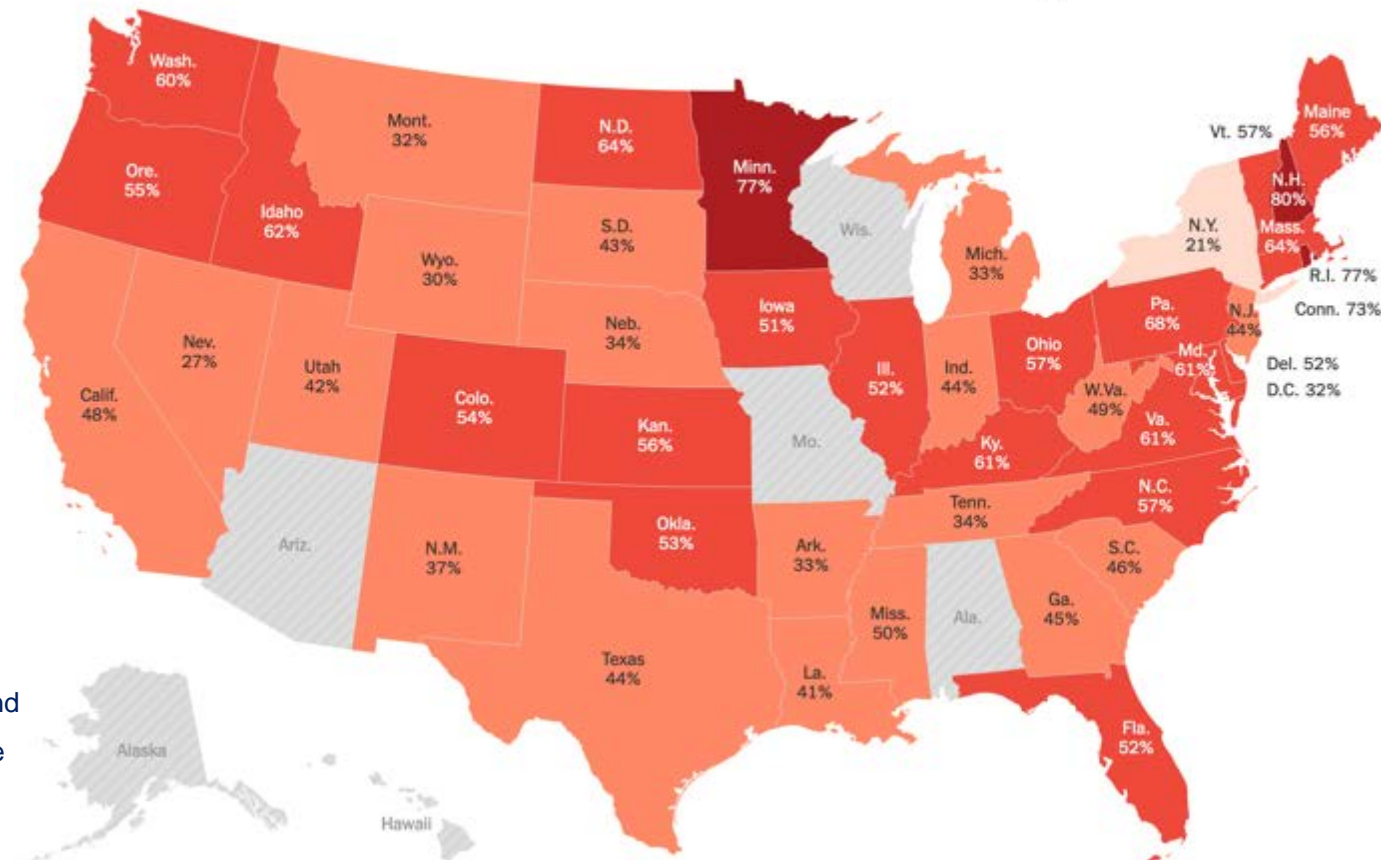
OF ALL U.S. CASES  
282,000+

CMS announced [new regulatory requirements](#) that will require nursing homes to inform residents, their families and representatives of COVID19 cases in their facilities. Failure to report could result in an enforcement action.



In at least 24 states, a majority of deaths are linked to nursing homes.

Share of state's deaths linked to long-term care facilities



# *Why being in the loop matters*

## Healthcare as we know it has changed

Care is more than a transaction and must be extended before, during & after care episodes.

People want to be in the loop, informed about their care and loved ones, no matter where care is received.

HIT can provide personalized and context specific communication, health data and conversations at the point of need, rather than simply at the point of service.

Being in the loop, connecting data and people, is essential for health.



# Before

Long Term  
Care

# After

Infrequent updates by phone or mail

Always connected, always updated

Family/caregiver  
frustrated



CMS mandates  
not met



Manual calling  
required to each care-  
giver

PCP/care-team not in  
the loop,  
frustrated

No follow up  
communication

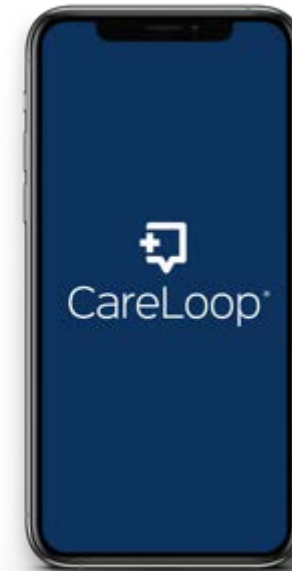
CMS mandate  
compliance

Less staff  
burnout, efficient  
workflows

Automatic updates  
on medical care or from facility

PCP/family/  
caregivers in the  
loop

Automated  
follow up



# Tanna Bartlett



1

Family is looped in, receives automatic updates about her care, room changes, new medications, conditions, etc.

The screenshot shows the CareLoop mobile app interface. At the top, there is a 'Family Chat' toggle switch. Below it, a 'My Feed' section displays a notification from 'CareLoop Senior Living' dated 3/12/20 at 1:39 PM. The notification states: 'Tanna Bartlett was prescribed a medication. Please view this patient's clinical summary for more details.' Below the notification is a 'VIEW MEDICATIONS' button. To the right of the notification, a 'CLINICAL SUMMARY' menu is visible with options: Facility, Timeline, Advance Directives, Allergies, and Conditions. At the bottom, there is a 'Recipients' section with a list of initials: JW, KS, SK, MH, TB, TH.

2

Care-team is looped in, including doctors, physical therapists, nurses, etc. and can communicate with each other and family.

The screenshot shows the CareLoop mobile app interface for the care team. At the top, there is a 'Provider Chat' toggle switch. Below it, a 'CARE TEAM' section lists the following members: Jonathan Williams (Geriatric Medicine - Attending), Kelly Schmidt (Geriatric Medicine - Nurse), Melinda Bates (Geriatric Medicine - Registration), Paul Wilson (Geriatric Medicine - Registered Dietitian), and Susan Kim (Geriatric Medicine - Physical Therapist). Below the list is an 'Add Provider' button. At the bottom, there are sections for 'FAMILY & CAREGIVERS' and 'PATIENT INFO'.

3

Healthcare facilities have a channel to communicate important updates and information to the patient and family.

The screenshot shows a notification from 'CareLoop Senior Living' dated 3/12/20 at 6:11 PM. The notification has a red 'COVID-19' badge in the top right corner. The text reads: 'Recognizing the importance of timely communication and information regarding your loved ones and the coronavirus, we will be providing frequent updates and materials through our CareLoop channel. There are no cases here at CareLoop Senior Living or within 150 miles of our community at this time. We will be monitoring all updates from the department of health and local officials closely.'

## *The Social Network For Healthcare*

CareLoop is the first **clinically connected, social network** that **securely** brings together all the data, information and people around any clinical encounter.

Loops are fully configurable and controllable to align with the needs of caregivers, patients and family.

# *LifeWIRE*

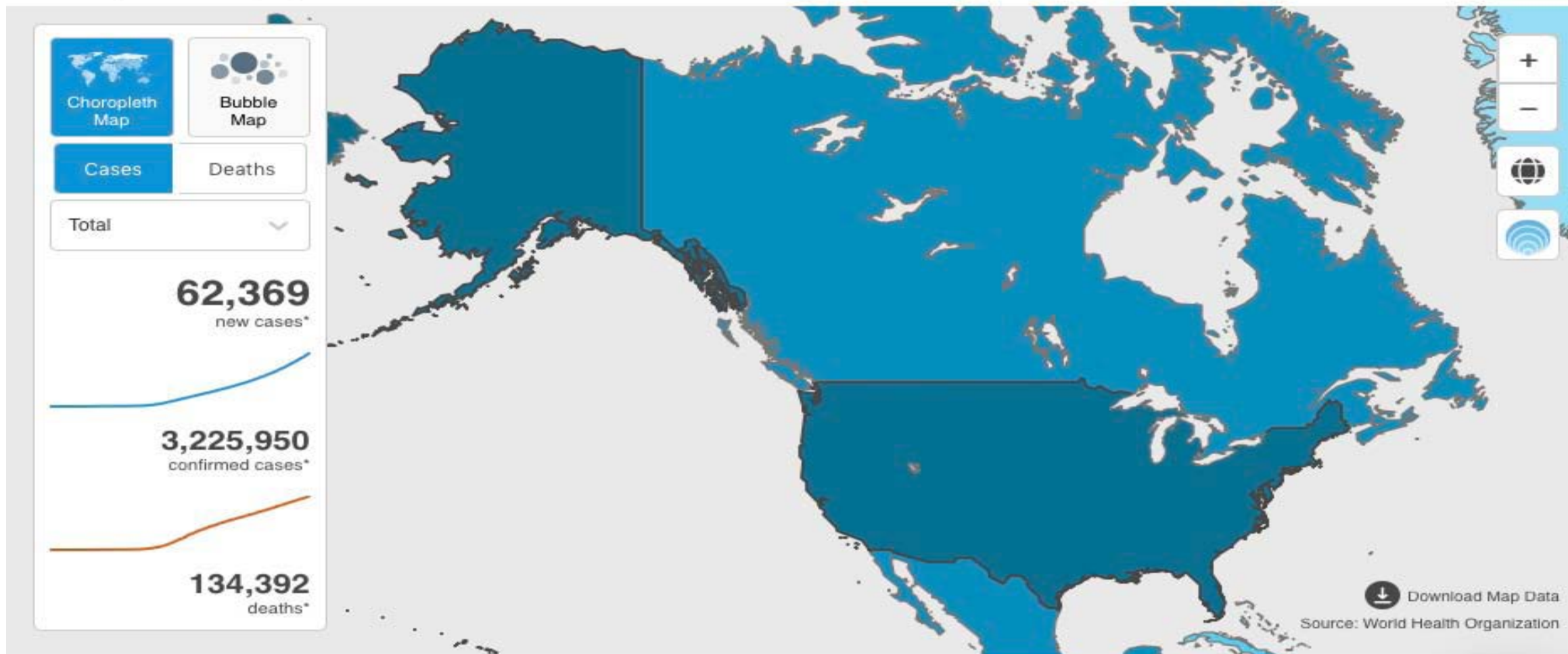
Adam Darkins, MD, MPHM

Chief Strategy Officer, LifeWIRE



# COVID-19 SIP<sup>®</sup>: An Evolving Approach to Containing Covid-19

*Using Algorithmic Based Decision-Support for Self Isolation of 'At Risk' Populations and to Generate Epidemiologic Data*



In **United States of America**, from **Jan 20** to **3:12pm CEST, 13 July 2020**, there have been **3,225,950 confirmed cases** of COVID-19 with **134,392 deaths**.



# *Genesis for Program Development*

- **Constraints of Traditional Public Health Approach**
  - Rapidly evolving pandemic
  - No vaccine, no definitive treatment and need to limit R0 to avoid overwhelming hospitals
  - Changed demographics of society and complex supply chains
  - Logistic challenges of call centers in contact tracing and care management
- **Informing “at Risk” and Affected Populations**
  - Adapting approach to changing “evidence”
  - Giving consistent information
  - Alleviating Stress
  - Encouraging compliance with self-isolation
  - Informing “at Risk” and Affected Populations
  - No vaccine, no definitive treatment and need to limit R0 to avoid overwhelming hospitals
- **Generating Population Health Data**
  - Tracking incidence and prevalence of symptoms
  - Understanding mortality morbidity and natural history
  - Safe Triage

# CONTINUOUS POPULATION MONITORING PLATFORM



Population management however a patient desires to communicate, whether email, text, app, wearables and more

Enables personalized communication with any and all members of a client population

Manages & tracks insights and activity to improve care

Cloud based, secure, HIPAA Compliant



## *Public – Private Approach*

- **Public Health Department**
  - Adaptation of CDC and local epidemiologic advice to prevailing local conditions
  - Algorithm to triage post Covid-19 test population based on symptom severity and other indices
  - Program to support self-isolation for up to 10 days
  - Daily data transfer into wider population health information ecosystem
- **Health Care Information Technology Company**
  - Needed a robust and mature platform capable of expanding to 'go to scale'
  - Privacy and cyber security requirements to be met without a Covid-19 waiver
  - Accessible via multiple device modalities
  - Capable of rapid Agile development – assessment and revision - to 'prototype' not 'pilot'
  - Understanding of underlying health issues, population health engagement and re-engineering clinical workflows

## *'Product' Prototyping*

- March - May 2020 - Covid-19 self-isolation management program (COVID-19 SIP) used by a consenting group of 182 people from the COVID-19 tested population
- Program accessible via SMS messaging with 60% uptake rate
- Day 1 - initial enrollment survey - completed by 81% of users
- Program completed by 75% of users who received up to ten days self-management support
- Those whose self-reported symptoms suggested need for urgent help were triaged algorithmically
- Seamless transfer of population health data.



## *Next Steps*

- **COVID-19 SIP** now ready for Public Health Departments, Employers, States, Health Systems and Government to implement 'at scale' as an isolation self-management tool.
- Deployable on multiple telecommunication modalities and can be provided in over 30 languages.
- Standard application program interfaces for secure and standardized exchange of data with contact tracing, care management and epidemiologic surveillance components of Covid-19 containment ecosystem.
- Designed for implementation as a: i) limited local deployment; ii) regional hub; or iii) comprehensive national installation.
- Agile approach to rapid development of added functionalities needed to supplement 'core' Program Module.

## *Panel Discussion*



Susie Hull, MSN, RN-BC, NEA,

**FAMIA**

Chief Health  
Information Officer,  
Care Loop



Adam Darkins, MD, MPH

Chief Strategy  
Officer, LifeWIRE



Grace Cordovano, PhD, BCPA

Co-founder, Unblock  
Health



Stacy Lindau, MD, MAPP

Founder & Chief  
Innovation Officer,  
NowPow

## *Upcoming HIMSS Events*

- **HIMSS Global Consortium for eHealth Interoperability Listening Session**
  - Wednesday, July 29 | 2:00 – 3:30 pm CT
  - *Register Online*
- **Getting Value from Blockchain in Healthcare Webinar**
  - Wednesday, August 5 | 12:00 pm – 1:00 pm CT
  - *Register Online*
  - *Sponsored by Synaptic Health Alliance*
- **Adding Meaning to Interoperable Exchange Webinar**
  - Tuesday, August 18 | 11:00 am – 12:00 pm CT
  - *Register Online*
  - *Sponsored by Cerner*