

OUTREACH TO OUTCOMES: DIGITAL PATIENT ACTIVATION TO LOWER COSTS OF DIABETES CARE

Presented by:



October 12th, 2017



Medtronic
Further, Together

OUTLINE

This webinar will focus on...

- ✓ Techniques to increase program awareness and enrollment
- ✓ The key elements that activate patients
- ✓ The fundamentals of driving patient engagement
- ✓ How to ensure successful outcomes by instilling long-term behavior change

INTERACT WITH US...



Use the chat feature to submit your questions

TODAY'S PANELISTS & MODERATOR...

Panelists



Robert A. Vigersky, M.D.
Medical Director,
Medtronic Diabetes



Neal Kaufman, MD, MPH
Chief Medical Officer,
Canary Health



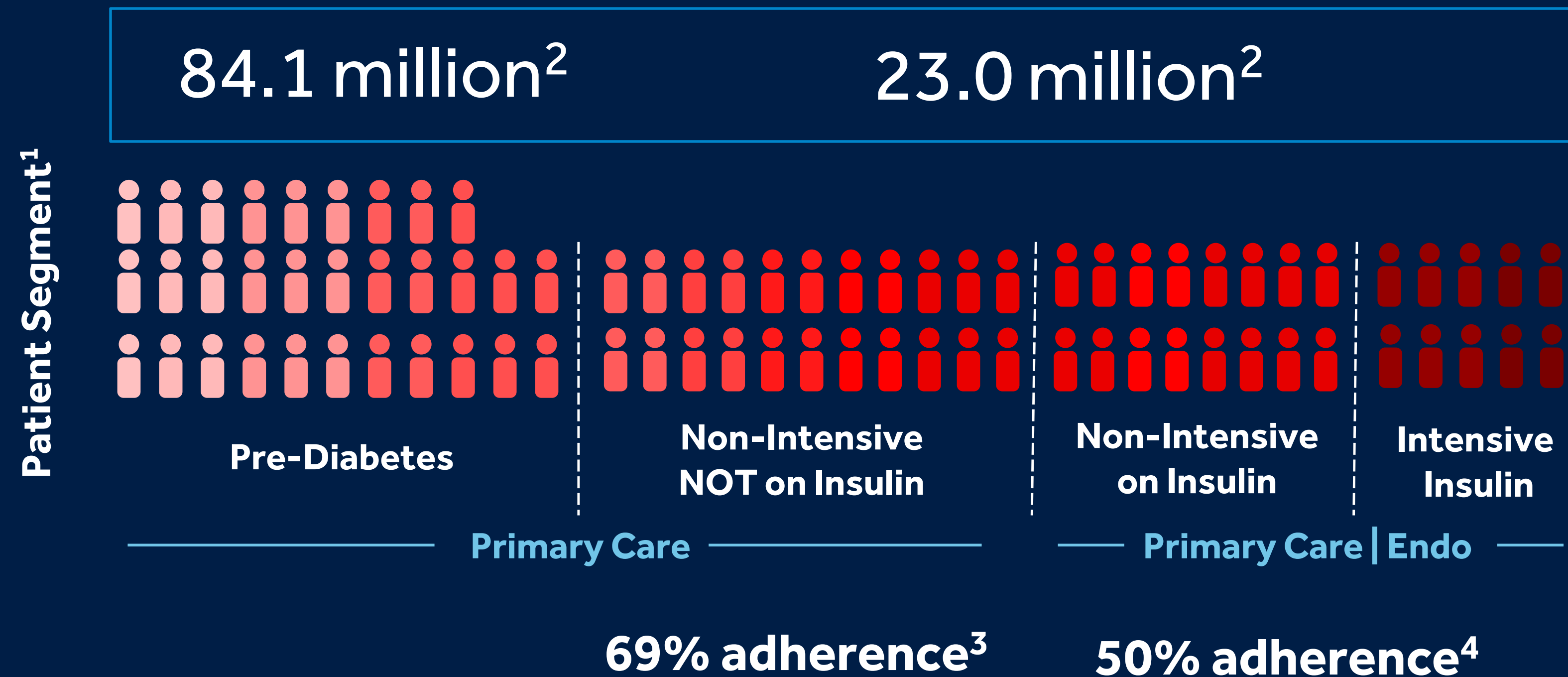
Louis Dias
VP, Chief Patient Officer
Medtronic Diabetes Group

Moderator



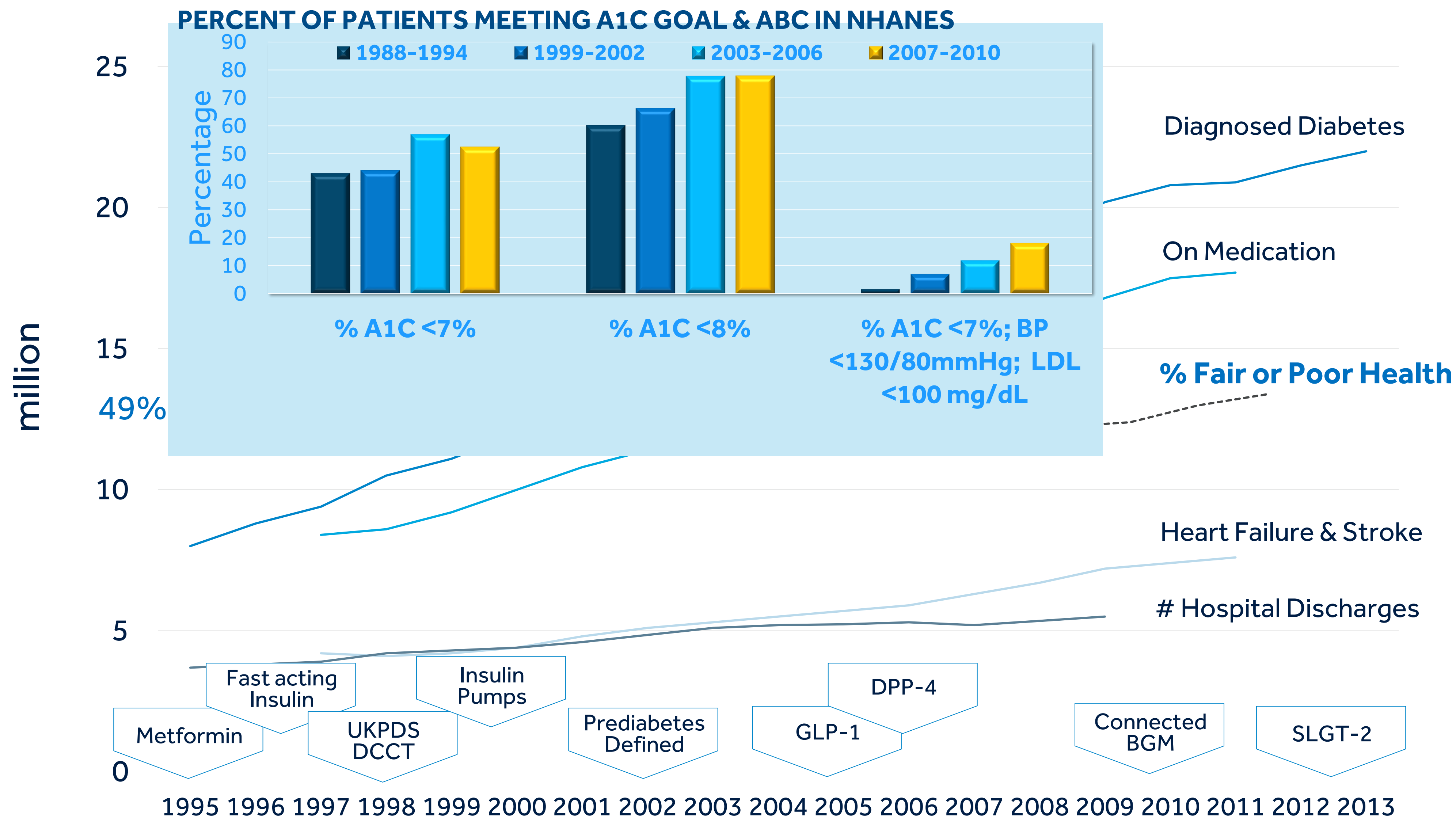
Jim Seles
Director | Market & Business
Development, Integrated Care
Solutions (ICS)

SEGMENTS OF DYSGLYCEMIC STATES, THERAPY TYPES AND ADHERENCE TO THERAPY



1) Illustrative representation of sample population
2) CDC, National Diabetes Statistics Report 2017, cdc.gov
3) Kirkman S et al. Diab Care 2015; 38:604-609
4) Peyrot M et al. Diab Care 2010; 33: 240-245

DESPITE DRUG AND DEVICE INNOVATION, MORE IS NEEDED...

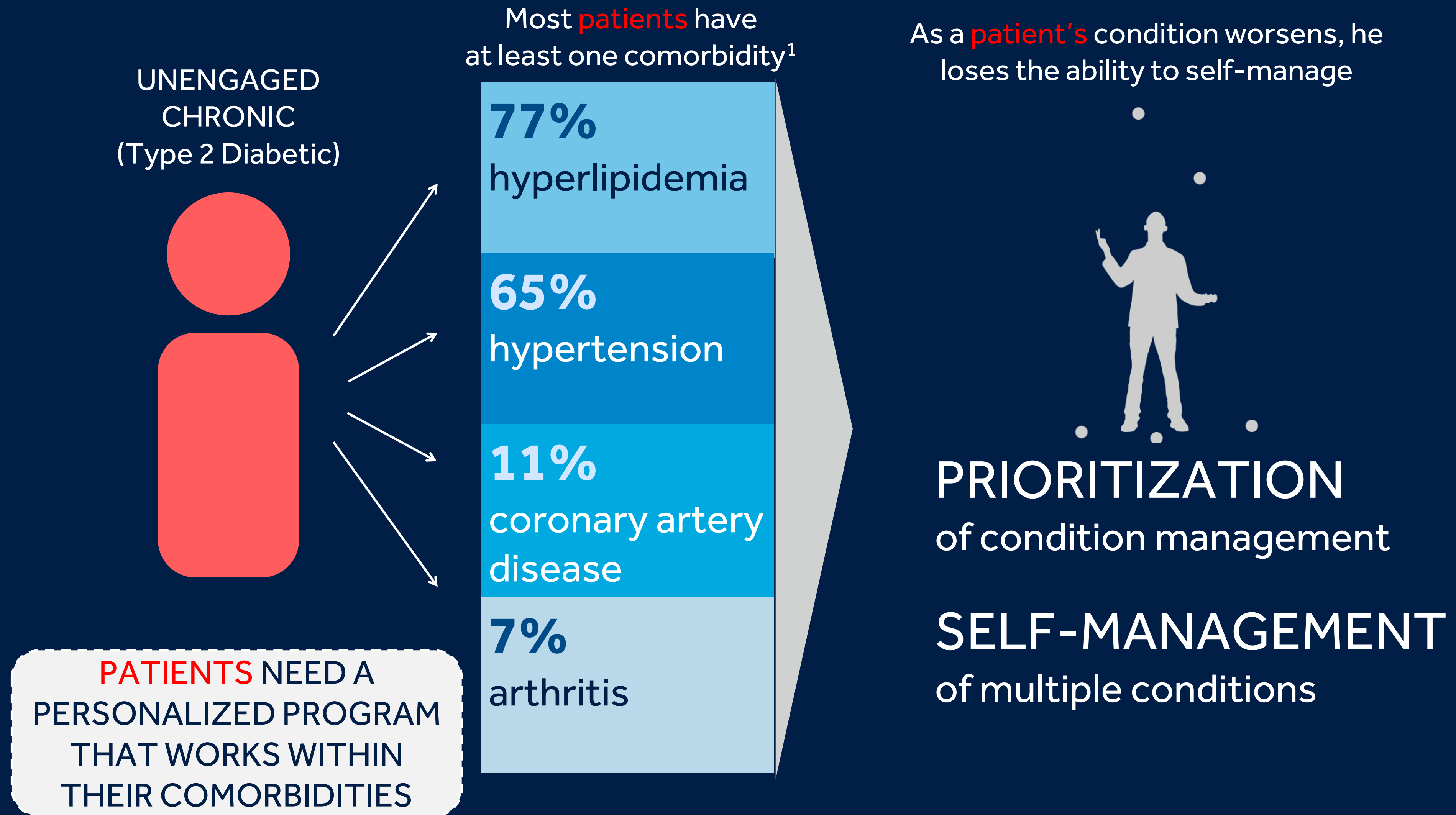


Casagrande SS et al., Diabetes Care 2013 Aug; 36 (8): 2271-2279

1.Source: Centers for Disease Control & Prevention

CARING FOR THE UNENGAGED CHRONIC WITH T2DM

THE PATIENT DILEMMA: PRIORITIZING + MANAGING



1. Lin PJ, Kent DM, Winn AN, et al. Multiple chronic conditions in type 2 diabetes mellitus: prevalence and consequences. *The American Journal of Managed Care*. 2015;21(1):e23-e34.

THE DOCTOR/PATIENT DILEMMA

PATIENTS MANAGE MOST OF THEIR OWN CARE

**>90% of diabetes care
is left up to the patient¹**



DOCTOR VISIT:
~10 min every 90 days²



DOCTOR VISIT:
~10 min every 90 days²

Oct 12 2017

PATIENT CENTERED-DESIGN

Louis Dias

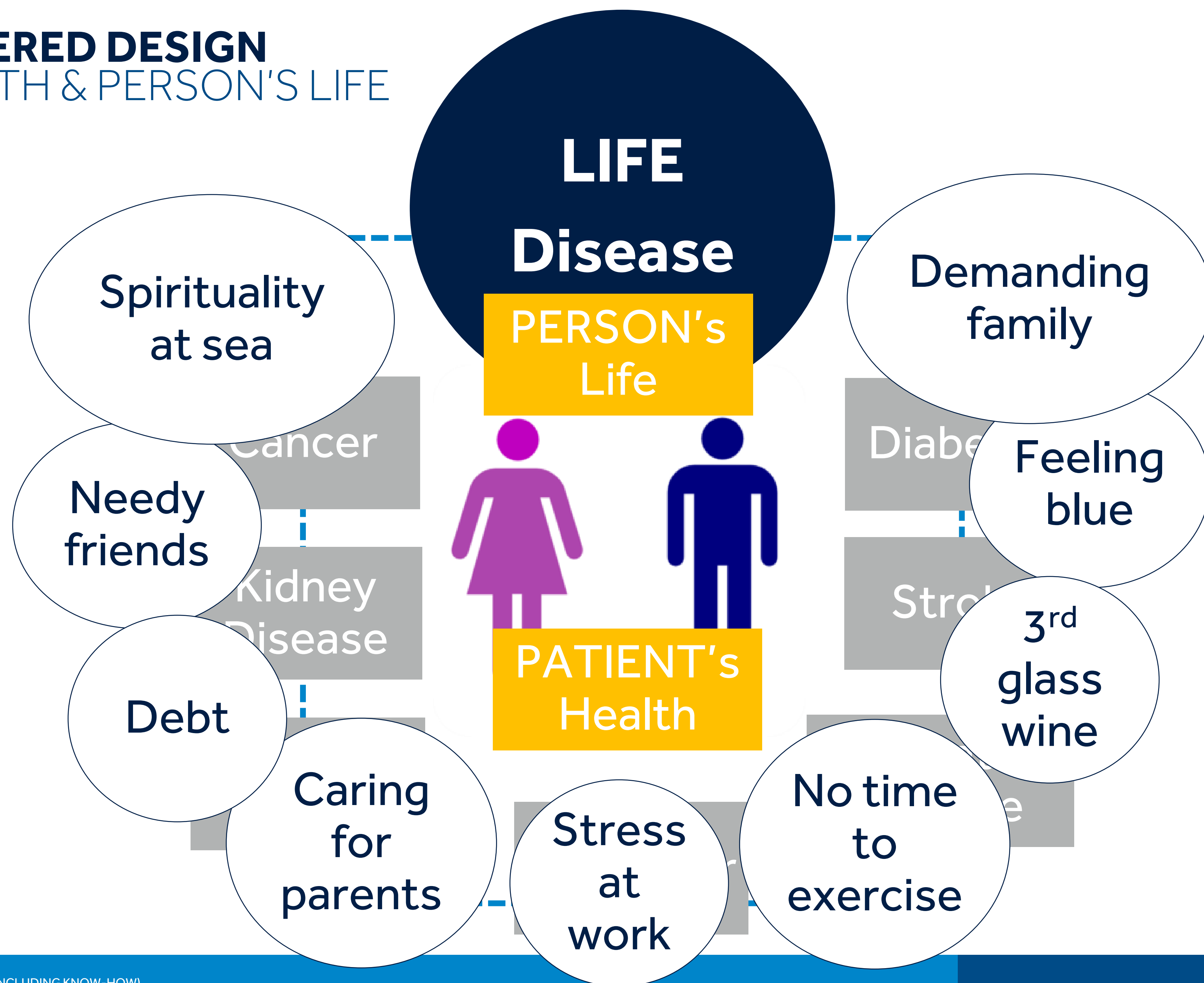
Medtronic Chief Patient Officer



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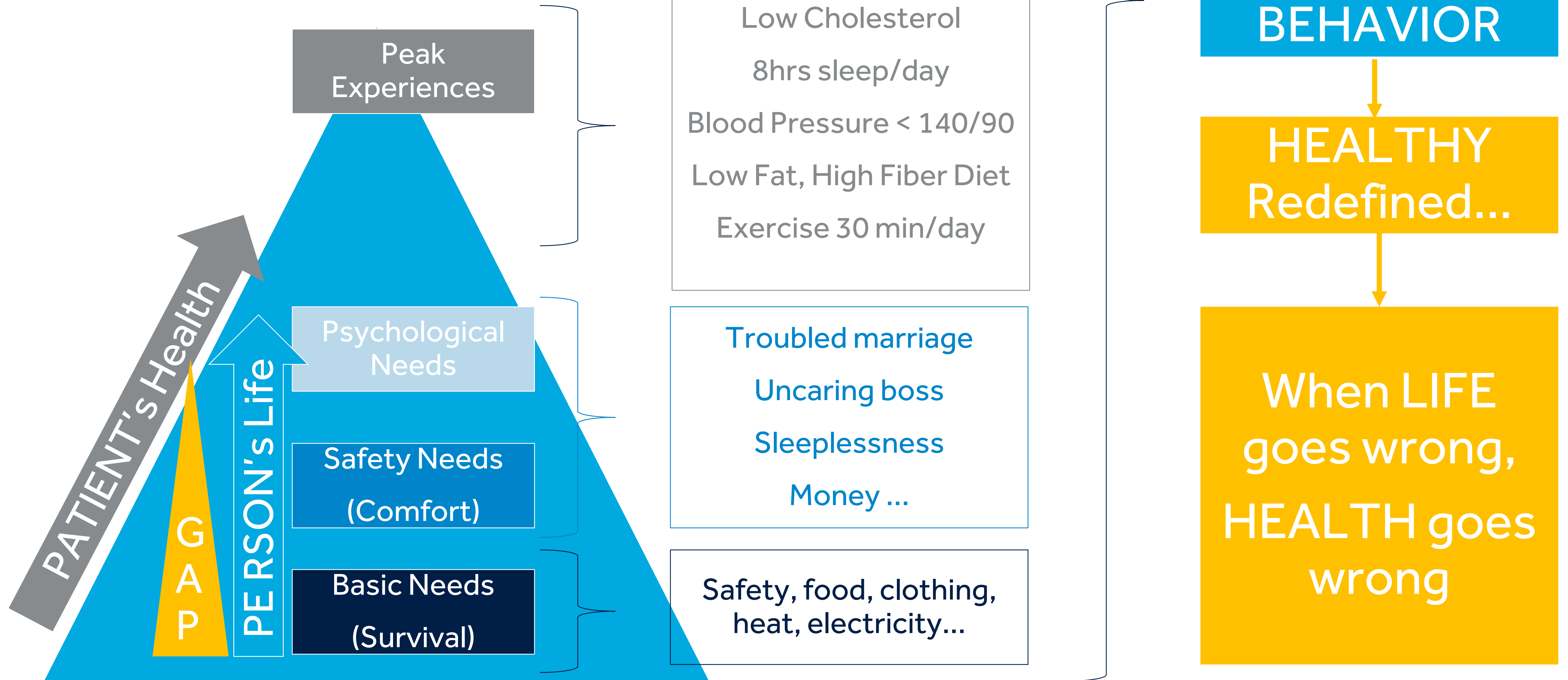
PATIENT-CENTERED DESIGN

PATIENT'S HEALTH & PERSON'S LIFE



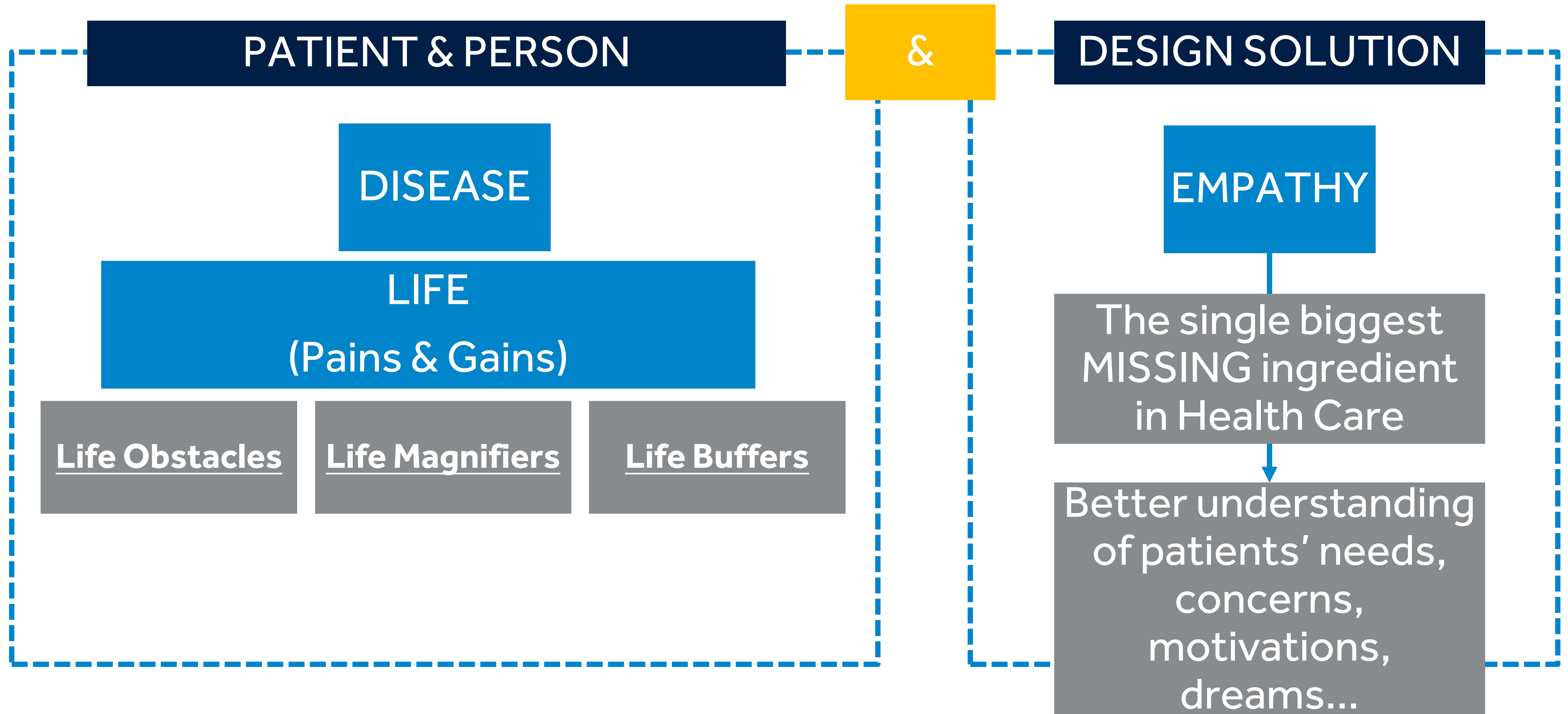
PATIENT-CENTERED DESIGN

HEALTH REDEFINED



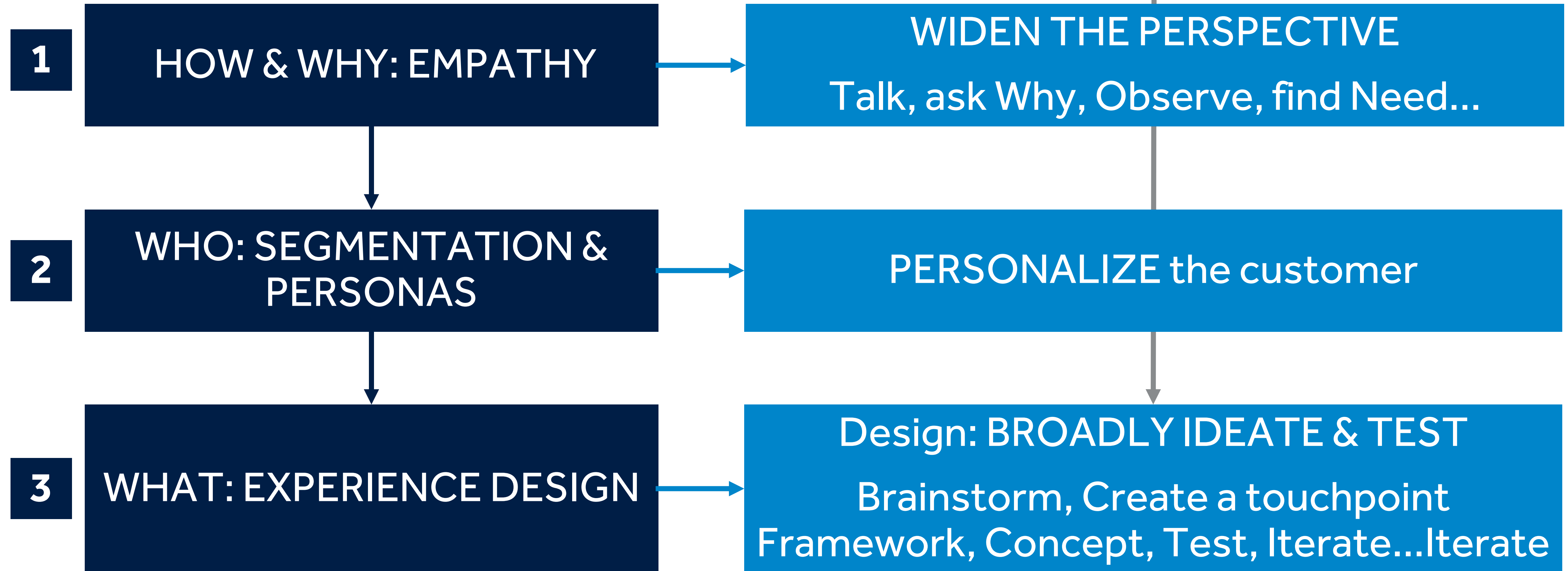
PATIENT-CENTERED DESIGN

DEFINITION



PATIENT-CENTERED DESIGN

PROCESS: SOLUTION DESIGN



PATIENT-CENTERED DESIGN

HOW & WHY: EMPATHY

Getting to know the PATIENT & PERSON

QUALITATIVE Research
(Hypothesis)

QUANTITATIVE Research
(Validation)

Ethnography

Joanie

Habits

Story Telling

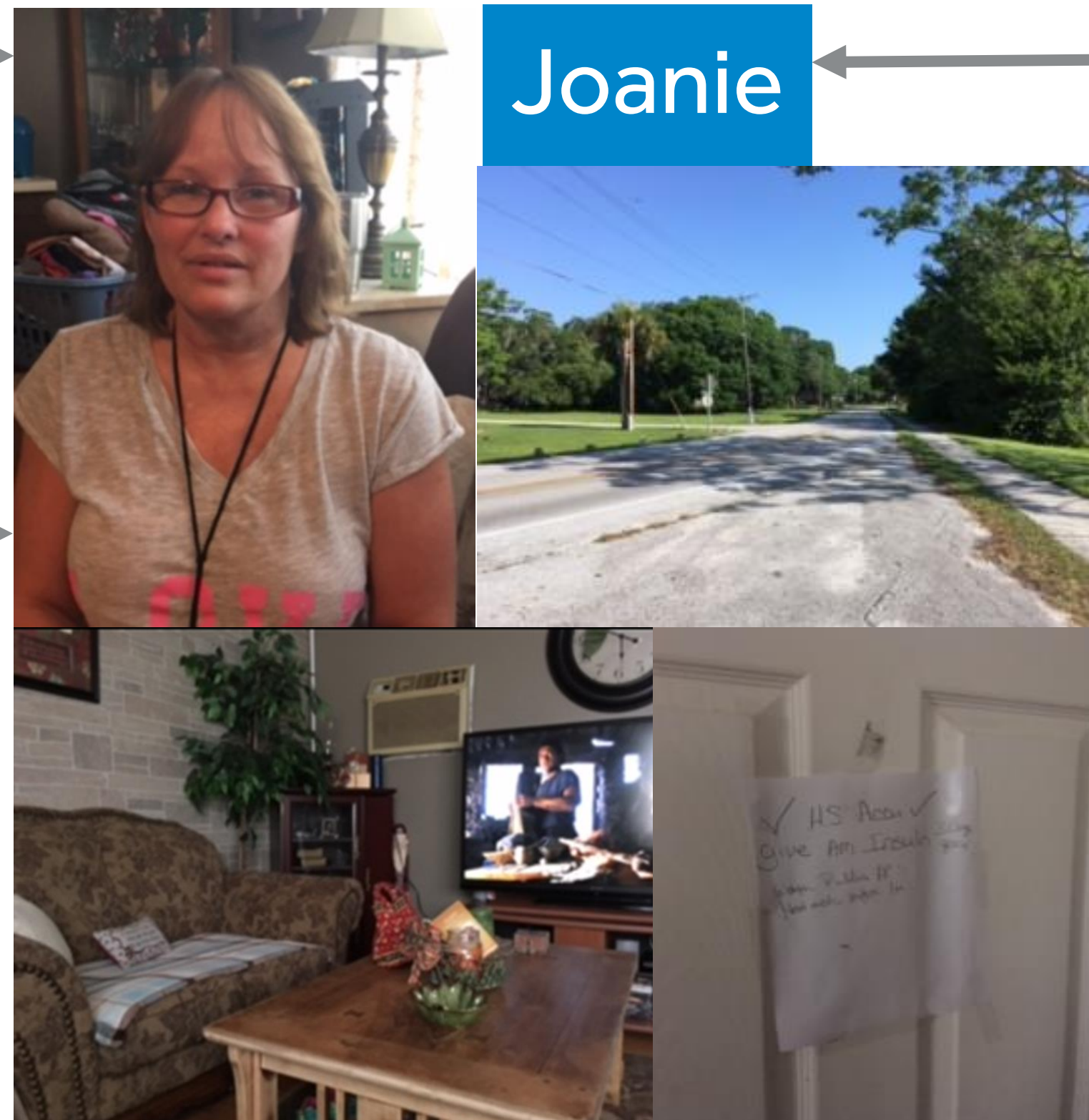
Attitudes

Focus Groups

Satisfaction

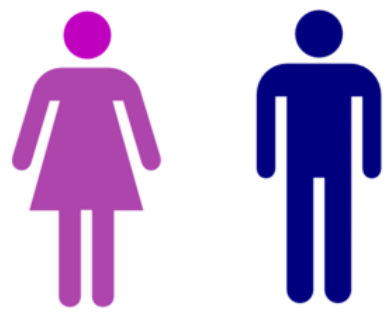
Video Diaries

Conjoint



PATIENT-CENTERED DESIGN

WHO: SEGMENTATION & PERSONAS



Clustering the PATIENT & PERSON

SEGMENTATION (Cohorts)

PERSONAS

Segment Vectors:

- Disease Stage
- Therapy
- Lifestage
- Motivation
- Engagement
- Self/HCP

Segment:

Size, Stable, Reachable

JOANIE, 55

I Eat First, Then Cover



Illustrative Quote

"I don't know if I have T1 or T2? I take insulin, isn't that type 1?"

Living with diabetes 10 years

- Type 2
- A1C: 7.3
- In Good Control, BG TPD: 2
- Occupation: Not employed (Nurse 10 years)
- Auburndale, Florida

Circumstances

- Lives in her home with her two sons, one daughter and their families (in her PJs, napping on the couch, low energy)
- Modest home/her son Randall has paralyzed foot, kidney issues
- Nice family, good support system
- Joanie fell asleep while driving and was in a terrible accident, discovered she had diabetes (has cadaver bones)
- Had 6 surgeries over the years, takes pain meds (seemed a bit confused, lethargic)
- Joanie was a nurse before her accident, 10 years
- **I eat, test 30 min – 1 hr later, then cover (insulin dose)**

Pain Points

- **Poor diet - I don't really eat meals, like to snack on junk food**
- **Has a hard time remembering to take her meds or if she already took them (memory problems)**
- **Injects insulin after eating instead of before, so she knows exactly how much insulin to use**
- Diabetes is expensive disease/cost
- Has a hard time sleeping, stays up late and sleeps late (likes to have ice cream at 2 AM)
- Car accident and 6 surgeries, suffers from intense pain

Feel/Behaviors

- **DOING GREAT:** I eat whatever I want, test after, then I cover- *"Works Great for Me"*
- **MEMORY PROBLEMS:** Keeps a post on her bedroom door to reminder to take her meds if she leaves her room
- **CONFUSED:** Believes she developed diabetes from a car accident, went to ER "A1C 450".
- **FORGETFUL:** Suffers from memory problems due to head & neck injuries from car accident
- **LETHARGIC:** Heavily medicated, Keeps key on her necklace to medications she keeps in a locked cabinet. challenging to keep her on topic

* Mentions difficulty obtaining pain management and psych. referral from Dr.

* Challenging to keep her on topic, heavily medicated

Goals/Motivation

- Manages her diabetes by testing BG after she eats then covering
- Not motivated to leave her house, stays home

PATIENT-CENTERED DESIGN

WHAT: DESIGN THE PATIENT EXPERIENCE (SOLUTION)

Designing a holistic EXPERIENCE

Current Behavior

DESIGN
transformation

DESIRED BEHAVIOR

Joanie - Diagnosis Journey

STAGE	PRE DIAGNOSIS	DIAGNOSIS	ONGOING	COMPLICATIONS	CO-MORBIDITIES
SAY	No indication of diabetes, no symptoms, works as a nurse	Unaware			
THINKING		I don't have diabetes			
DOING		Had car accident, truck flipped, landed on her. Fell asleep while driving			
FEELING		Doesn't remember			
HEARING					
Opportunities					
GAINS					
PAINS		Confused about why she has diabetes			

Framework Behavior Change:

Outcome: <A1C

Behavior: >Therapy Compliance

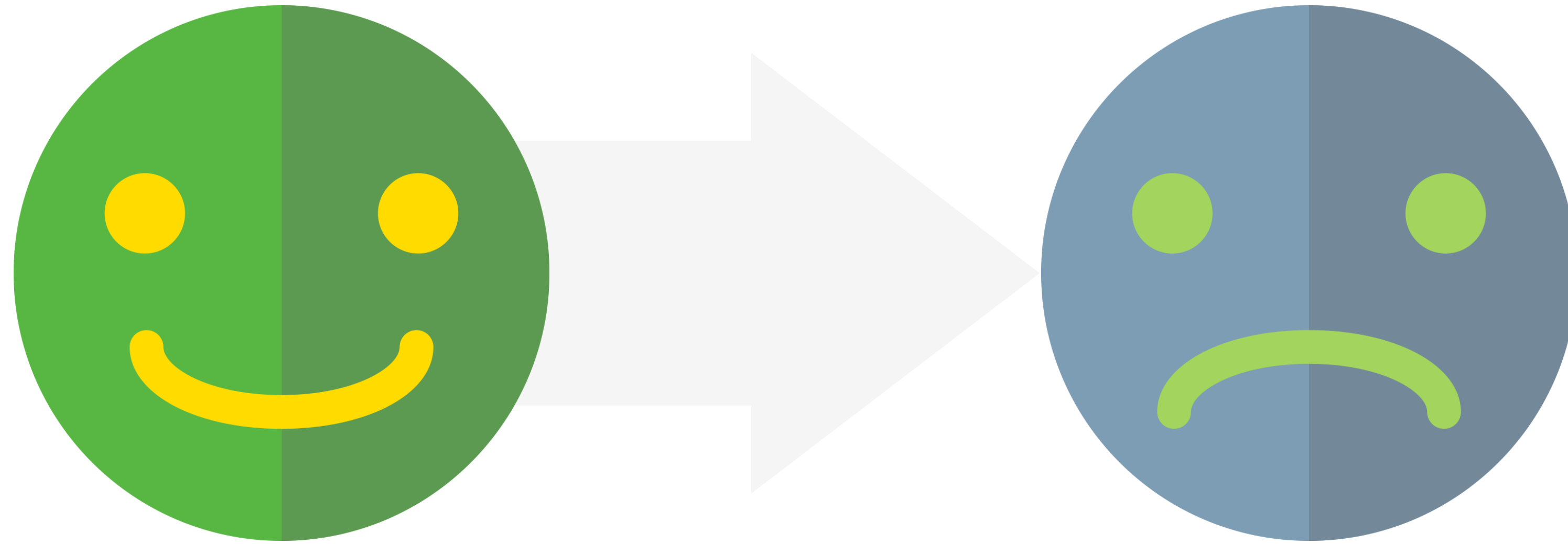
Segment "Joanie"

Motivation = ?

Easy = ?

Trigger = ?

THE CHALLENGE...

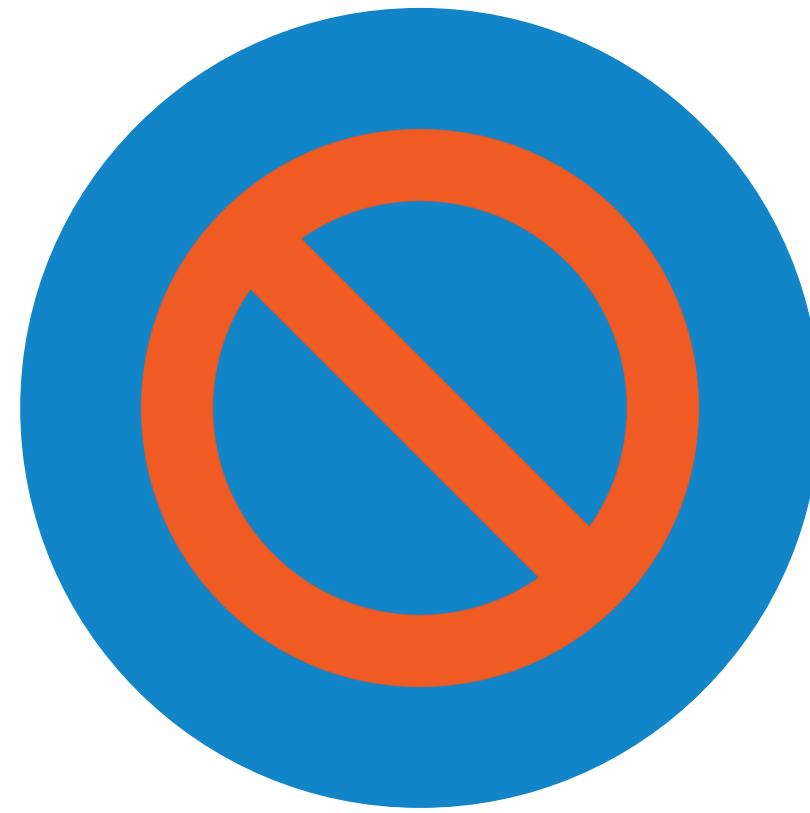


Your population with chronic conditions is **becoming sicker**, because they are not **engaged and empowered** to direct their health.

CANARY HEALTH INSIGHTS...



Directing health in one's life story is **critical** to health improvement



Most with chronic conditions **don't direct** their health

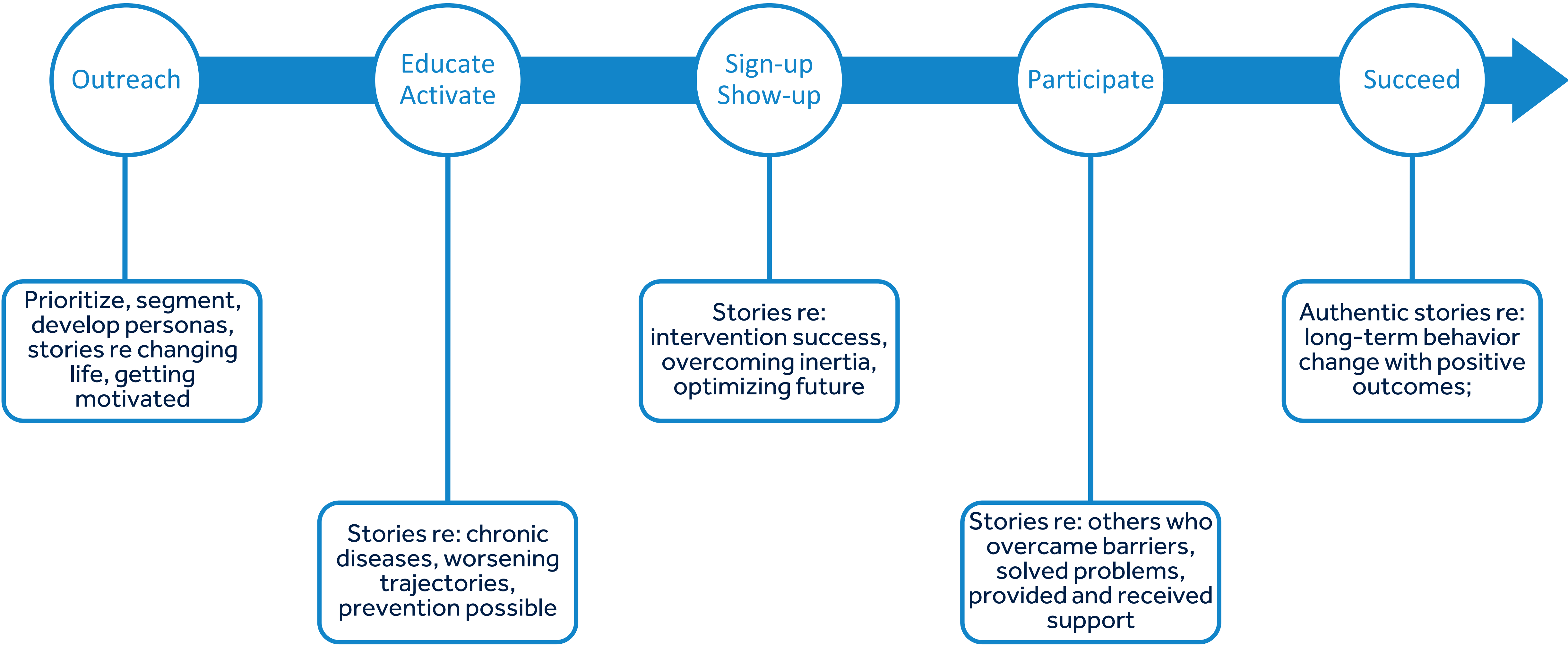


Stories of others who changed their narrative arc resonate and are **powerful**



Successful self-management leads to **owning the direction** of one's health and life

ENGAGEMENT THROUGH STORY-TELLING: OUTREACH TO OUTCOMES





Sometimes we can help our patients to re-write their stories. For instance, we might be able to help people with chronic illness to move from a chaos story [of fear and powerlessness] to a transcendent story [of hope], allowing them to see themselves as people who have a manageable disease, not as people who are in the process of dying.

Jeffrey Borkan

STORYTELLING HELPS CANARY HEALTH...

Impact participants

- Outreach and recruitment
- Discussion board
- Notes to participants
- Encouragement and motivation

Support and educate Canary Health staff

Market and Sell services and supports





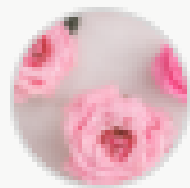
Hazel

Husband not supportive of my trying to lose weight [read more](#)

Created: about a month ago Category: Communication

[Post a suggestion](#) [Give encouragement](#)

[3 people](#) made suggestions [0 people](#) gave encouragement



Susan says

I hear you! I have similar problem with my mother who doesn't seem to realize that I have to be careful about what I eat and she gets offended when I won't eat her muffins.

Posted: about a month ago



June says

Maybe by you wanting to change, your husband might feel like you want him to change as well. He may also worry that if you change, will you still want him. I don't know if that is what is going on, but you never know. A strategy my husband and I use is, when one of us has something to talk about we start off with.. I really need to talk to you about something and I don't want it to turn into an argument, I am going to talk about my feelings and you just need to listen until I am done, is this a good time to do this? We have been together a number of years and it has taken lots of practice.

Posted: about a month ago

[Edit Comment](#) [Delete Comment](#)

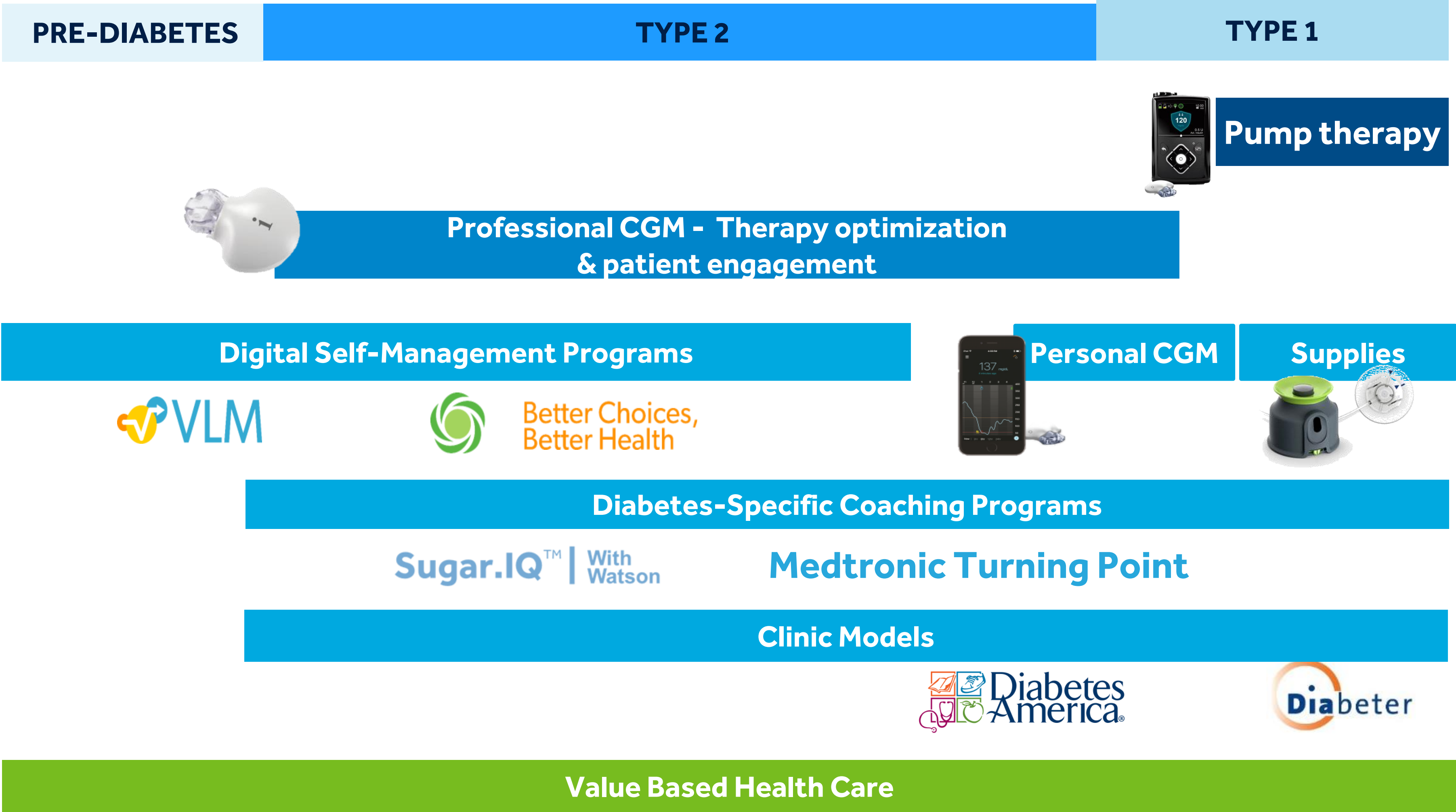
MURIEL'S STORY

A PATIENT WITH TYPE 2 DIABETES



MEDTRONIC SOLUTIONS ACROSS THE CARE CONTINUUM

PATIENT AND PROVIDER SOLUTIONS TO IMPROVE OUTCOMES AND LOWER COST



1) Pre-diabetes population number includes undiagnosed patients

TRANSFORMING DIABETES CARE TOGETHER, FOR GREATER FREEDOM AND BETTER HEALTH



Medtronic

"WE'RE DEVELOPING MEDICAL TECHNOLOGY AND SOLUTIONS THAT NOT ONLY IMPROVE HEALTHCARE, BUT DO SO WHILE DELIVERING BETTER ECONOMIC VALUE."

Omar Ishrak

Chief Executive
Officer



Medtronic

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CONTACT US VIA E-MAIL...

Panelists



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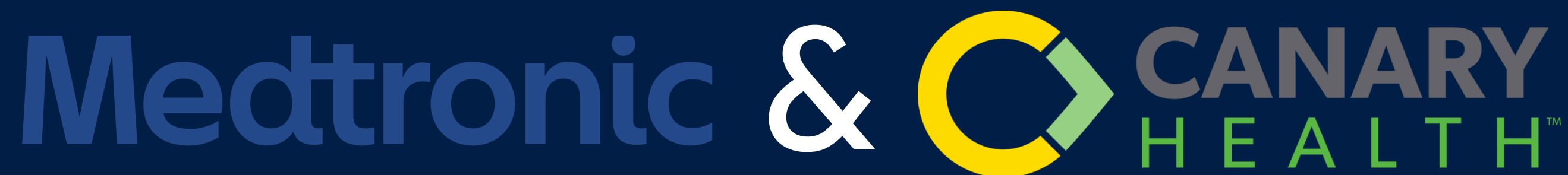


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MANAGING DIABETES ACROSS THE CARE CONTINUUM: DIGITAL SELF-MANAGEMENT SOLUTIONS

Presented by:



August 8th, 2017



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