

## Patient Engagement Strategies: Getting to 'Yes' in Patient Engagement

---



**Alaina Fournier, PhD**

**Health Communications Specialist**

**Office of Communications & Knowledge Transfer  
Agency for Healthcare Research and Quality (AHRQ)**



**Patrice Sminkey**

**Chief Executive Officer**

**Commission for Case Manager Certification (CCMC)**

# Agenda

---

- Welcome and Introductions
- Learning Objectives
- **Patrice Sminkey**, CEO, the Commission
- **Alaina Fournier**, Health Communications Specialist, AHRQ
- Question and Answer Session

## Audience Notes

---

- There is no call-in number for today's event. Audio is by streaming only. Please use your computer speakers, or you may prefer to use headphones. There is a troubleshooting guide in the tab to the left of your screen. Please refresh your screen if slides don't appear to advance.
- Please use the "chat" feature below the slides to ask questions throughout the presentations. We will pose questions after the presentation and will address as many as time permits.
- A recording of today's session will be posted within one week to the Commission's website, [www.ccmcertification.org](http://www.ccmcertification.org)
- One continuing education credit is available for today's webinar only to those who registered in advance and are participating today.

# Learning Objectives Overview

---

*After the webinar, participants will be able to:*

- Define shared decision making and how a health care provider and a patient work together for the best outcome.
- Understand how to engage patients in their health care decision making and how to use patient-centered outcomes research (PCOR) information tools and resources to help patients understand their treatment options and to explore their own values and preferences.
- Explain the SHARE approach, a five-step process for shared decision making that includes exploring and comparing the benefits, harms, and risks of each option through meaningful dialogue about what matters most to the patient.

## Introduction

---

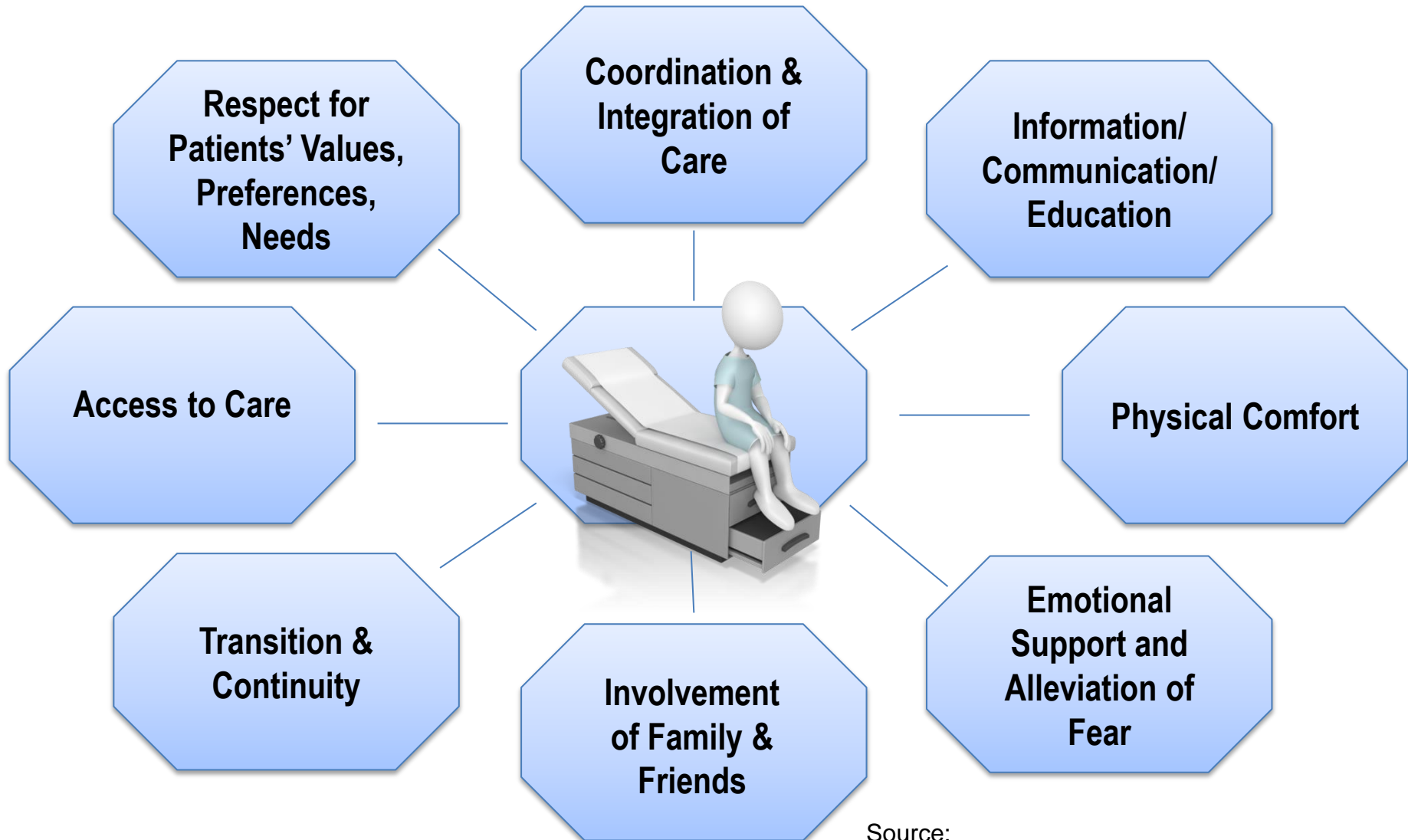


**Patrice Sminkey**  
**Chief Executive Officer**  
**Commission for Case Manager Certification**

- Webinars
- Certification Workshops
- Issue Briefs
- Speaker's Bureau

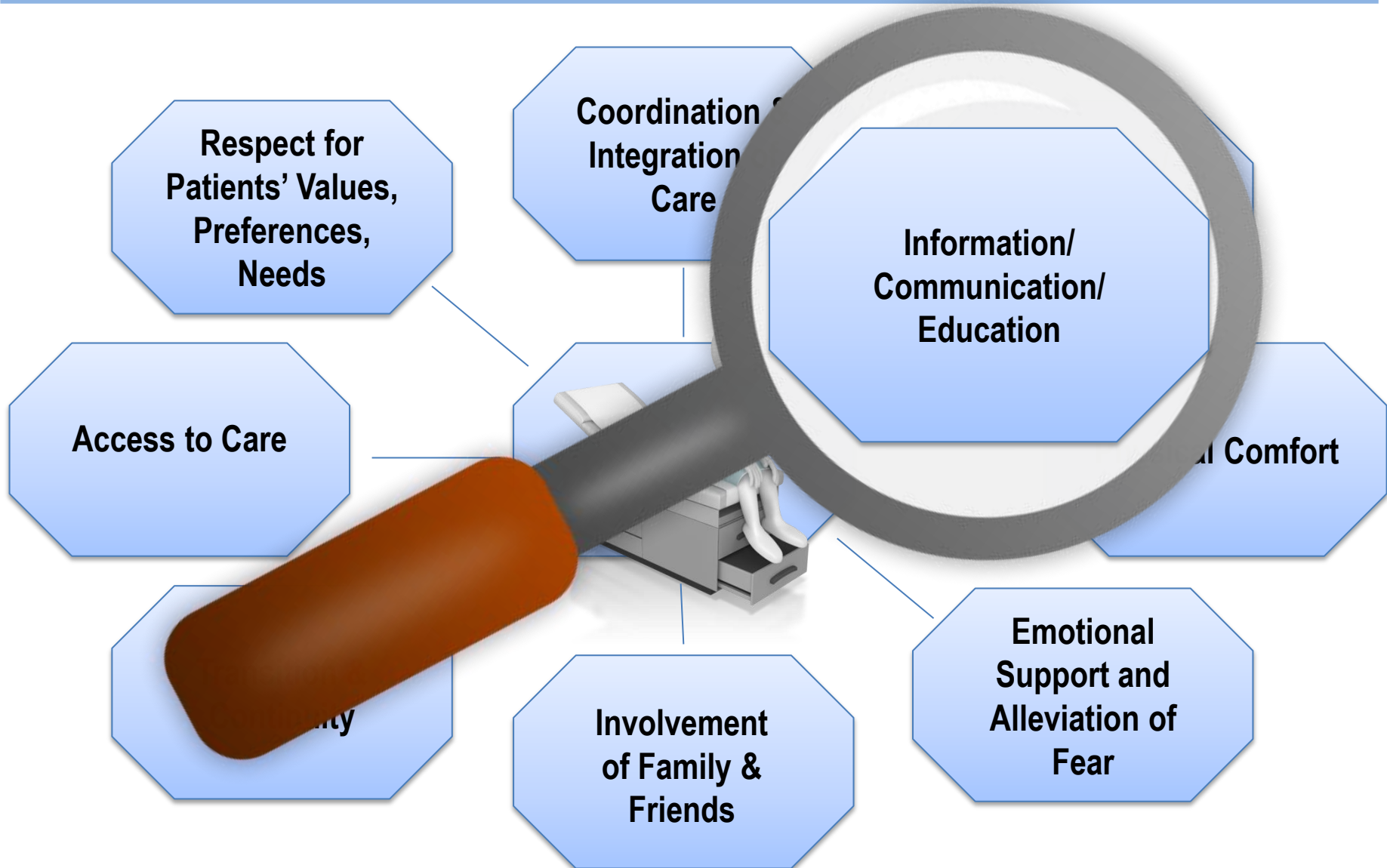


# What is patient-centered care?





# Shared Decision-Making





## **Patient Engagement Strategies: Getting to 'Yes' in Patient Engagement**

---



**Alaina Fournier, PhD**  
**Health Communications Specialist**  
**Office of Communications & Knowledge Transfer**  
**Agency for Healthcare Research and Quality**  
**(AHRQ)**

# The Agency for Healthcare Research and Quality

The background features a large, faint watermark of the Agency for Healthcare Research and Quality (AHRQ) logo, which consists of a stylized eye or target shape with various colored segments (purple, orange, green) and a central white circle.

- ▶ AHRQ is a Federal agency that is part of the U.S. Department of Health & Human Services.
- ▶ AHRQ's mission is to produce evidence to make health care safer, higher quality, more accessible, equitable, and affordable, and to work within the U.S. Department of Health and Human Services and with other partners to make sure that the evidence is understood and used.

# What is shared decision making?

- ▶ **Shared decision making** occurs when a health care provider and a patient work together to make a health care decision that is best for the patient.



# Why do shared decision making?



---

- ▶ Recognized as good clinical practice for providing patient-centered care.<sup>1</sup>
- ▶ Patients want to be involved.<sup>2-3</sup>
- ▶ Improves patient satisfaction and experience of care.<sup>4</sup>
- ▶ May improve health outcomes for patients.<sup>5-8</sup>
- ▶ National policy and quality improvement initiatives promote shared decision making.<sup>9</sup>

# When is shared decision making appropriate?

- ▶ Shared decision making is used when there are alternative treatments for a condition, and a decision must be made about which treatment to use.
- ▶ When benefits and risks of options are closely balanced, the right option for any given patient depends in part on the patient's values and preferences.

## Some examples

- Cancer screening (colorectal and prostate)
- Cancer treatment (early stage breast and prostate cancer)
- Hip and knee osteoarthritis
- Coronary artery disease
- Management of uterine fibroids and abnormal uterine bleeding
- Low back pain (spinal stenosis and herniated disc)
- Medications for a variety of chronic conditions (diabetes, depression, hypertension)

# Patient-centered outcomes research (PCOR)

The Affordable Care Act directs AHRQ to disseminate and implement patient-centered outcomes research (PCOR).

## **PCOR is a type of research that:**

- ▶ Assesses the effectiveness of preventive, diagnostic, therapeutic, palliative, or health delivery system interventions
- ▶ Compares the benefits and harms of available interventions
- ▶ Aims to find out how well interventions work in everyday practice settings, not just in clinical trial settings
- ▶ Focuses on outcomes that matter to people

# PCOR aims to inform decision making

- ▶ PCOR provides the information needed to help patients and health care providers understand the pros and cons of treatment options.
- ▶ Evidence-based information about treatment options can help your patients be active participants in the shared decision-making process.
  - Help your patients compare and weigh options.
  - Learn what is important to them.
  - Engage in two-way communication.



# AHRQ's Effective Health Care Program

- ▶ **Synthesizes PCOR** through systematic reviews and comparative effectiveness reviews
- ▶ **Translates PCOR** findings into plain-language resources for patients and health care professionals to support decision making
- ▶ **Disseminates PCOR-based decision aids** to those who need them



([www.effectivehealthcare.ahrq.gov](http://www.effectivehealthcare.ahrq.gov))

# AHRQ PCOR decision support tools

- ▶ Clinician tools aim to help clinicians engage in shared decision making by providing bottom line summaries of the evidence.
  - Clinician research summaries
  - CME/CE modules
  - Faculty slides
  - Webcasts
- ▶ Patient tools are designed to encourage conversations between clinicians and patients
  - Consumer research summaries (aka: decision aid)
  - Web-based Interactive patient decision aids

# Broad range of health topics

## Evidence-Based Resources

AHRQ's [Effective Health Care \(EHC\) Program](#) provides free research summaries that support clinicians in the practice of evidence-based medicine. The summaries are concise, unbiased, and practical, providing reliable comparisons on the benefits and risks of treatments for many chronic conditions.

Click the links below to review the effectiveness and risks of different treatments for the following health conditions:

[Brain and Nerve Conditions](#)

[Heart and Blood Vessel Conditions](#)

[Breathing Conditions](#)

[Infectious Diseases and HIV/AIDS](#)

[Cancer](#)

[Mental Health](#)

[Developmental Delays, ADHD, Autism](#)

[Muscle, Bone, and Joint Conditions](#)

[Diabetes](#)

[Nonclinical Topics](#)

[Digestive System Conditions](#)

[Obesity](#)

[Genitourinary Conditions](#)

[Ophthalmologic Conditions](#)

[Gynecology](#)

[Pregnancy and Childbirth](#)

[Renal Disease](#)

# AHRQ promotes the use of PCOR decision aids in shared decision making

## Sharing decision aids with patients improves patient care and outcomes<sup>4</sup>

- ▶ A growing body of literature shows that providing patients with decision aids regarding their health treatment or screening decisions can have positive results.

# Sharing decision aids with patients improves patient care and outcomes<sup>4</sup>

- ▶ Sharing decision aids with patients:
  - Improves patient knowledge regarding their options
  - Reduces patients' decisional conflict
  - Increases patients' active role in decision making
  - Improves accurate risk perceptions of possible benefits and harms among patients
  - Increases the likelihood that patients' choices are more consistent with their informed values
  - Enhances communication between patients and their clinicians

# AHRQ's SHARE Approach to shared decision making

The AHRQ logo is located in the top right corner of the slide. It features a stylized eye shape composed of several overlapping, curved lines in shades of purple, blue, and green. The eye is looking towards the right. The logo is partially obscured by a dotted line that runs horizontally across the slide.

## The SHARE Approach

- ▶ A five-step process for shared decision making that includes exploring and comparing the benefits, harms, and risks of each health care option through meaningful dialogue about what matters most to the patient.
- ▶ Aims to facilitate the dissemination and use of PCOR decision support resources in shared decision making between health professionals and patients.

# Nine essential elements (Makoul & Clayman)<sup>10</sup>

The SHARE Approach includes the nine essential elements identified in a systematic review of the literature in 2006

1. Define/explain problem.
2. Present options.
3. Discuss benefits/risks/costs.
4. Clarify patient's values/preferences.
5. Discuss patient ability/self-efficacy.
6. Discuss doctor knowledge/recommendations.
7. Check/clarify patient's understanding.
8. Make or defer a decision.
9. Arrange follow-up.



# The **SHARE** Approach

## Essential Steps of Shared Decision Making

Five steps for you and your patients to work together to make the best possible health care decisions.

### Step 1:

#### Seek your patient's participation

Communicate that a choice exists and invite your patient to be involved in decisions.

### Step 2:

#### Help your patient explore and compare treatment options

Discuss the benefits and harms of each option.

### Step 3:

#### Assess your patient's values and preferences

Take into account what matters most to your patient.

### Step 4:

#### Reach a decision with your patient

Decide together on the best option and arrange for a followup appointment.

### Step 5:

#### Evaluate your patient's decision

Plan to revisit decision and monitor its implementation.



Agency for Healthcare Research and Quality  
Advancing Excellence in Health Care • [www.ahrq.gov](http://www.ahrq.gov)



Effective Health Care Program

[www.ahrq.gov/shareddecisionmaking](http://www.ahrq.gov/shareddecisionmaking)

April 2014 AHRQ Pub. No. 14-0026-2-EF

# AHRQ's SHARE Approach Workshop

*Accredited training program on shared decision making*

- ▶ Aims to help clinicians learn how to use Effective Health Care and PCOR resources in shared decision making.
- ▶ An accredited, 1-day train-the-trainer workshop consisting of 5 modules
- ▶ Conduct **10 workshops** per year across the country.
- ▶ Provide support to trainees with **Webinars, technical assistance, and a learning network.**

**Module 1:**  
Shared Decision Making

**Module 2:**  
AHRQ PCOR Resources

**Module 3:**  
Communication

**Module 4:**  
Putting SDM Into Practice

**Trainer's Module**

# Who is involved in shared decision making in the clinical setting?

- ▶ The entire medical team should be familiar with and involved in shared decision making.



# Accreditation

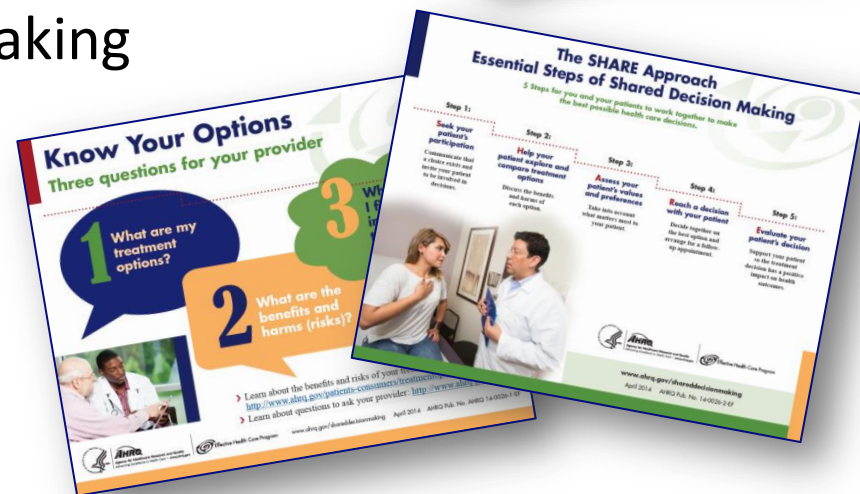
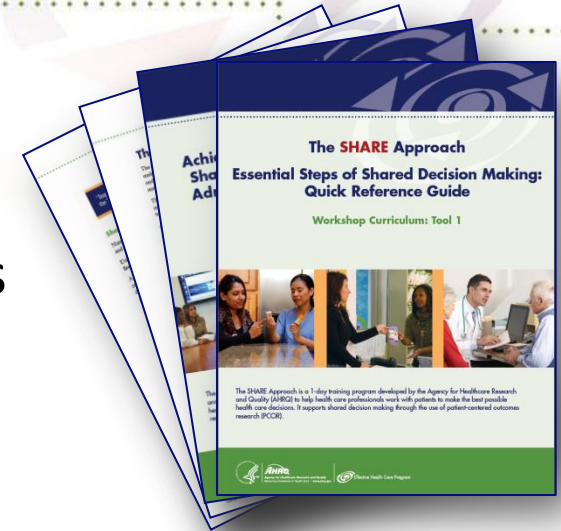


- ▶ **The SHARE Approach workshops are accredited for:**
  - Physicians
  - Physician Assistants
  - Nurses
  - Nurse Practitioners
  - Certified Diabetes Educators
  - Pharmacists & Pharmacy Techs
  - Social Workers
  - **Case Managers**
  - Dietitians

# The SHARE Approach Tools

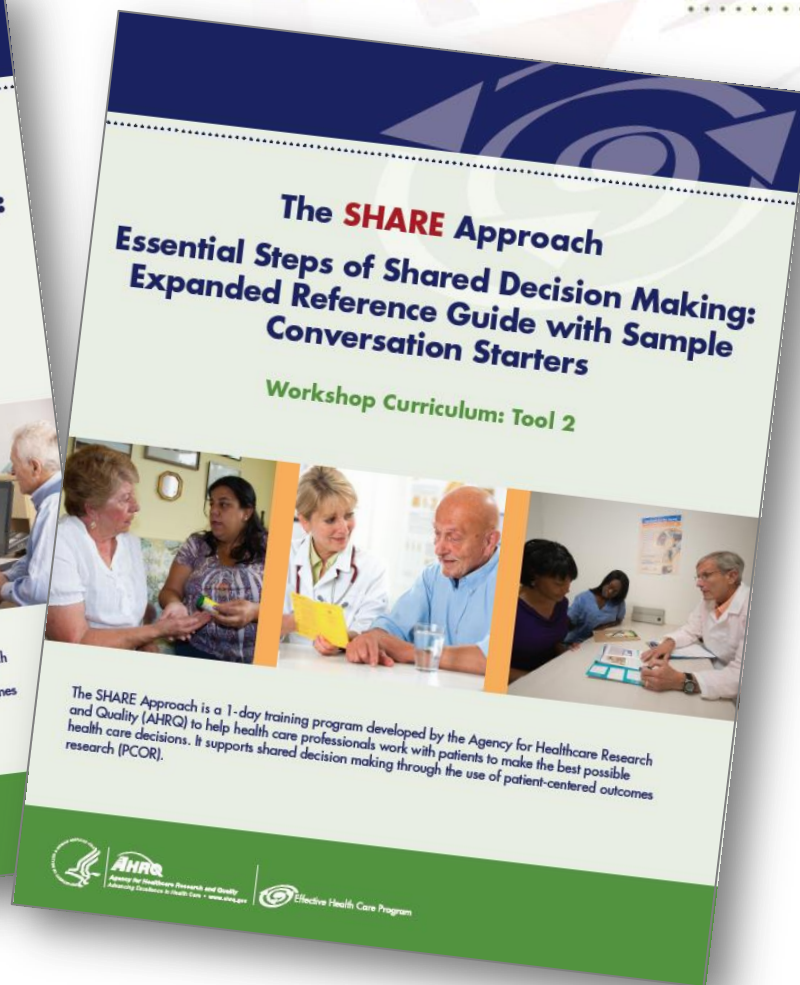
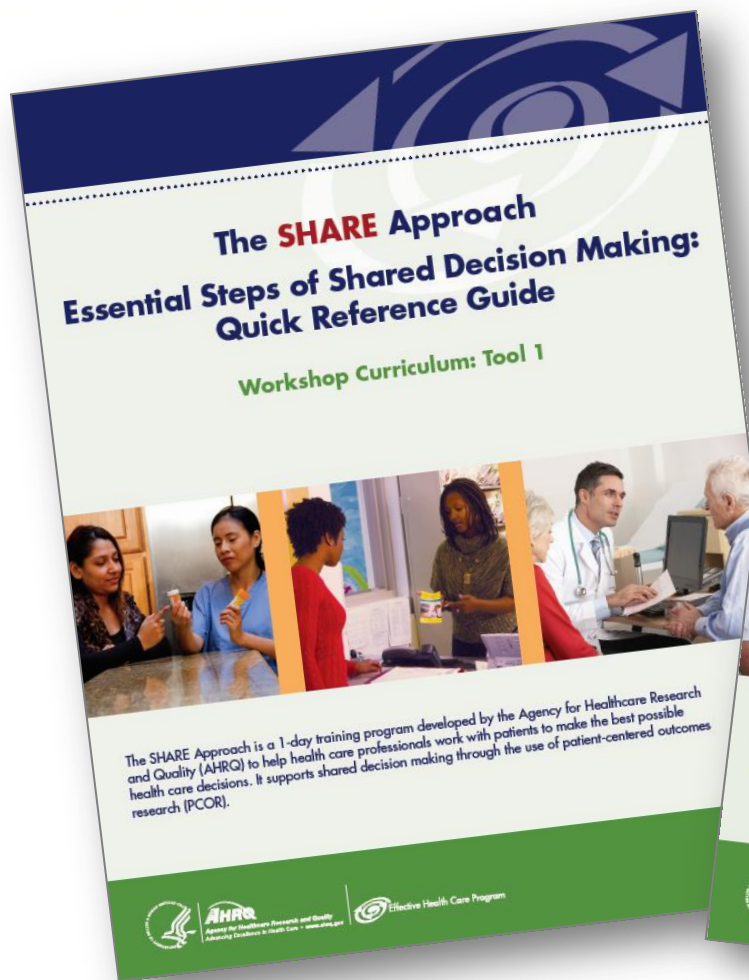
## ▶ Shared Decision Making and Communication Tools

- Describe the SHARE Approach - includes conversation starters, a video, and posters
- Address common communication barriers to shared decision making
- Help gain buy-in and implement shared decision making in practice





# Module 1 Tools



[http://www.ahrq.gov/professionals/education/curriculum  
-tools/shareddecisionmaking/tools/index.html](http://www.ahrq.gov/professionals/education/curriculum-tools/shareddecisionmaking/tools/index.html)

# Step 1: Seek your patient's participation

Communicate that a choice exists and invite the patient to participate in the decision-making process.

## ► Tips

- Summarize the health problem and communicate there may be more than one treatment choice.
- Ask your patient to participate with the health care team.
- Assess the role your patient wants to play.
- Include family/caregivers in decisions.

## ► Conversation Starter

- “Now that we have identified the problem, it’s time to think about what to do next. I’d like us to make this decision together.”



# Step 2: Help your patient explore and compare treatment options

Discuss the benefits and risks of each treatment option, using evidence-based decision-making resources to compare treatment options.

## ► Tips

- Check for patient knowledge of the options.
- Clearly communicate risks and benefits of each option.
- Explain the limitations of what is known about the options.
- Use simple visual aids and evidence-based decision aids when possible.
- Summarize by listing the options.

## ► Conversation Starter

- “Let me tell you what the research says about the benefits and risks of the medicine/treatments that you are considering.”

# Step 3: Assess your patient's values and preferences

Communicate with your patient about the outcomes that are most important to him or her.

## ► Tips

- Encourage your patient to talk about his or her values and preferences.
- Use open-ended questions.
- Listen actively to the patient and show empathy and interest.
- Acknowledge what matters to your patient.
- Agree on what is important to your patient.

## ► Conversation Starter

- “As you think about your options, what’s important to you?”

# Step 4: Reach a decision with your patient

Decide together on the best option and arrange for follow-up steps to achieve the preferred treatment.

## ► Tips

- Ask your patient if he/she is ready to make a decision.
- Ask your patient if he/she needs more information.
- Schedule another session if your patient needs more time to consider the decision.
- Confirm the decision with your patient.
- Schedule follow-up appointments to carry out preferred options.

## ► Conversation Starter

- “What additional questions do you have for me to help you make your decision?”

# Step 5: Evaluate your patient's decision

Support your patient so the treatment decision has a positive impact on health outcomes. For management of chronic illness, revisit decision after a trial period.

## ► Tips

- Make plans to review the decision in the future.
- Monitor implementation of treatment decision.
- Assist your patient with managing barriers to implementation.
- Revisit the decision if the option does not produce the desired health outcomes.

## ► Conversation Starter

- “Let’s plan on reviewing this decision at our next appointment.”

# Other Modules



- ▶ **Module 2: AHRQ PCOR Resources**
  - What's available, where to find them, how to use them
- ▶ **Module 3: Communication**
  - Common communication barriers to shared decision making – health literacy and numeracy, cultural competency, using teachback
- ▶ **Module 4: Putting Shared Decision Making into Practice**
  - Using a team-based approach to implement shared decision making
- ▶ **Trainer's Module**

# Ongoing Support from AHRQ



**AHRQ provides ongoing support activities for participants of the workshop.**

- ▶ **SHARE Approach Learning Network:** AHRQ supports a forum for trained participants to share their experiences
- ▶ **SHARE Approach Webinars:** AHRQ conducts three accredited Webinars a year to support trained workshop participants in implementing shared decision making

# Webinars Available Online



---

- ▶ Patient-Centered Outcomes Research and the Use of Decision Aids to Facilitate Shared Decision Making
- ▶ Overcoming Barriers to Shared Decision Making
- ▶ Implementing Shared Decision Making in Varied Practice Settings



# Ongoing Evaluation



- ▶ **AHRQ is conducting an ongoing evaluation of the initiative to learn about:**
  - Who is participating in training
  - The confidence of primary trainees in training others about the SHARE Approach and AHRQ's PCOR resources
  - The extent to which workshop participants have been able to conduct additional trainings, start new PCOR education programs, or integrate the workshop curriculum into their local settings
  - Participation in ongoing Web conferences and the Learning Network that are planned as part of this effort
  - How workshop participants are using what they have learned about PCOR and shared decision making in their own practice

To find out more about AHRQ's SHARE Approach,  
visit

[www.ahrq.gov/shareddecisionmaking](http://www.ahrq.gov/shareddecisionmaking)



# References

1. Légaré F., Ratté S., Gravel K., et al. Barriers and facilitators to implementing shared decision-making in clinical practice: update of a systematic review of health professionals' perceptions. *Patient Educ Couns* 2008. Dec;73(3):526-35. PMID: 18752915.
2. Guadagnoli E., Ward P. Patient participation in decision-making. *Soc Sci Med* 1998 Aug;47(3):329-39. PMID: 9681902.
3. Chewning B, Bylund CL, Shah B, Arora NK, Gueguen JA, Makoul G. Patient preferences for shared decisions: a systematic review. *Patient Educ Couns*. 2012 Jan;86(1):9-18. PubMed Central PMCID: PMC4530615.
4. Stacey D., Légaré F., Col N.F., et al. Decision aids for people facing health treatment or screening decisions. *Cochrane Database Syst Rev* 2014 Jan 28;1:CD001431. PMID: 24470076.
5. Wilson S.R., Strub P., Buist A.S., et al. Better Outcomes of Asthma Treatment (BOAT) Study Group. Shared treatment decision making improves adherence and outcomes in poorly controlled asthma. *Am J Respir Crit Care Med* 2010 Mar 15;181(6):566-77. PMID: 20019345.
6. Naik A.D., Kallen M.A., Walder A., et al. Improving hypertension control in diabetes mellitus: the effects of collaborative and proactive health communication. *Circulation* 2008 Mar 18;117(11):1361-8. PMID: 18316489.
7. Clever S.L., Ford D.E., Rubenstein L.V., et al. Primary care patients' involvement in decision-making is associated with improvement in depression. *Med Care* 2006 May;44(5):398-405. PMID: 16641657.
8. Da Silva D. Evidence: Helping people share decisions. A review of evidence considering whether shared decision making is worthwhile. 2012 June. London, England: Health Foundation.  
<http://www.health.org.uk/public/cms/75/76/313/3448/HelpingPeopleShareDecisionMaking.pdf?realName=rFVU5h.pdf>.
9. Shafir A. and Rosenthal J. Shared decision making: advancing patient-centered care through State and Federal implementation. March 2012. <http://www.informedmedicaldecisions.org/shared-decision-making-policy/>
10. Makoul G., Clayman M.L. An integrative model of shared decision making in medical encounters. *Patient Educ Couns* 2006 Mar;60(3):301-12. PMID: 16051459.00

# Question and Answer Session

---



**Alaina Fournier, PhD**  
**Health Communications Specialist**  
**Office of Communications & Knowledge Transfer**  
**Agency for Healthcare Research and Quality**

**[alaina.fournier@ahrq.hhs.gov](mailto:alaina.fournier@ahrq.hhs.gov)**  
**[SHARE@ahrq.hhs.gov](mailto:SHARE@ahrq.hhs.gov)**

## **Commission for Case Manager Certification**

1120 Route 73, Suite 200, Mount Laurel, NJ 08054  
1-856-380-6836 • Email: [ccmchq@ccmcertification.org](mailto:ccmchq@ccmcertification.org)

[www.ccmcertification.org](http://www.ccmcertification.org)



# Thank you!

---

- Please fill out the survey after today's session
- Those who signed up for Continuing Education will receive an evaluation from the Commission.
- A recording of today's webinar and slides will be available in one week at <http://ccmcertification.org>

