# How Organizations Can Help Patients Communicate About End-of-Life Care

**September 24, 2014**

We strongly encourage you join the call by receiving a call-back.

If you choose to dial-in, please be sure to use your **attendee #** found under the "Event Info" tab.

CALIFORNIA HEALTHCARE FOUNDATION

California Improvement Network

Better Ideas for Care Delivery

# Today's Speakers – Partnership HealthPlan

**Robert Moore, MD, MPH**
Chief Medical Officer
Partnership HealthPlan

# Today's Speakers – Petaluma Health Center

**Luke Entrup, MSW**
Director of Wellness and Innovation
Petaluma Health Center

**Danielle Oryn, DO**
Chief Medial Officer
Petaluma Health Center

# Promoting Palliative Care: Health Plan Activities

Robert Moore, MD, MPH
Chief Medical Officer

Sept. 24, 2014 CIN Webinar

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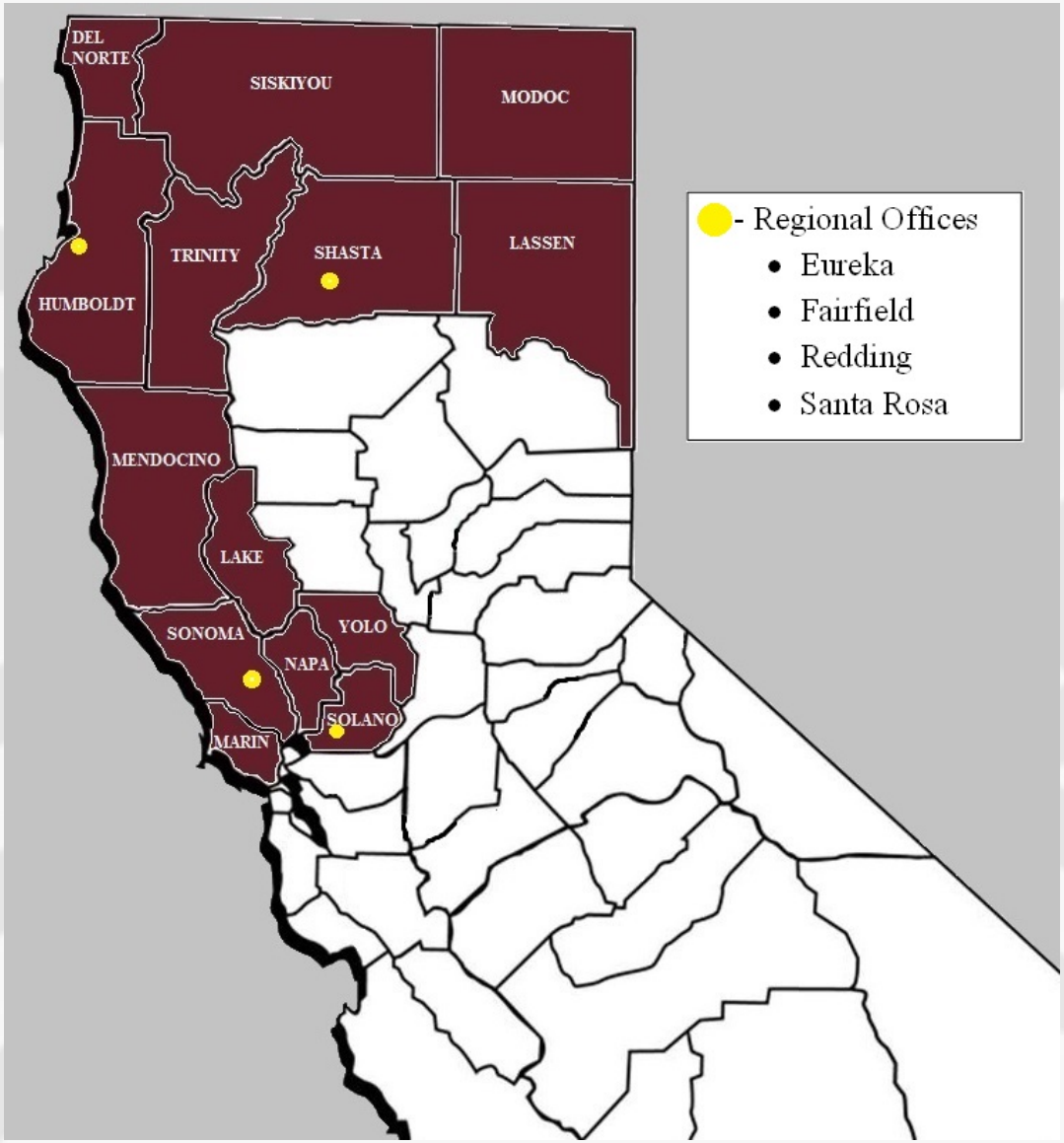
# About Partnership HealthPlan of California




**Mission:** *To help our members, and the communities we serve, be healthy.*

**Strategic Focus Areas:**

- *Quality*
- *Operational Excellence*
- *Financial Stewardship*

**Medi-Cal Managed Care:**
*County Organized Health System*

**Membership:** *480,000*

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# Offering and Honoring Choices

**PHC's initiative to improve Advance Care Planning and Palliative Care in the communities we serve**

**Major goals:**

1. Increase access to outpatient advance care planning
2. Increase access to palliative care
3. Ensure communication of care preferences across care settings
4. Facilitate community-wide culture change

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# Offering and Honoring Choices

## Quality Case for Advance Care Planning

## Business Case for Advance Care Planning

JAMA, Oct. 5, 2011: Patients dying with Advance Directive had $5,585 less in hospital costs than patient who dies without an Advance Directive.

## Brief review of 4 projects

1. Pay for performance incentive
2. Training Care Managers
3. Employee awareness
4. Culture change through community coalitions

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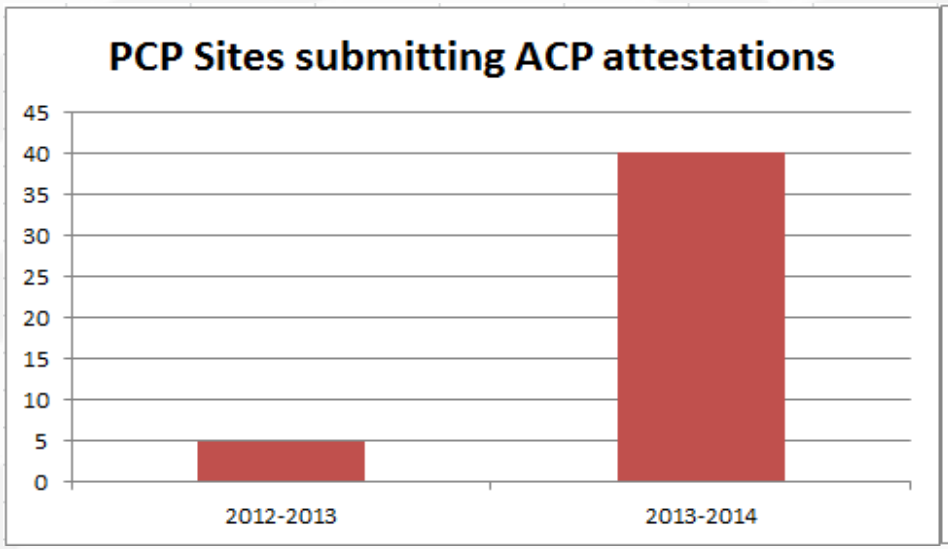
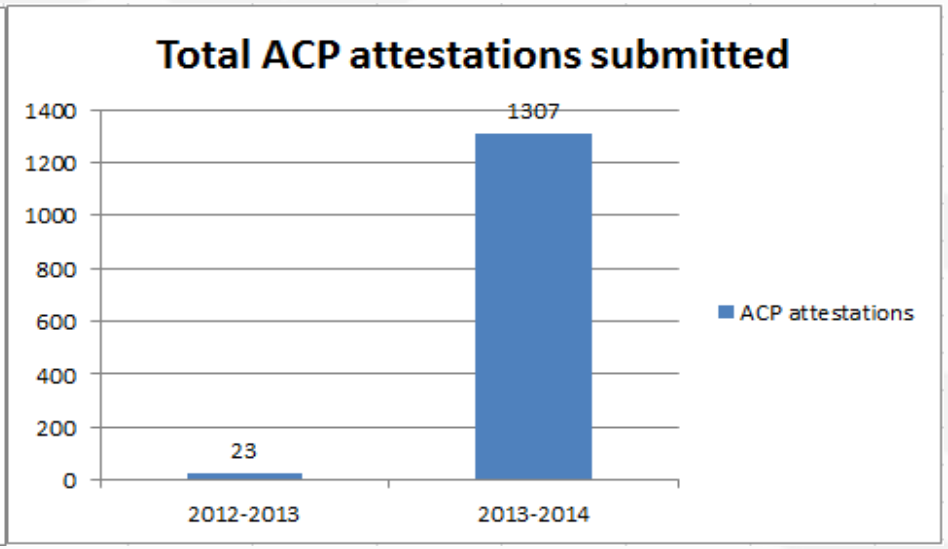
# 1. Pay for Performance Incentive

## Structure of Incentive

1. Conversation about Advance Care Planning for patients with advanced illness and reduced life expectancy
2. Discussion of Advance Directive and (if appropriate) POLST
3. Submission of Attestation to PHC
4. $100 per attestation as a quality bonus
5. Maximum of 100 attestations per site

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# 2. Training Care Managers on ACP

**Why ACP is important for Care Managers!**

**Research on integrating ACP with Case management**

1. Aetna's "Compassionate Care Program" (2004)
2. Sutter's "Advanced Illness Management Program" (2009)
3. Kaiser's Home-Based Palliative Care Program
4. Sharp Rees Stealey's "Transitions Program"
5. Health Care Partners (LA)

## Settings for ACP by Case Managers

1. Disease-based case management
2. Complex case management
3. Hospital discharge/care transition
4. Long term care/subacute settings

**Training Program: CSU San Marcos: Institute for Palliative Care**

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# 3. Employee Awareness of ACP

**Why Train Employees?**

**Results at PHC:** 95% of staff trained

- Doubled rate of having advanced directive from 13% to 26%
- Of those who did not have AD, 66% planned to do so
- Conversations with family: Multiplier effect: 2.5

**Toolkit available**

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# 4. Community Coalitions

**First Example: Respecting Choices, La Crosse, WI**

1. Standardized Advance Directive
2. Community facilitators trained
3. 95% of patients admitted to hospital have an AD on file
4. Net result: Community is in the lowest decile of cost of care for MediCare, nationwide

**Spread in US and internationally**

**PHC County Efforts**

1. Honoring Choices Napa Valley (Napa Valley Hospice)
2. My Care, My Plan! Speak up Sonoma County (County Health Dept.)

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# Advance Care Planning Across the Continuum

**Co-sponsored by**
**Partnership HealthPlan and Napa Valley Hospice**

**Keynote Speaker: Bud Hammes, PhD**
**-- Founder, Respecting Choices Program, La Crosse, WI**

**Date: November 6-7, 2014**
**Location: Doubletree Hotel, American Canyon**

**More Info: http://nvhads.org/annual-conference/**

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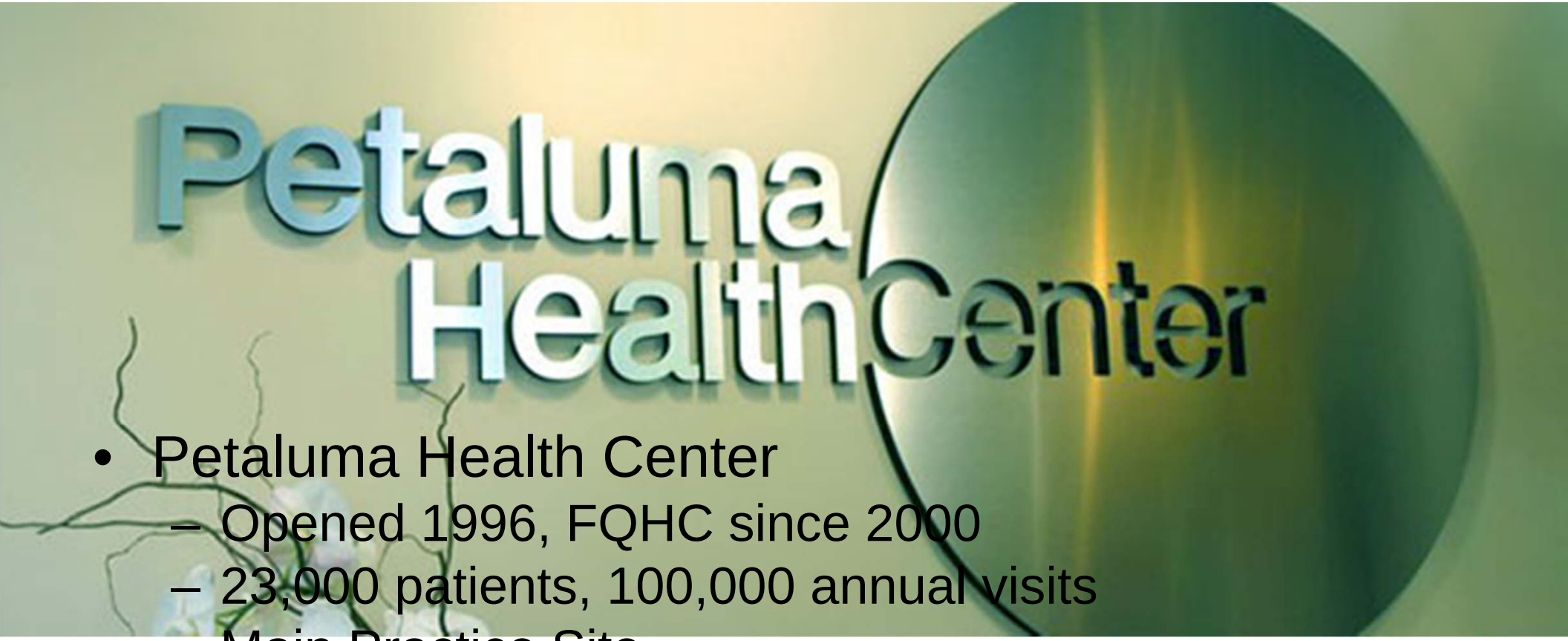
# The Road to Sonoma . . .

Photo: Napa Valley Register


# Advance Directive QI Initiative

Danielle Oryn, DO, MPH, Chief Medical Informatics Officer
Luke Entrup, MSW, MPH, Director of Wellness & Innovation



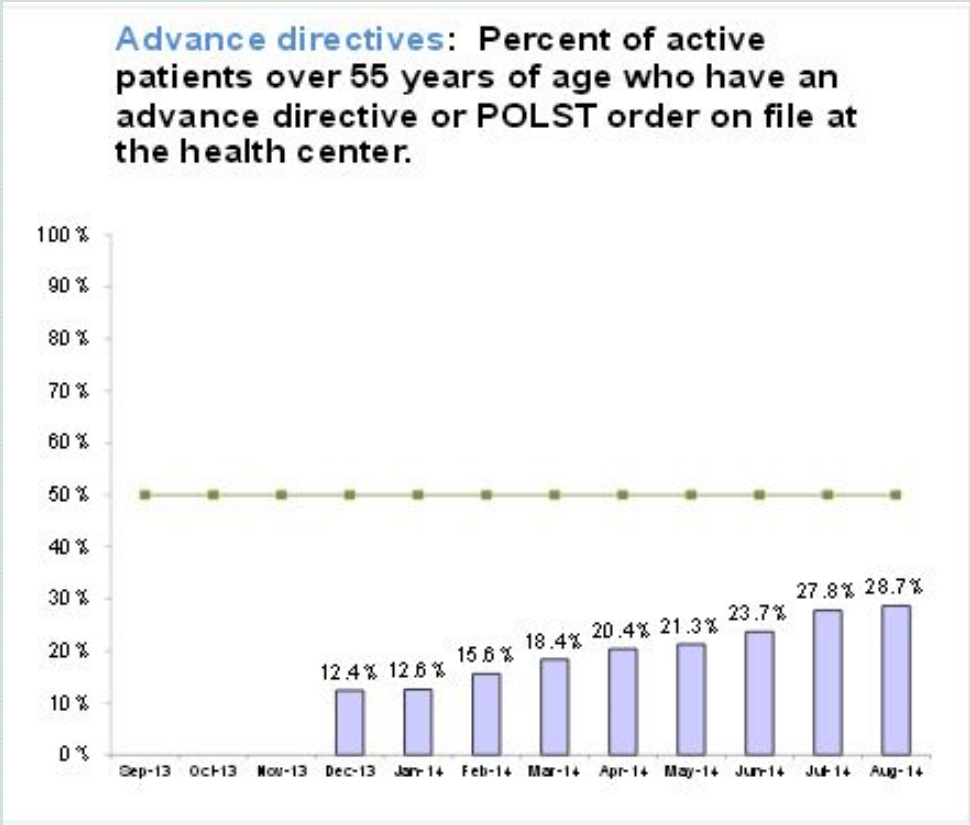

- Petaluma Health Center
  - Opened 1996, FQHC since 2000
  - 23,000 patients, 100,000 annual visits
  - Main Practice Site
    - Dental services
    - Medical services – 3 Family Medicine Teams, 1 Women's Health Team
    - Mental health services
    - Wellness services
  - Mary Isaac Center - Homeless Clinic
  - School-Based Health Centers
  - **17% of patients over 55 years of age**

# Advance Directive Initiative

Petaluma Health Center

- Increase the percent of primary care patients 55y/o+ with an advance directive on file at our health center

- May 2013: 3%
- August 2014: 28%



# Advance Directive Initiative

Petaluma Health Center

1. Staff training
2. Shared medical visit
3. Changes to clinic workflow
4. Community engagement

# Staff Training

Petaluma Health Center

- Intention: Raise the comfort level in discussing end of life care
- Goal: 100% of staff have an Advance Directive
- Entire organization received a one-hour training by individual teams/departments
- Each employee given blank copies for themselves and family members

# Shared Medical Visits

Petaluma Health Center

- “Completing Your Advance Directive”
- Weekly Shared Medical Visit
- Provider-led with face to face component
- Intention: A place for PCPs to refer patients when unable to address in office visit
- Total number of attendees

# Changes to Clinic Workflow

Petaluma Health Center

- EMR Optimization
  - Alert
  - Huddle documentation
  - Re-education on documentation
  - Reporting and tracking
  - Mining from scanned documents
- Full care team empowerment
  - Handing out forms – with demographic stickers
  - Counseling on form completion
  - Participating in POLST process

# Community Engagement

- Bring the conversation to where our patients are
  - Homes
  - Workplaces
  - Schools
  - Other gatherings
- Collaborations
  - County of Sonoma
  - St. Joseph Health
  - Petaluma Healthcare District
- Host monthly community events

# Challenges

- Scarcity of time in PCP visits
- Length and complexity of most advanced directive forms
- Language and culture issues

# Q & A

Petaluma Health Center

## Contact Information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