

FEATURED SPEAKER



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CEO, PatientWisdom



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Making Human Understanding Tangible: Hands-On Experience with Stories

Gregory Makoul, PhD MS

CEO, PatientWisdom

NRC Health



NRC Health Symposium | Rhythm of understanding | #NRCSymp 2

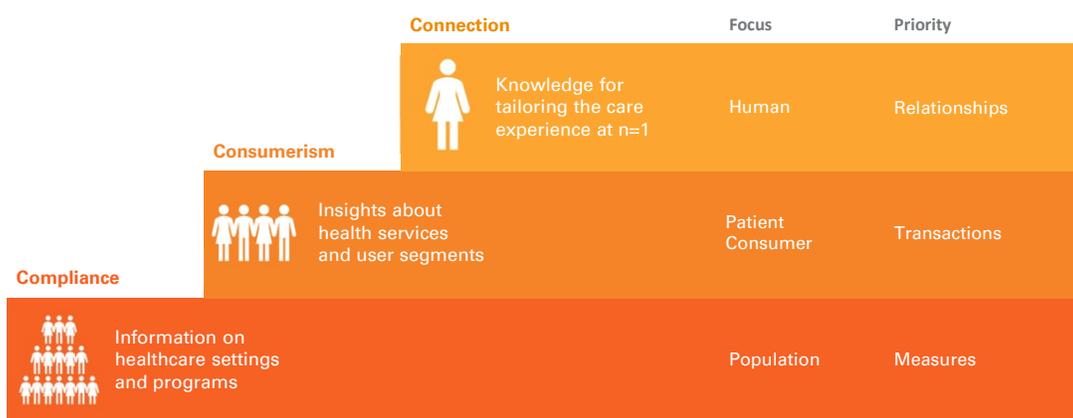
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27th Annual NRC Health Symposium – Omni Nashville Hotel
Nashville, Tennessee
August 4–6, 2021

When you hear someone say they love their doctor...

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Evolution to Human Understanding



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Human Understanding Imperatives

Jackie

Find the best care for me or a loved one



Care Provider / Health Organization

Drive growth by using patient ratings to amplify why we are the best choice for care

Have every care encounter **meet my needs**



Personalize care by understanding what matters to each patient

Make sure I'm comfortable with the plan



Build trust by checking in to identify and address questions, readiness, and safety risk

Offer timely feedback to **get what I want**



Exceed expectations by collecting and reporting feedback to spark action

Feel seen, heard, and respected as a person



Drive loyalty and equity by treating every patient as a unique person

Thrive in a community that supports health



Transform services by surfacing needs voiced by the communities we serve



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Meet Jackie



Life happens beyond the care setting*

*16 waking hours/day x 365 days/year vs one 15-minute visit every week of the year

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Match care to the context of her life



Stories

Before a visit, patients share perspectives about what matters to them as people.



"I haven't been asked these questions before, and should have"



Summaries

Clinicians take 15 seconds to review the summary, and do better without taking longer.



"Just like a vital sign, we can take it, acknowledge it, and act on it"



Reports

Administrators see population-level reports, curated to drive learning and improvement.



"This is the most revolutionary thing we've done since implementing the EHR"



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Know
Combat implicit bias by seeing Jackie's story (not guessing what 'people like Jackie' think or need)

Build Trust
Connect on passion for the outdoors

Organize
Focus on what matters most to Jackie, her agenda, goals, barriers, pressures, worries, and how her health affects her life

Meet expectations
Know what Jackie is looking for ahead of time instead of playing catch-up after the encounter

Inform
Provide support to help Jackie meet challenges

Personalize
Tailor care to Jackie's situation, preferences, and styles

Jacqueline Sample
Call me: Jackie
Age: 34
Gender: Female
Ethn. New Hampshire
Updated 04/10/2021



About Me
I love to be outdoors doing something active. I'm a designer, now working as an art teacher.

Main Health Issue
Diabetes

English English

My Agenda
How will diabetes impact pregnancy?
My leg is starting to hurt – could that be diabetes?

Makes Me Happy
My family
Starting a painting, whether I finish it or not

Health Priorities / Goals
Manage diabetes without meds as long as possible
Be able to do the activities I want to do – no limits

Biggest Barriers to Staying Healthy
Finding time to exercise
I'm starting to feel a bit isolated

Biggest Pressure / Worry
My mom is sick - I want to be there, but it's hard to balance everything and my sisters don't help at all

How Health Affects Life
I have to constantly think about what I eat, and how it will affect my diabetes.

Advance Directive
I do not have one -- Ready to talk about it

Helps with Decisions
Marc Sample (Spouse / Partner)

Improving Care
Keep listening - it makes a big difference!

Challenges
Isolation Motivation Time

Health Rating
Poor Excellent

Care Approach
Non-Medical Medical

Information Focus
Details Big Picture

Know When I Need Care
No Yes

Decision Making
Myself Care Team



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Outcomes



Patients
want a care team that understands their needs



Major gains in communication with care team*

16 percentage-point gain 'showed care and concern'
14 percentage-point gain 'showed interest in my ideas'
13 percentage-point gain 'treated me with respect'
11 percentage-point gain 'spent right amount of time with me'



Clinicians
want the time and tools to practice their craft



More knowledge of patients with no additional time

82% of clinicians confirm that the Summary helps them know what is important to their patients
72% of clinicians say the Summary adds no time to the patient visit



Health Systems
want to provide quality experiences & 'wow' moments



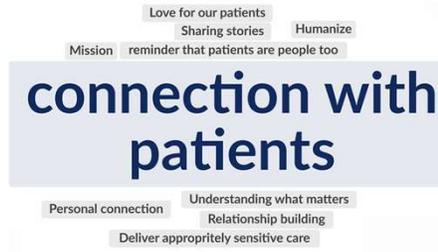
More loyalty and operational efficiency

3-point NPS increase for patients with Stories
10.7% reduction in new patient no-show rates

*RCT with 301 patients | Outcome measure: Communication Assessment Tool | Treatment-on-Treated Analysis | p < 0.05 for all comparisons

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This is the most revolutionary thing we've done since implementing the EHR.

– Physician Leader

Share your own story → create a summary

demo.beta.patientwisdom.com



Synopsis

Stories is a digital tool that makes it safe and easy for patients to share their perspectives, goals, and challenges ahead of clinical encounters, and clearly presents an inSIGHT summary for clinicians – via the EHR – to improve each interaction. In just 15 seconds, clinicians gain a deeper understanding of what matters to their patients as people, helping them humanize and personalize care without taking longer.

By the end of this session, participants will be able to:

- Summarize essential elements of effective encounters.
- Reflect on creating an inSIGHT summary of their own goals, challenges, preferences – just like a patient would.
- Articulate how patient-generated contextual data can improve both the delivery and experience of care.

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Questions?

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