

# 2017 Healthcare Benchmarks

# Patient Engagement



Note: This is an authorized excerpt from *2017 Healthcare Benchmarks: Patient Engagement*.  
To download the entire report, go to <http://store.hin.com/product.asp?itemid=5255> or call 888-446-3530.



# 2017 Healthcare Benchmarks: Patient Engagement

In this comprehensive analysis of Patient Engagement trends, 75 healthcare organizations weigh in on engagement tactics, targeted populations and clinical conditions, program components, technology use, success measures, challenges and many other patient engagement metrics, via responses to an August 2017 survey by the Healthcare Intelligence Network.

*“One portal for all physicians, surgeons and patients across the board, internally and externally [is the greatest business success our patient engagement program has achieved to date].”*

**> Hospital/Health System**

*“A combination of technology and nurse care manager that builds a patient journey based on disease condition [is our program’s most effective process, tool or workflow].”*

**> Population Health Management**

*On the greatest challenge of patient engagement: “Technology is expensive. [Operating] in an era of trying to provide safe care that is highly reliable for a lesser cost creates challenges in having the latest and greatest technology.”*

**> Hospital/Health System**

*“The experience begins at the top; without engaged staff, there will not be patient engagement, and the experience will suffer.”*

**> Population Health Management**



# 2017 Healthcare Benchmarks: Patient Engagement

This special report, based on results from the Healthcare Intelligence Network's industry survey on Patient Engagement conducted in August 2017, is the latest installment in HIN'S Healthcare Benchmarks series.

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# About the Healthcare Intelligence Network

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The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

## Executive Summary

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Deficits in social and economic conditions in which patients are born, grow, live, work and age, known as social determinants of health (SDOH), pose the greatest barriers to engaging those patients in self-care, report 35 percent of respondents to the 2017 Patient Engagement Survey by the Healthcare Intelligence Network. Individuals demonstrating high levels of SDOH positivity present the most significant engagement challenges, say 29 percent of respondents.

Recent research by Brigham Young University found that the SDOH of isolation poses as great a risk to longevity as obesity.

All of these benchmarks are driving SDOH screenings of patient populations, a tactic employed by 37 percent of respondents to target individuals for patient engagement interventions. One-quarter report some resolution of SDOH factors as a result of engagement efforts.


Overall, the survey found that 71 percent of respondents have created formal patient engagement programs, with 45 percent of the remaining slated to launch a program in the coming year. Nearly two-thirds (63 percent) mine clinical data analytics to risk-stratify individuals for engagement efforts. On a clinical level, patients with diabetes present the most formidable engagement challenges, say 26 percent of respondents.

To improve engagement, 75 percent of respondents focus on education of patients, family and caregivers. About a fifth of respondents rate education as their most effective engagement tool, closely followed by telephonic outreach (13 percent) and home visits (13 percent).

On the technology side, a patient-centered platform or portal anchors 63 percent of patient engagement initiatives.



**71% of 2017  
survey  
respondents  
operate  
a patient  
engagement  
program.**



**Memorable  
impact: “A  
young diabetic  
who had six  
hospitalizations  
in four months  
has not been  
to the hospital  
since our  
involvement.”**

## Respondent Demographics

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Responses to the August 2017 Patient Engagement survey were submitted by 75 organizations. Of 40 respondents identifying their organization type, 30 percent were hospitals or health systems, 25 percent were population health, 12.5 percent were physician practices, 5 percent were health plans, and 30 percent categorized their organization as 'Other.'

## Using This Report

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This benchmarking report is intended as a resource for healthcare organizations searching for comparable data and means to measure implementation and progress. It is also a helpful planning tool for organizations readying initiatives in this area.

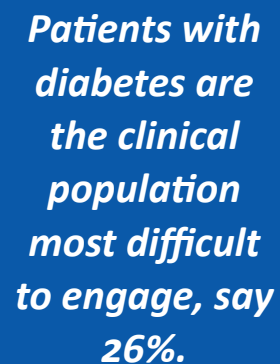
The initial charts and graphs presented here represent results from all respondents; images in subsequent sections depict data from high-responding sectors. (Figure titles include the segment they represent: for example, All, Health Plans, Hospitals, etc.)

Often, one of the largest responding sectors is composed of respondents identifying their organization type as "Other." In general, we do not depict results from this segment because it represents a wide range of organization types, including consultants and product vendors. However, you will always find a graph indicating the demographics of respondents.


Here are some additional tips for using this report:

- ✓ See how you measure up: Scan this report for your sector, and see how your program compares to others. Note where you lead and where you lag.
- ✓ Evaluate your efforts: Think about where you have been focusing your efforts in this area. Look for trends in the data in this report. Look for benchmarks set by your sector and others.
- ✓ Set new goals: Use the data in this report to set new goals for your organization, or to raise the bar on existing efforts.
- ✓ Use it as a reference book: Keep this report accessible so you can refer to it in your work. Use these data to support your efforts in this area.

If you have questions about the data in this report, or have feedback for our team, don't hesitate to contact us at [info@hin.com](mailto:info@hin.com) or 732-449-4468.



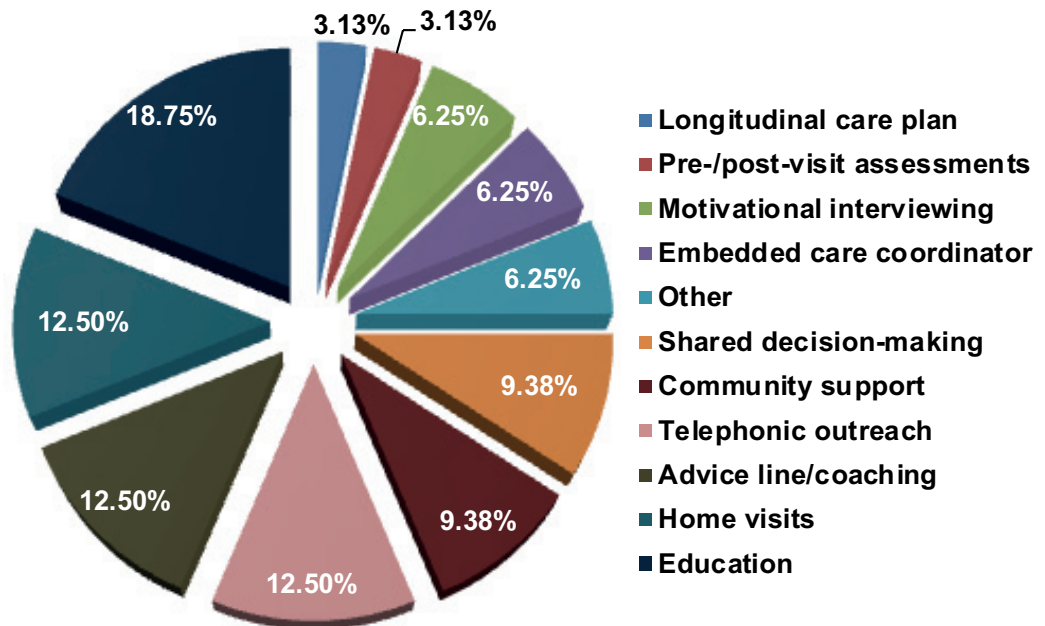
*Patients with diabetes are the clinical population most difficult to engage, say 26%.*



*A significant business success: "One portal for all physicians, surgeons and patients across the board, internally and externally."*

**Figure 7: All - Most Effective Program Component**

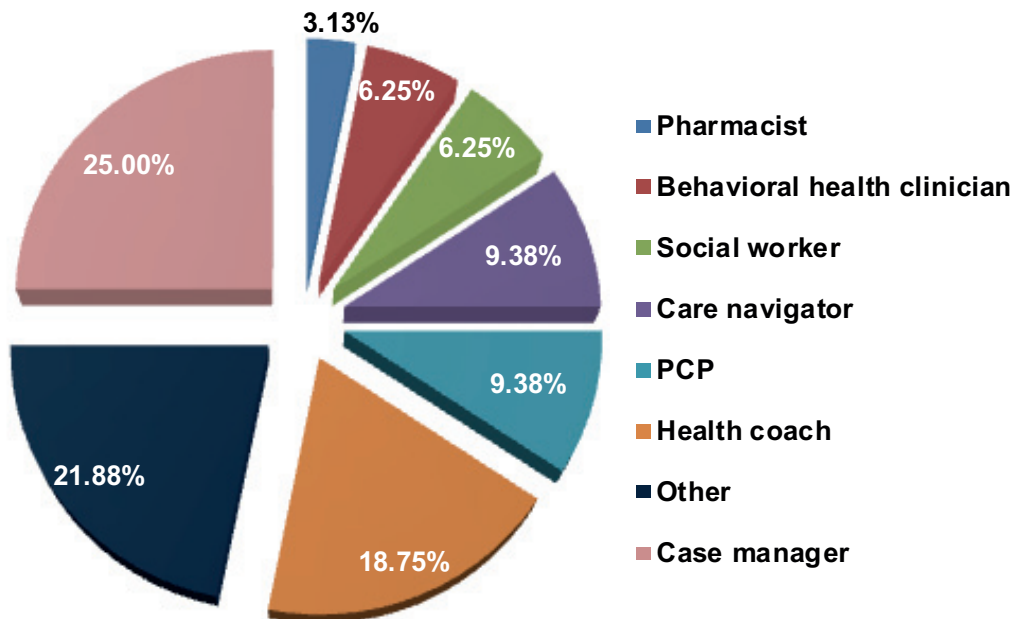
*Which is the most effective component of your patient engagement program?*



*HIN Patient Engagement Survey  
August, 2017*

**Figure 8: All - Primary Patient Engagement Responsibility**

*Which health professional has primary responsibility for patient engagement?*



*HIN Patient Engagement Survey  
August, 2017*



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