



Designing for Confidence, Action & Emotion

Strategies to Engage Patients
& Improve Outcomes

Gerilynn Baumblatt, MA

Executive Director of Patient Engagement,

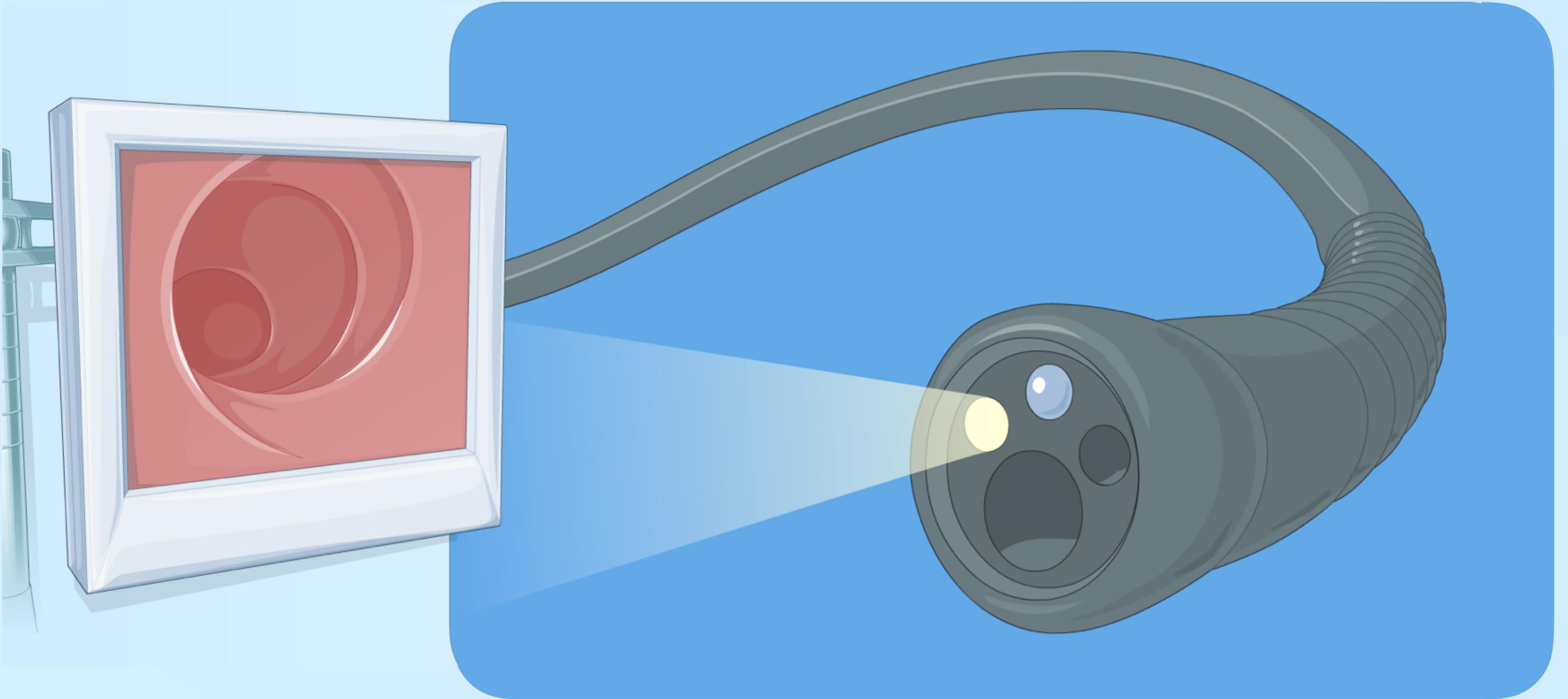
Tarah Knaresboro

Interactive Communication Design Manager

@gerilynn | @tknaresboro

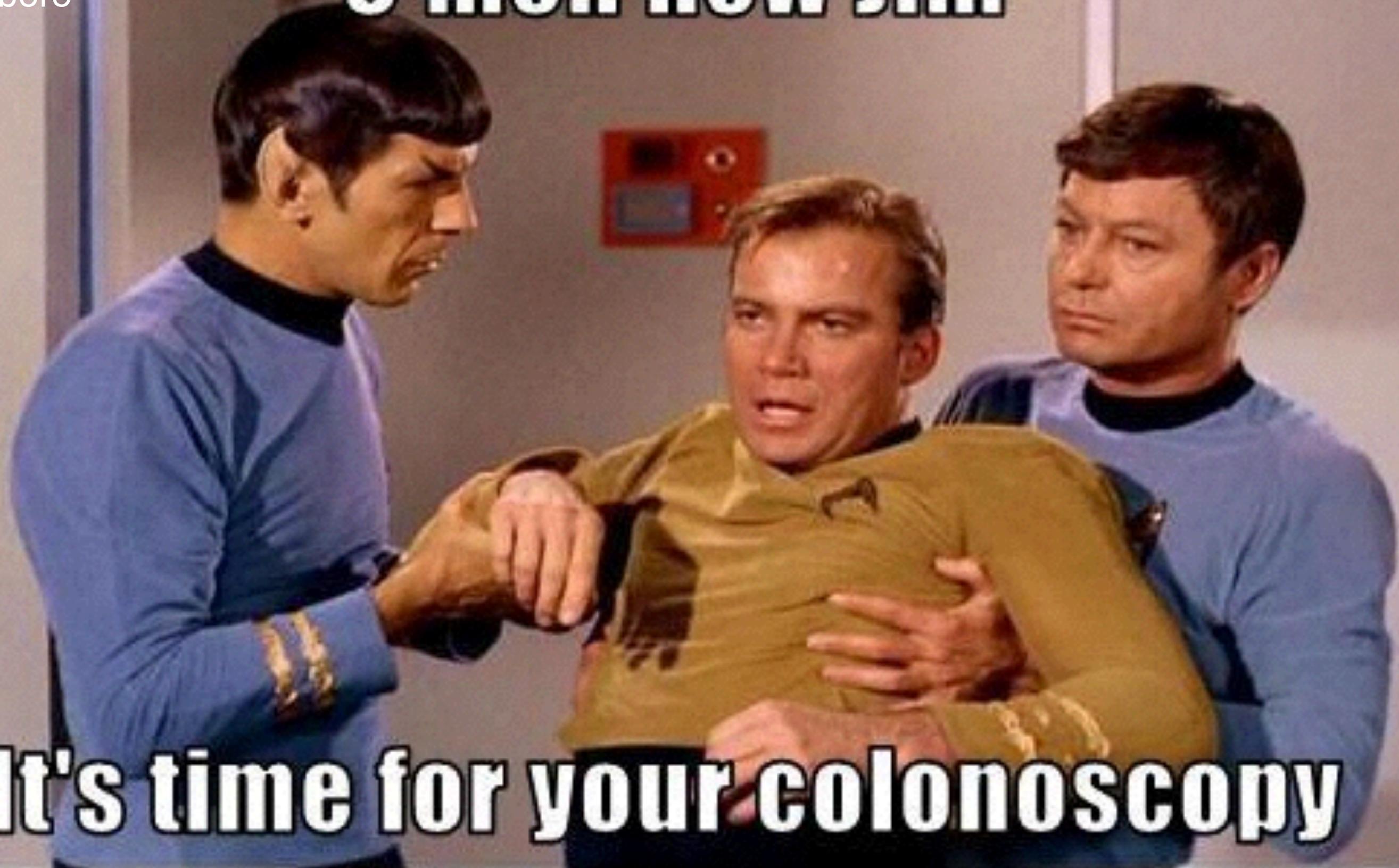
@gerilynn
@tknaresboro

I say colonoscopy, you say...



@gerilynn
@tknaresboro

C'mon now Jim



It's time for your colonoscopy

@gerilynn
@tknaresboro

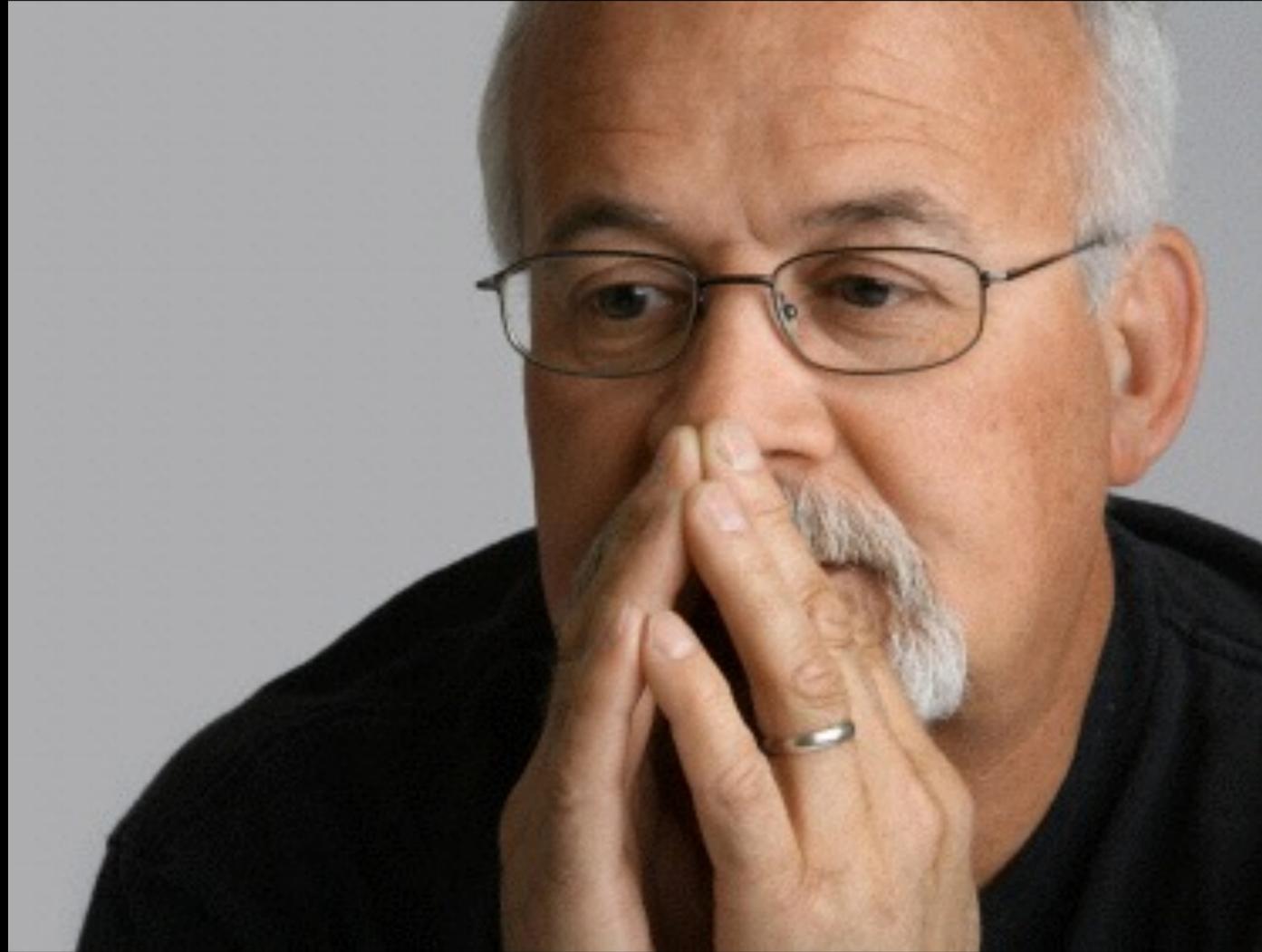


@gerilynn
@tknaresboro

Impression Management



@gerilynn
@tknaresboro

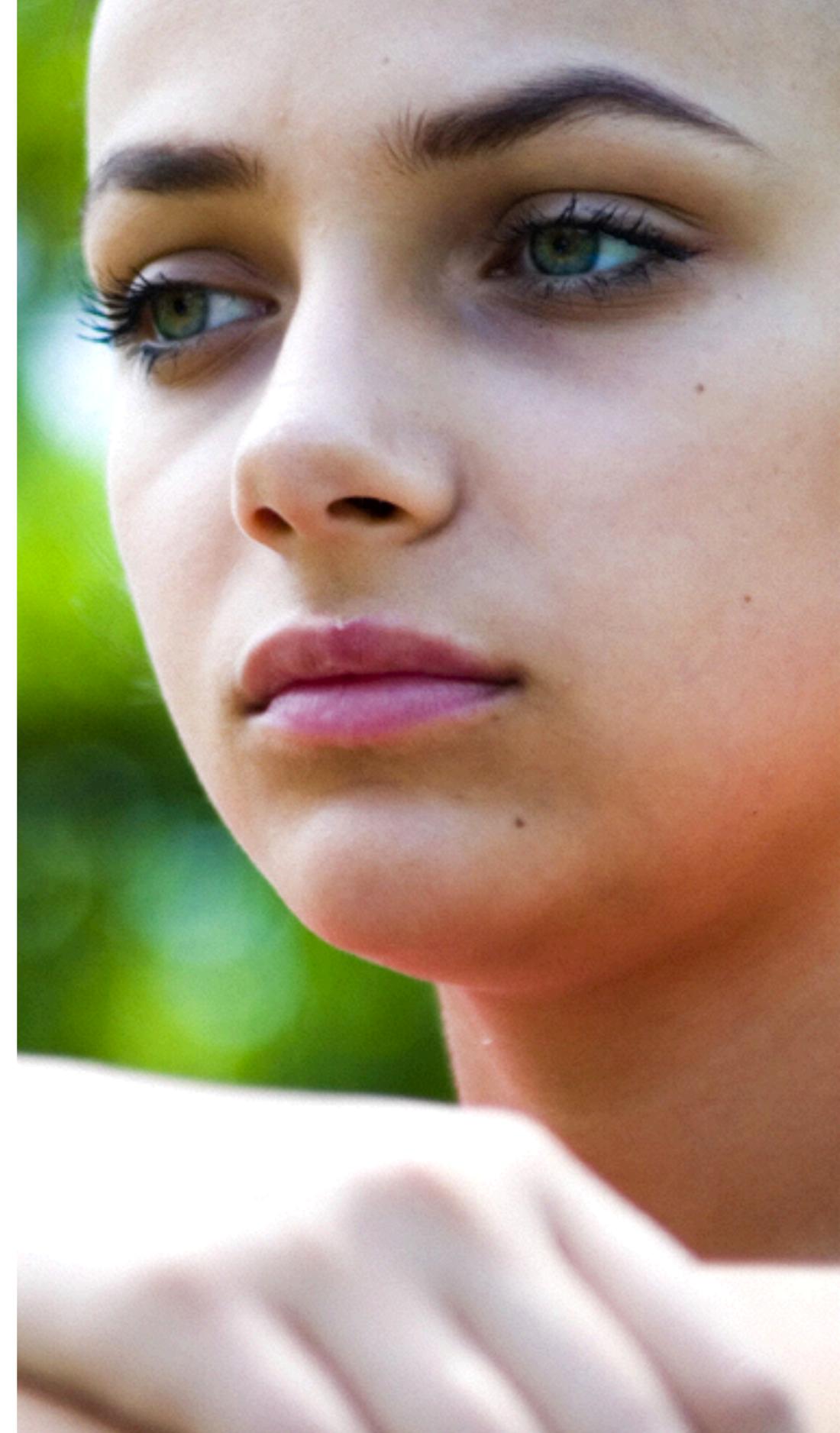


@gerilynn
@tknaresboro

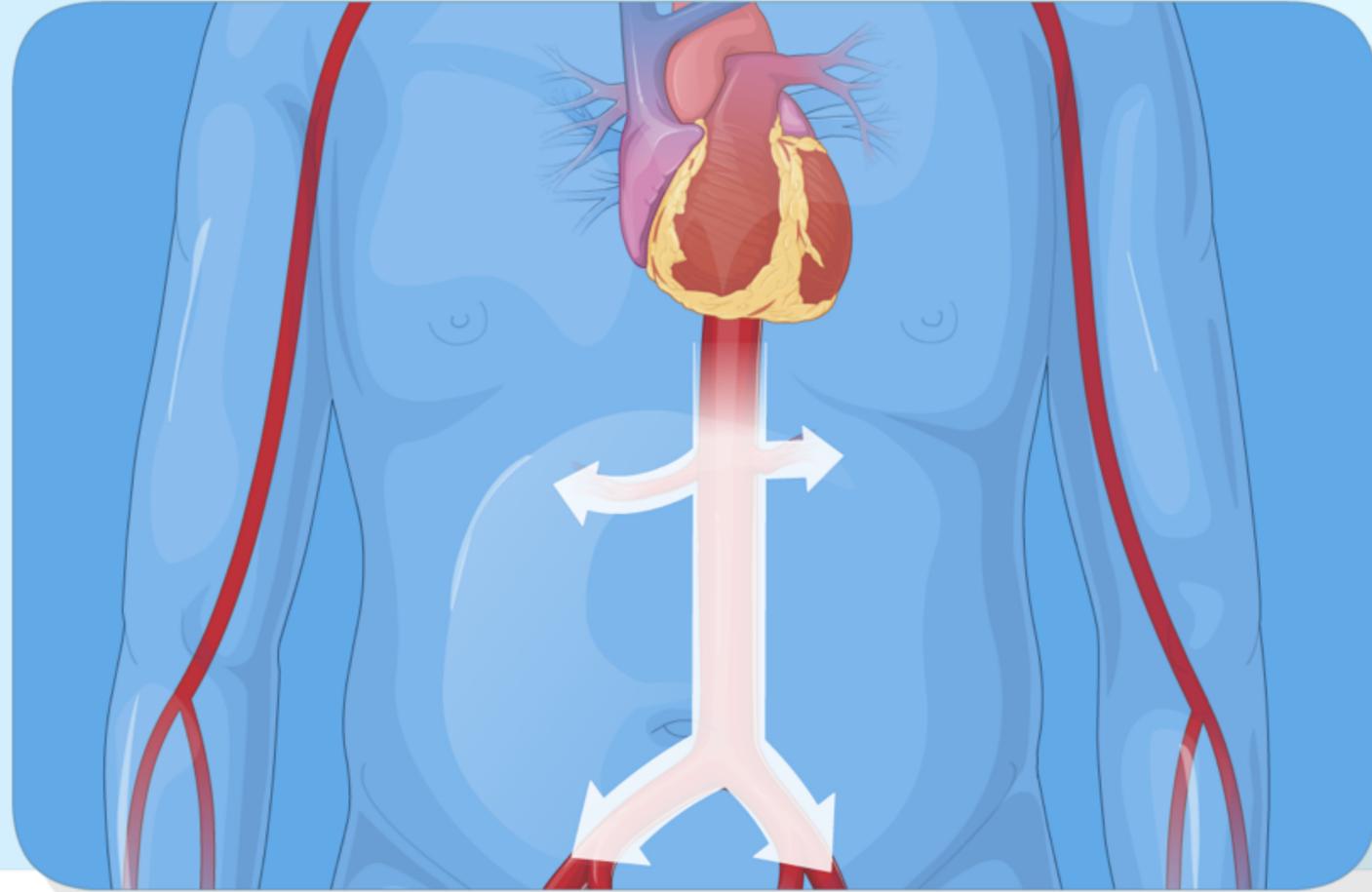
Medicaid Pediatric Health Risk Screening

10 minute phone survey

- Self harms
- Feels unsafe
- Has anxiety
- Is lonely
- Substance abuse
- Family doesn't have enough to eat
- Connected with resources



@gerilynn
@tknaresboro



This blood is flowing at high pressure, kind of like water gushing from a faucet through a garden hose.

12 million+ patient experiences

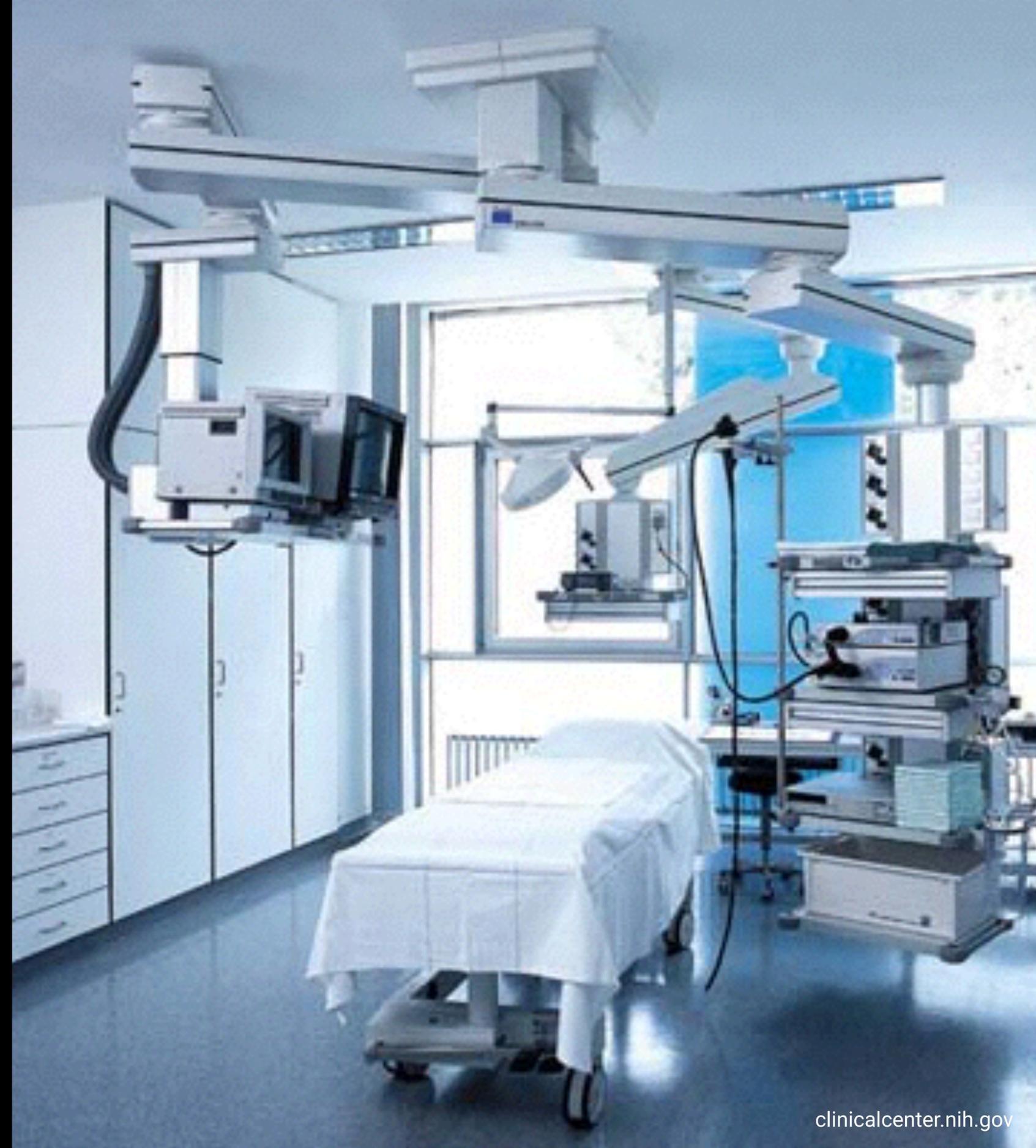
@gerilynn
@tknaresboro

Multimedia Programs



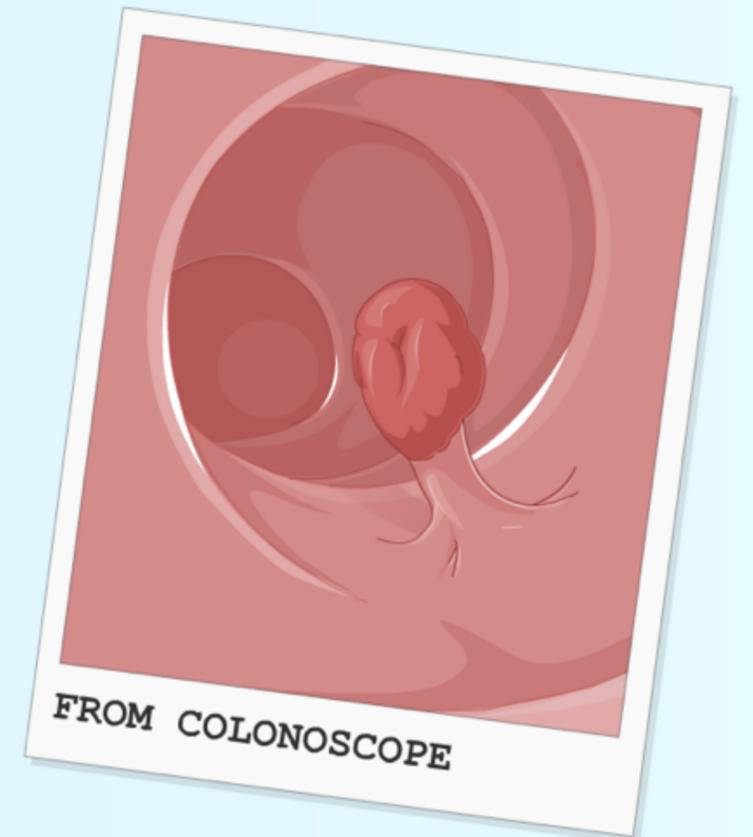
@gerilynn
@tknaresboro

What causes no-shows?



@gerilynn
@tknaresboro

The main benefit of a colonoscopy is finding and removing any polyps or early signs of colon cancer.



Most people say getting ready for the colonoscopy is actually the worst part

Comfort tip

Some people use wet wipes on that area to keep it from getting raw.



Prep drink

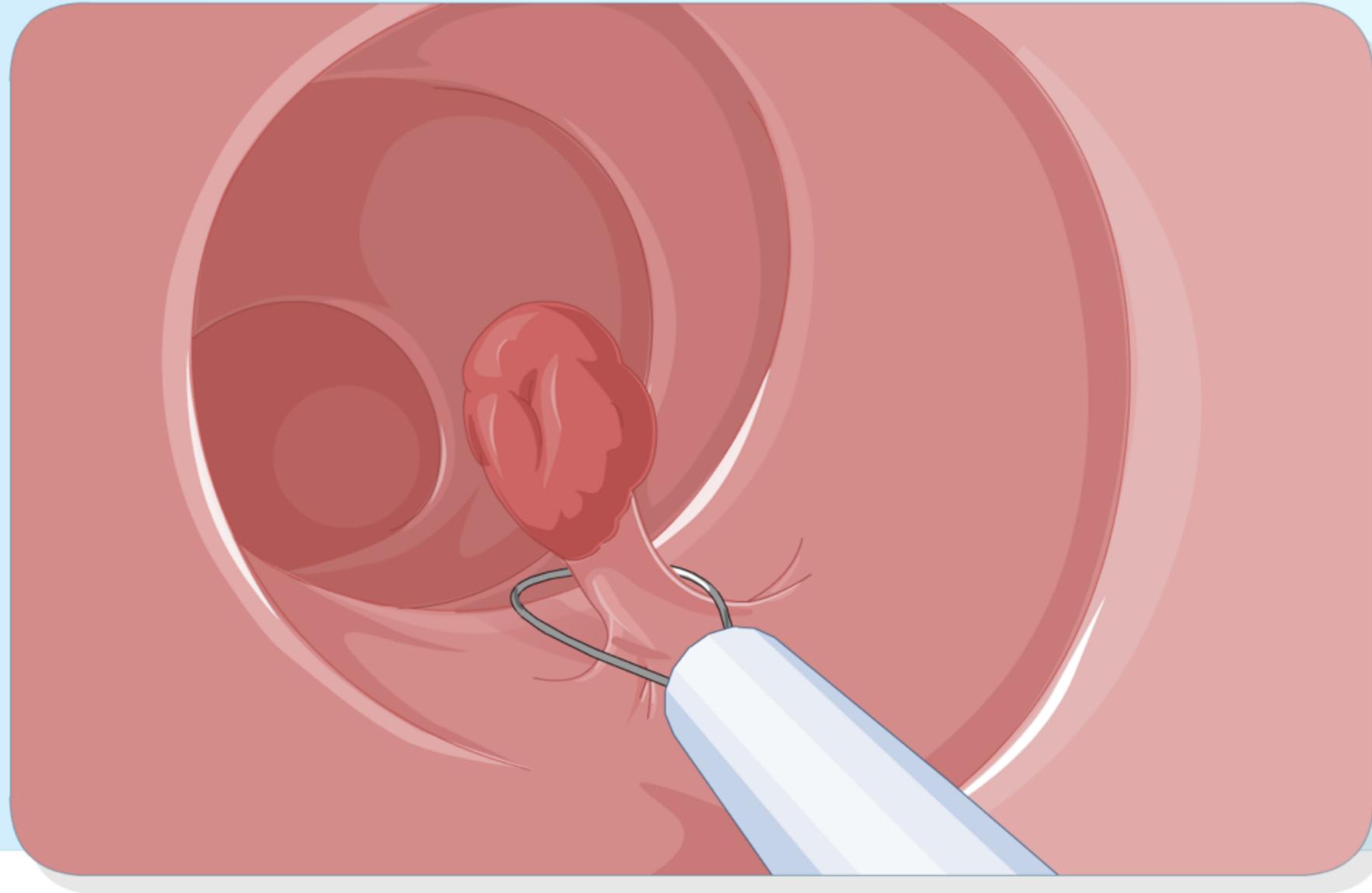
People who have the drink find it's easier to chill it and drink it through a straw.



@gerilynn
@tknaresboro

*“
If I have any
hemorrhoids,
will they hurt
during the colonoscopy?
”*

@gerilynn
@tknaresboro



A tool is used to lasso a polyp. Then it's removed through the scope. This shouldn't hurt. As I mentioned, the colon doesn't feel or sense pain.

RISK

There is a risk of bleeding both during and after the procedure. In very rare cases, this may require surgery or other treatments.

Would you like more information about this risk or shall I go on?

more info

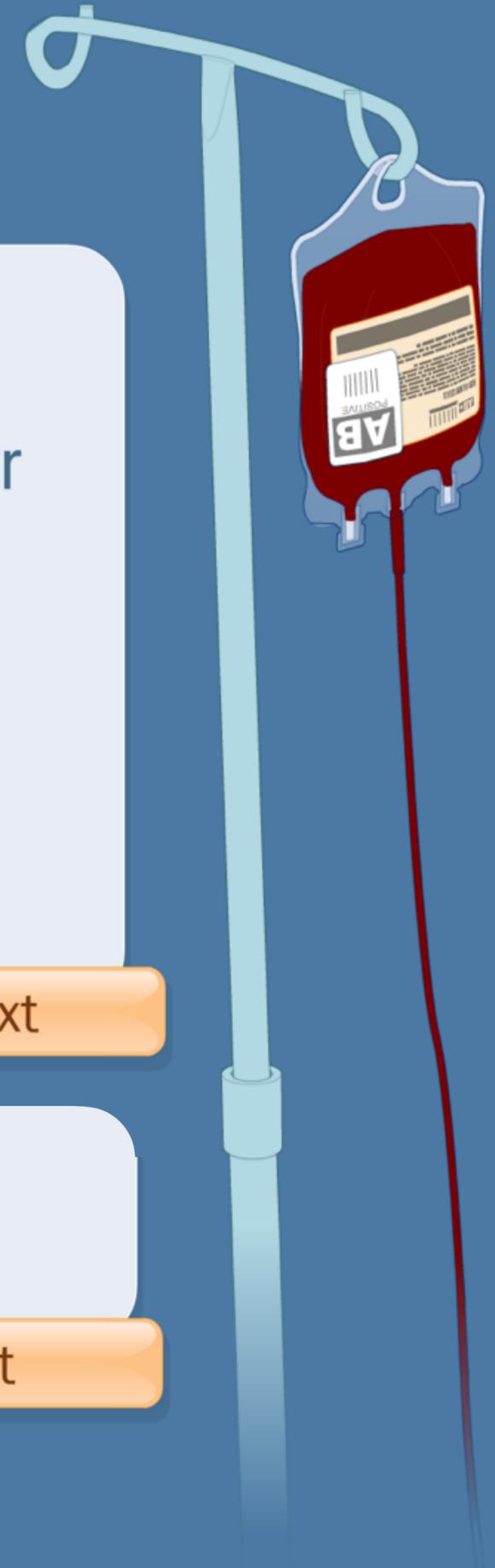
next

Would you like to flag this risk?



flag this risk

next

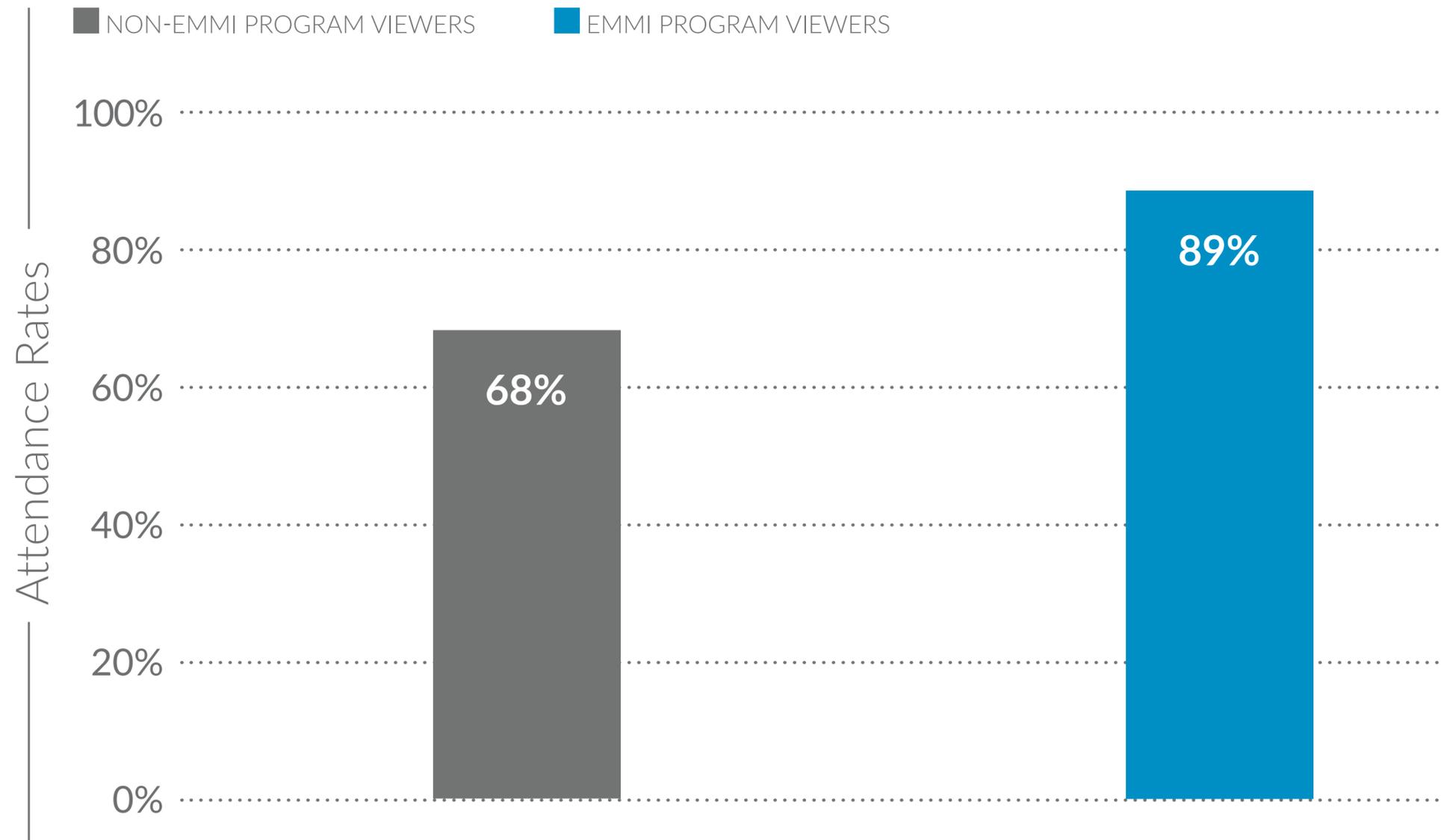


@gerilynn
@tknaresboro

Improved Colonoscopy Attendance



People are 30% more likely to attend their procedure



@gerilynn
@tknaresboro

“

*This confirmed the merit of this procedure
for my circumstances; allayed fears;
and gave me vital instructions.*

”

@gerilynn
@tknaresboro

“

*Helped reduce my anxiety
knowing more about what to
expect.*

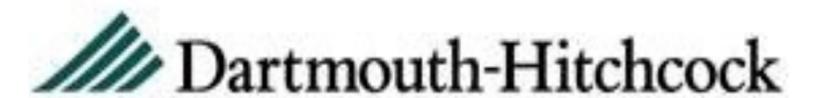
”

@gerilynn
@tknaresboro

Better pre-procedure education may decrease anxiety

51 print packet

52 + multimedia program



Siddhartha Parker, MD, MA
Jonathan Zipursky, MD, Helen MA
Corey A. Siegel, MD, MS

Reduced anxiety and:



18% **Less**
sedation medication



14% **Decrease in**
procedure time



11% **More**
knowledgeable

@gerilynn
@tknaresboro



@gerilynn
@tknaresboro



“

*If you've tried a few times,
but it 'didn't stick,'
don't beat yourself up.*

—

*Most of **us** have to try
around 7 times
before we quit for good.*

”

@gerilynn
@tknaresboro

How confident (sure) are you that you could quit smoking in the next 6 months?

- 0 - Not confident at all
- 1
- 2
- 3
- 4
- 5 - Very confident

continue

@gerilynn
@tknaresboro

“

*Think of something you
feel proud of or something
you've overcome.*

—

*Once you have it,
think about how good
it made you feel.*

”



@gerilynn
@tknaresboro

Qualitative Responses



CDC Materials

“Smoking can lead to lung cancer and COPD.”

Emmi Program

“It takes a few attempts to quit.”

“Think short term instead of: I will never smoke again.”

@gerilynn
@tknaresboro

“

*It's not judge-y, understands this is a difficult process and **doesn't scare people into doing anything they may not be ready for.***

”

86% **More aware** how their lifestyle impacts health

91% **Motivated to change** lifestyle

91% **Will take new action** to manage their health

@gerilynn
@tknaresboro

“

***Ideas I'm really going to use
like taking a walk instead or even gum.
I am seriously going to stop smoking and
this the beginning to get me going.***

”

@gerilynn
@tknaresboro

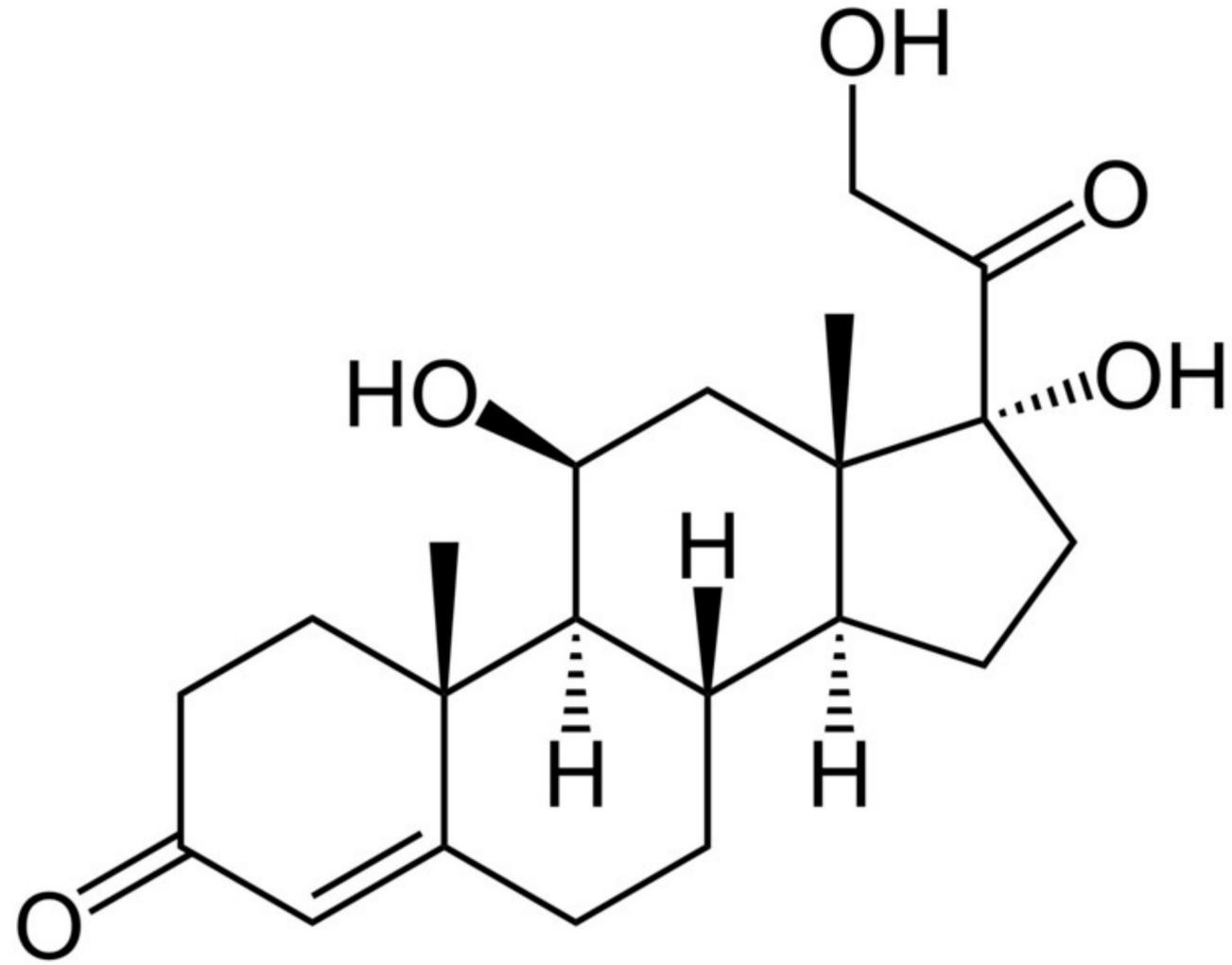
“

***Really enjoyed it though
I really didn't want to hear it.***

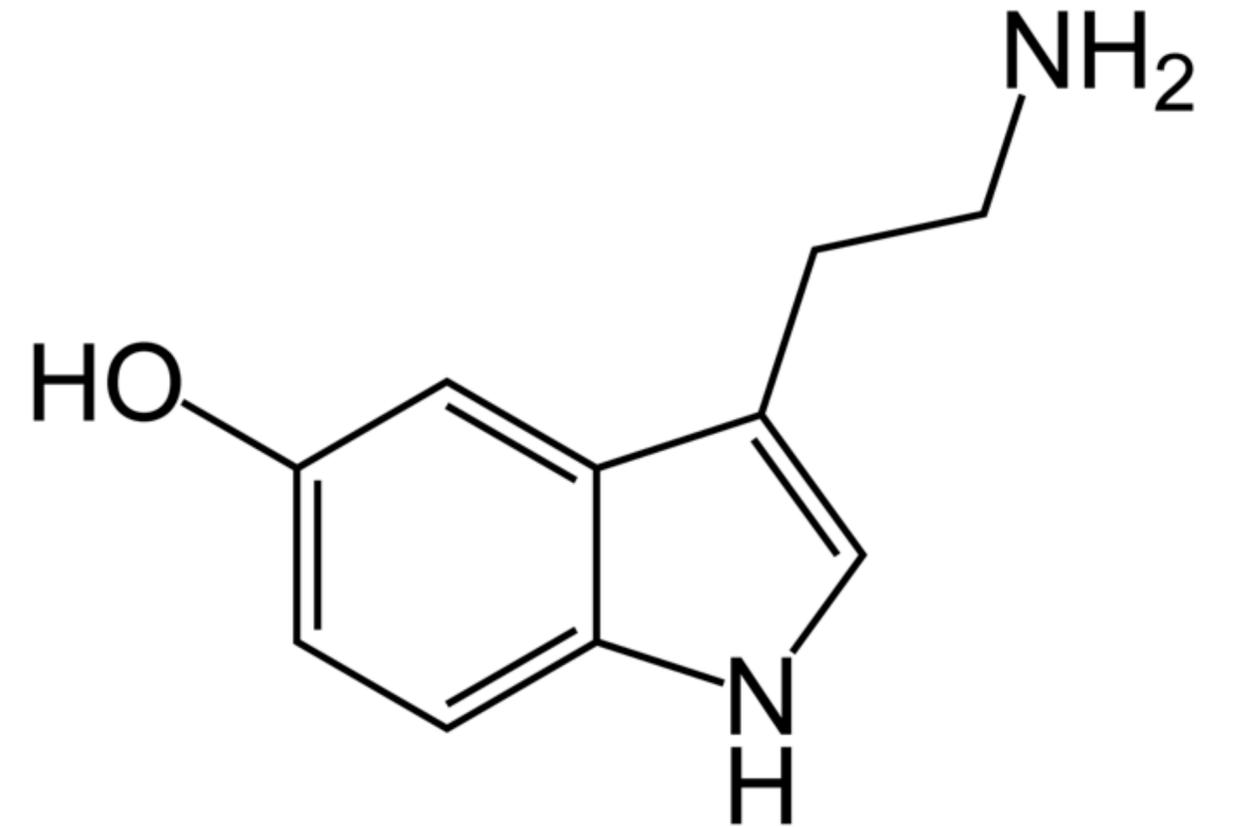
*The 1st part caught my attention when
it addresses uncomfortable feelings
talking about my smoking.*

”

@gerilynn
@tknaresboro



Current: *Anxiety*



Ideal: *Well Being*

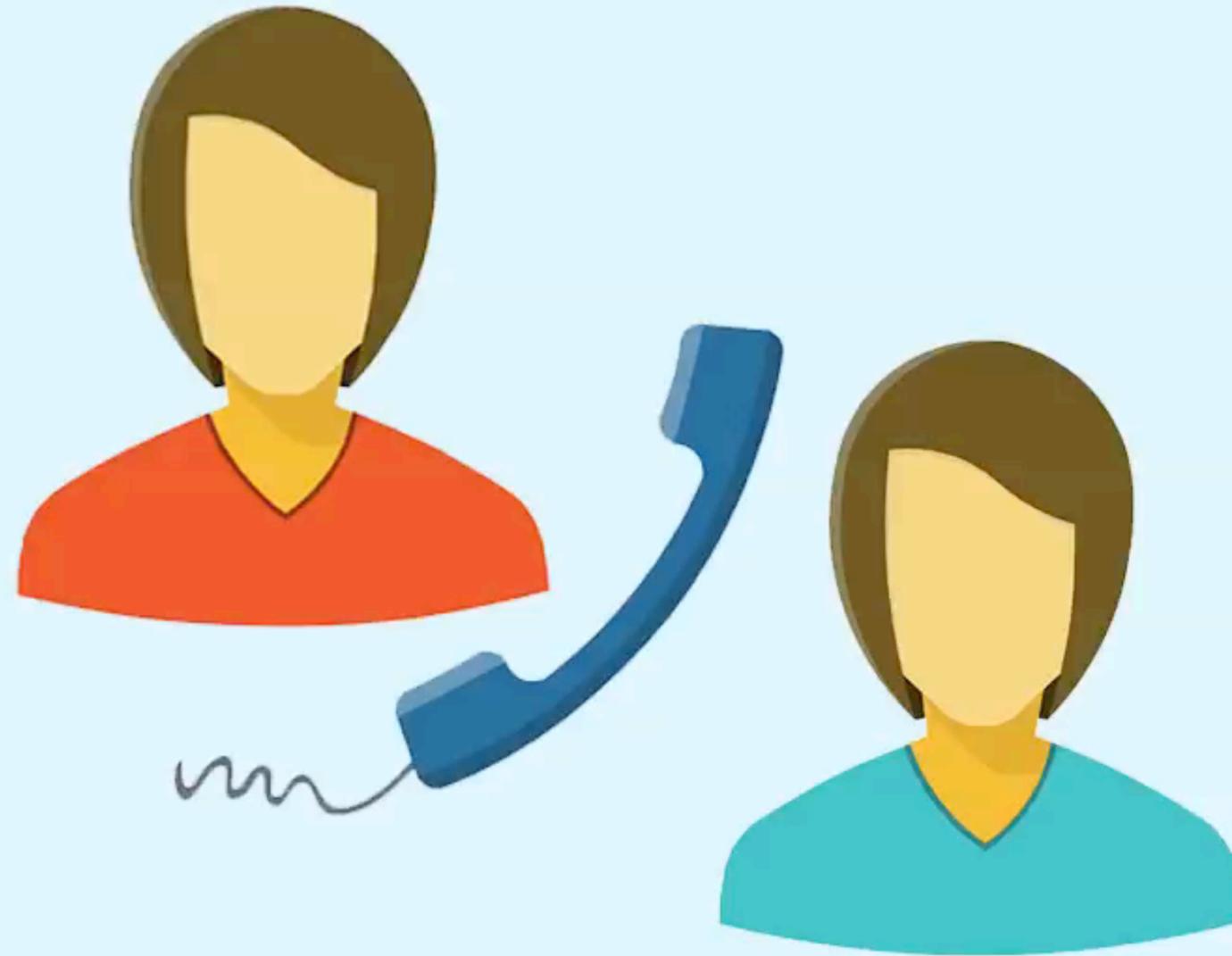
@gerilynn
@tknaresboro

Smart Support for Diabetes



@gerilynn
@tknaresboro

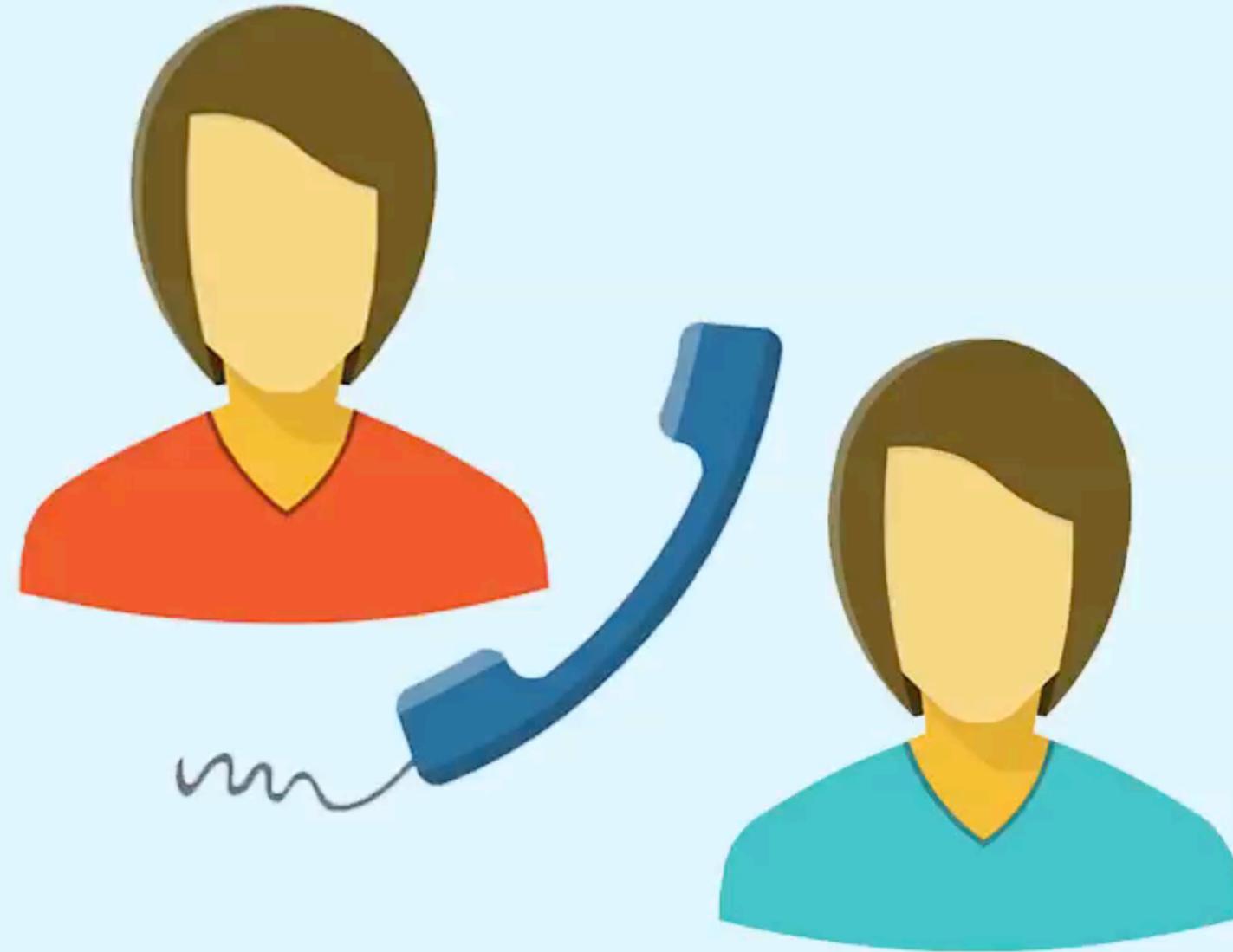
IVR Clip: Blood Sugar Check In



Checking Your Blood Sugar v2.0
©2015 Emmi Solutions, LLC

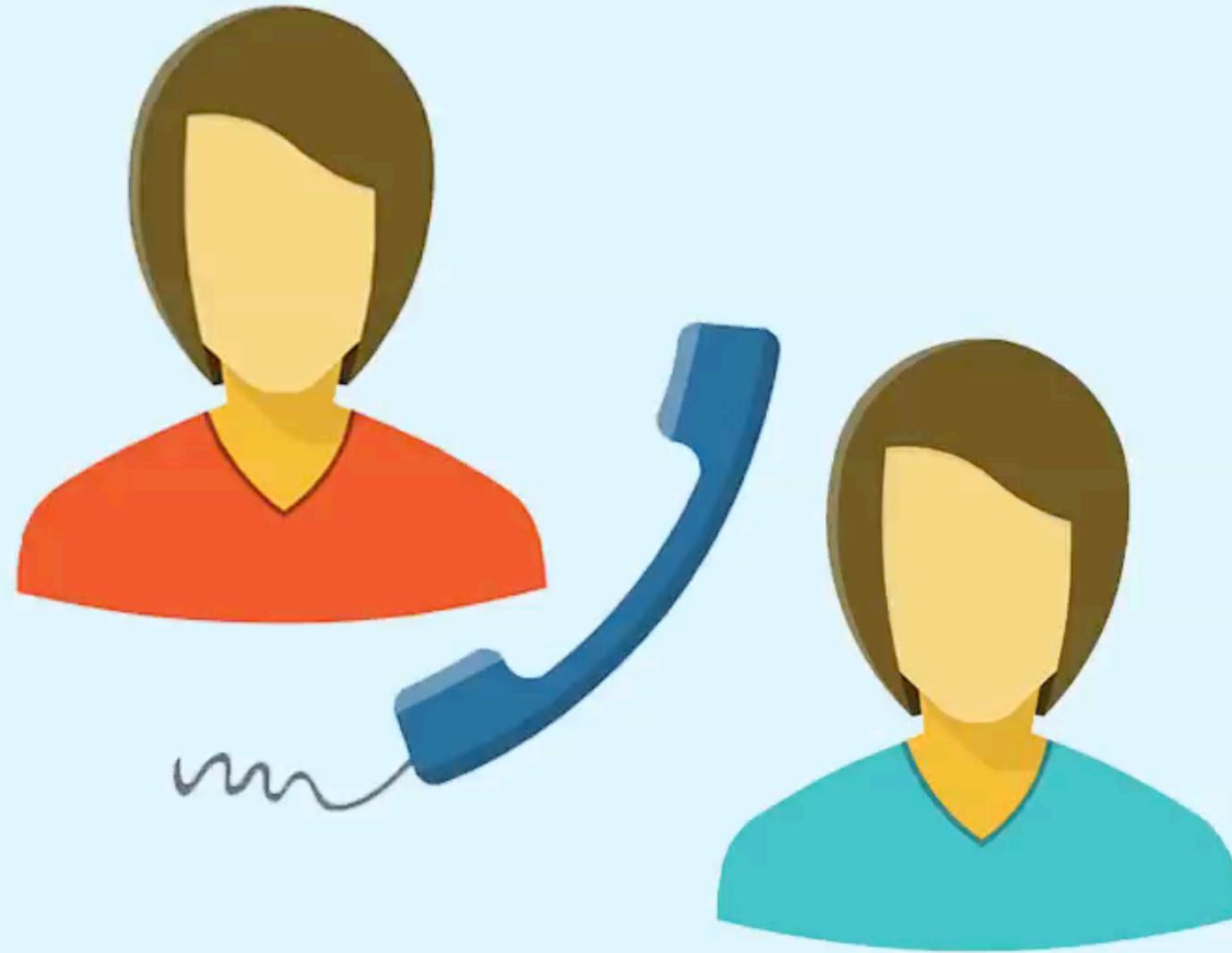
@gerilynn
@tknaresboro

IVR Clip: Confidence to Improve Glucose



@gerilynn
@tknaresboro

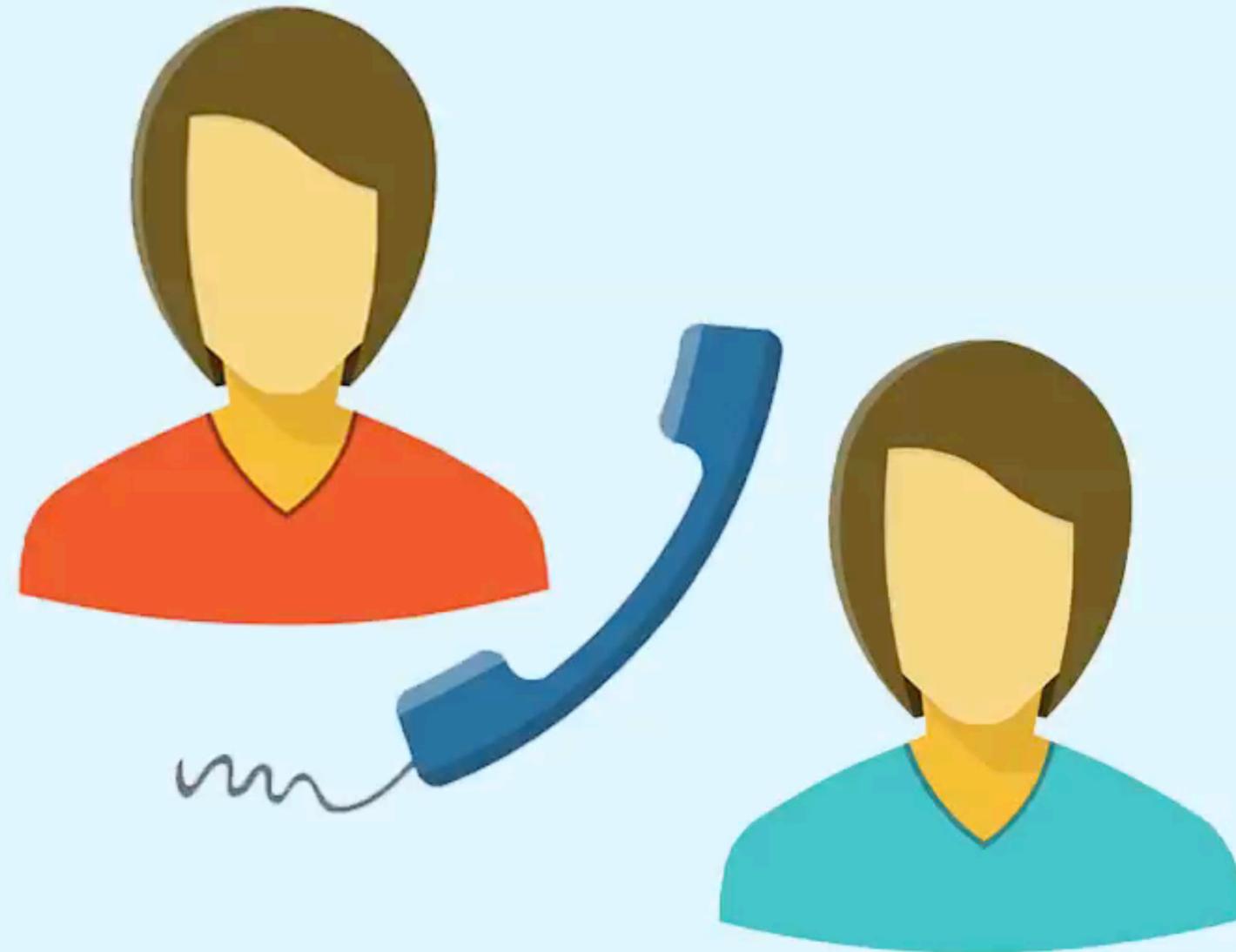
IVR Clip: Navigating the health system



Checking Your Blood Sugar v2.0
©2015 Emmi Solutions, LLC

@gerilynn
@tknaresboro

IVR Clip: Stress exercise



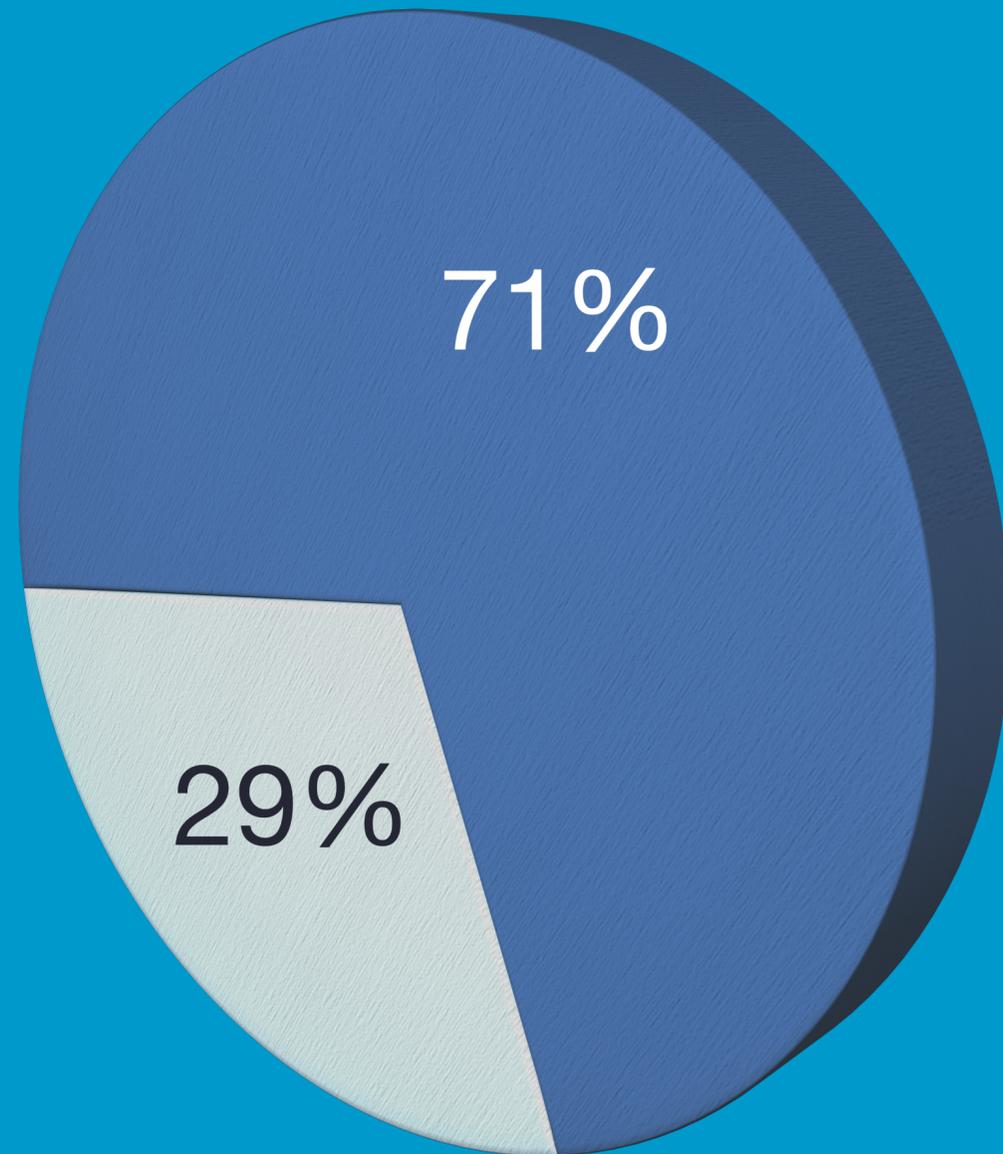
Checking Your Blood Sugar v2.0
©2015 Emmi Solutions, LLC

@gerilynn
@tknaresboro

Helping People Try Decisions On

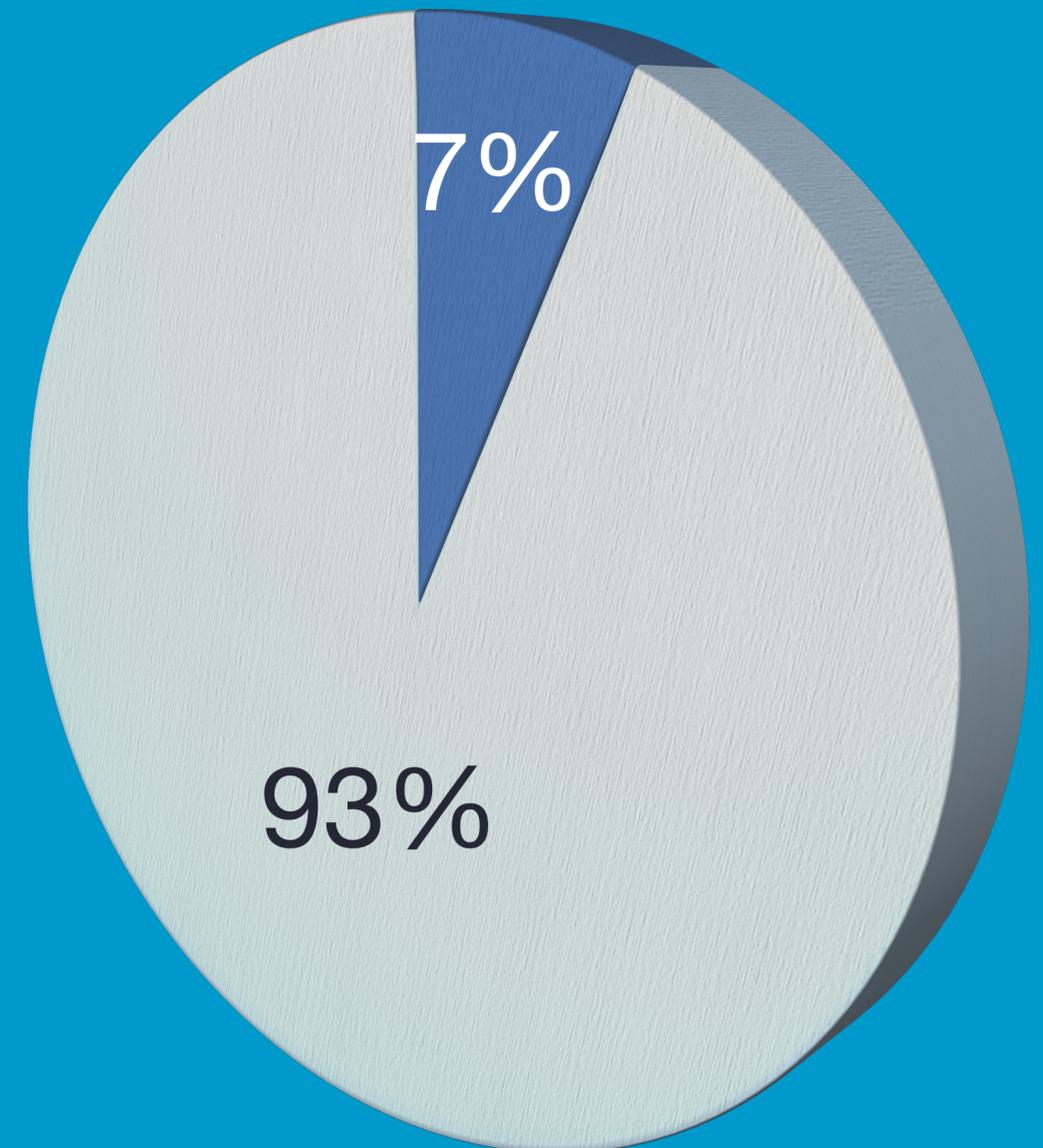
Physicians Thought

- Conserving Breast Important
- Not a Top Treatment Goal



Women's Preferences

- Conserving Breast Important
- Not a Top Treatment Goal



Lee, Clara N., et al. (2010). Development of instruments to measure the quality of breast cancer treatment decisions. *Health Expect*, 13(3), 258– 72. doi: 10.1111/j.1369-7625.2010.00600.x

Preference Misdiagnosis

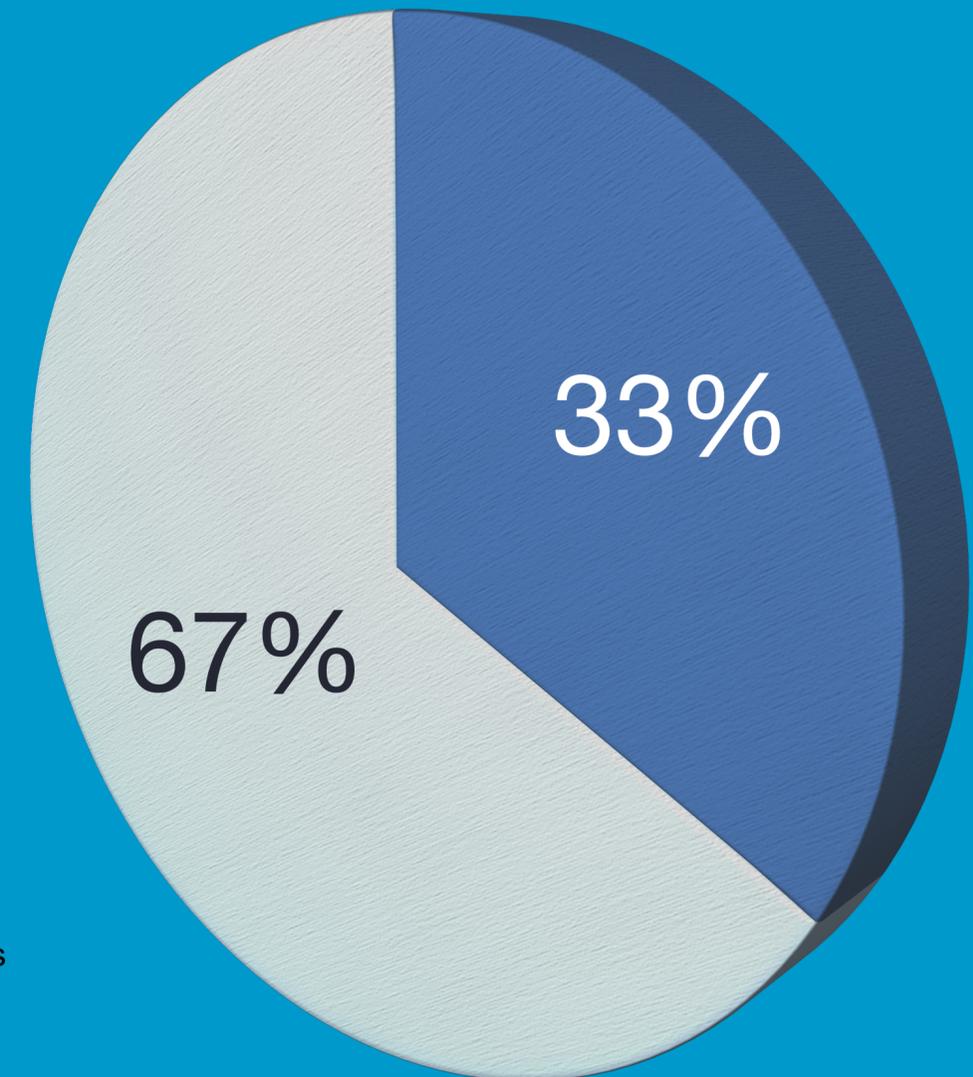
Physicians Thought

- 0% very concerned to avoid prosthetic
- Not a big concern



Women's Preferences

- Highly important to avoid prosthetic
- Not great importance to avoid it





Your treatment options

You probably know someone, maybe even a few people, who have dealt with breast cancer. I'm sure their stories are on your mind a lot.

Which of these do you agree with?

- Having some kind of breast is important to me
- Keeping my original breast is important to me
- I'm OK with the idea of having one breast gone
- I'm comfortable with the idea of wearing a prosthesis
- Sensation (feeling) in my breasts is important to me
- I'm still not sure how I feel

What about trying on the decision?

@gerilynn
@tknaresboro

Understanding Patient Concerns

TOP CONCERN, DOCS THOUGHT: MED SIDE EFFECTS

A very small number of people who take these medications may get lymph node cancer (non-Hodgkin's lymphoma).

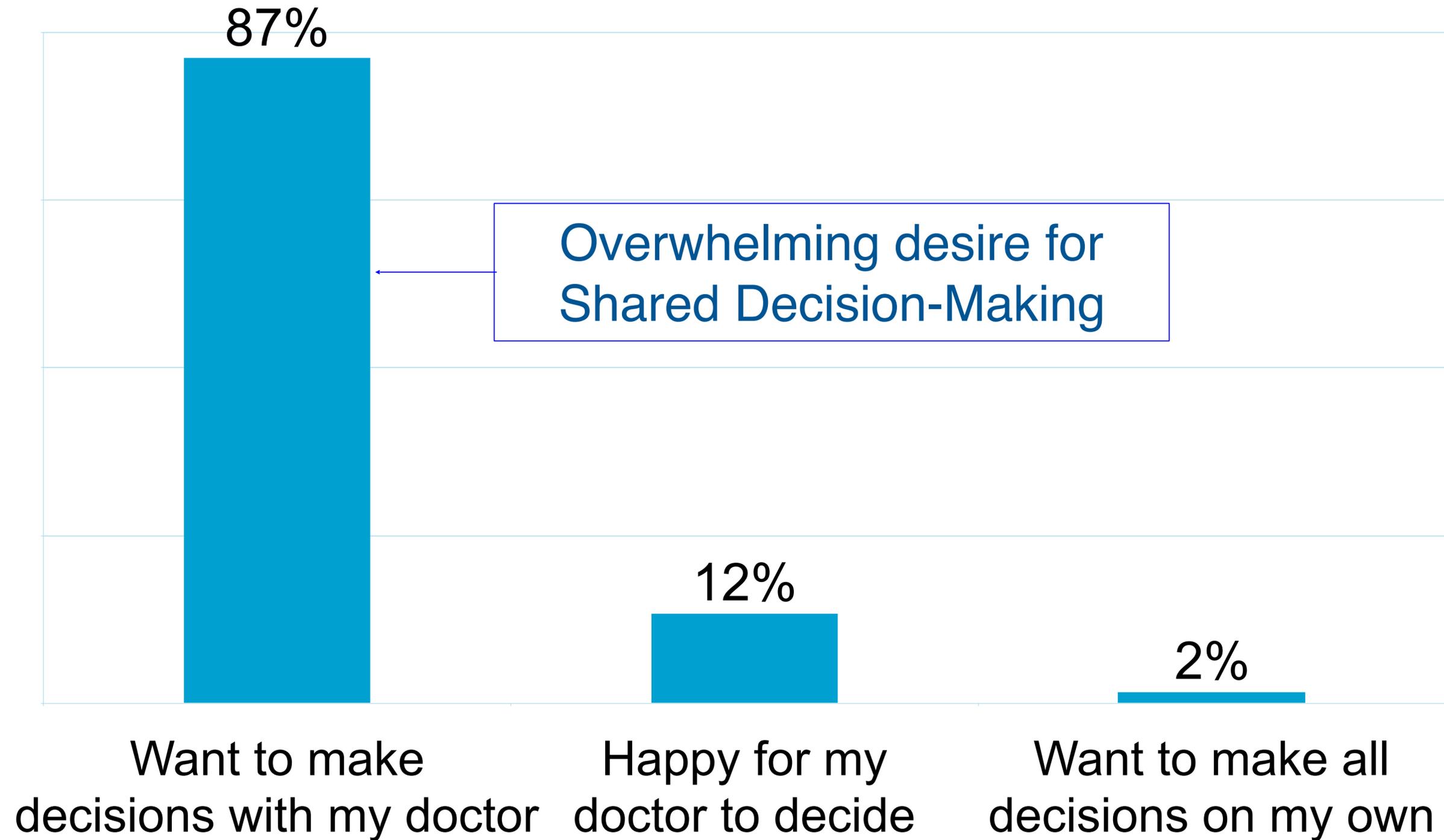
Immunomodulators



4

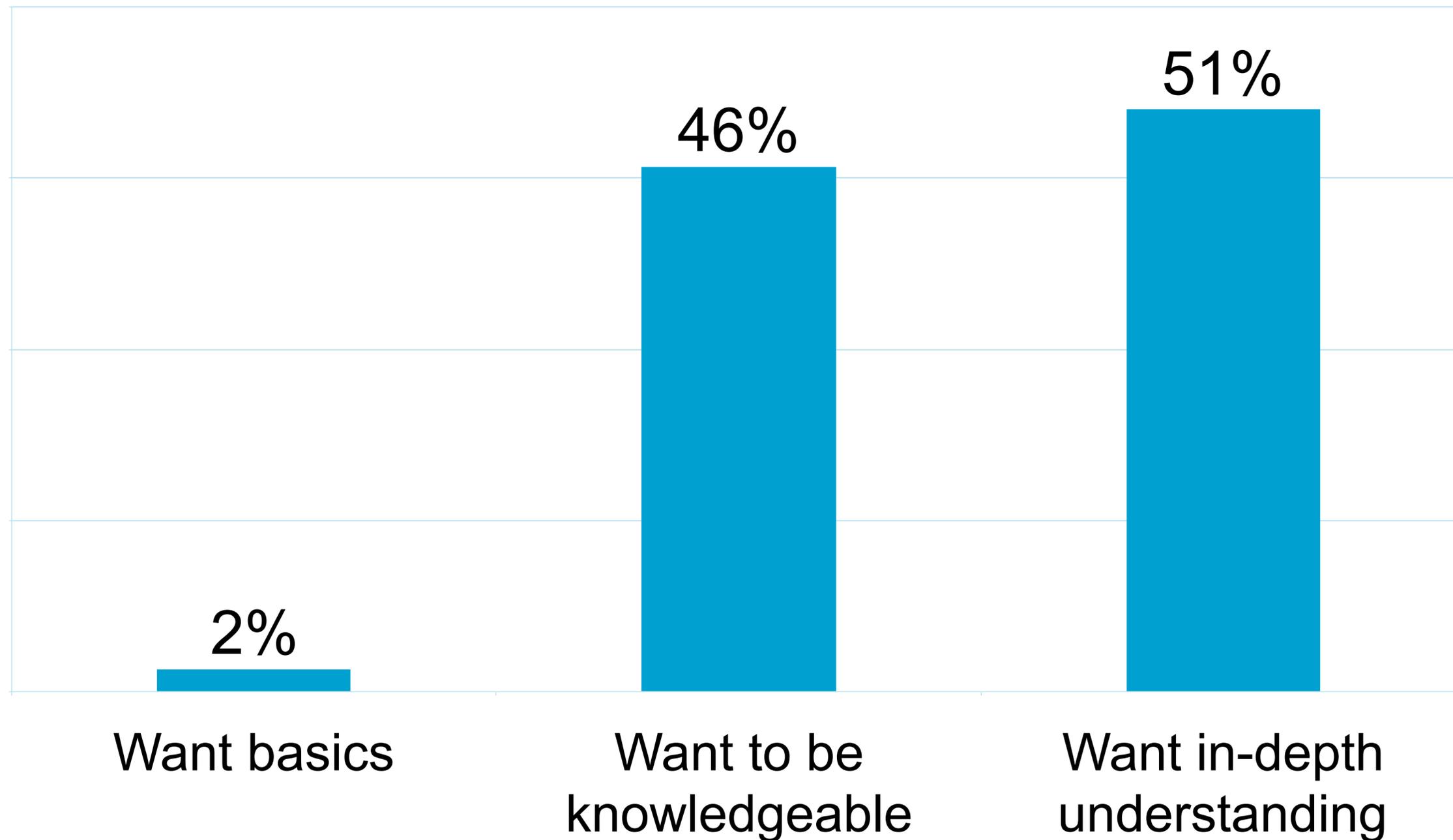


Role UC Patients Want to Play in Decisions

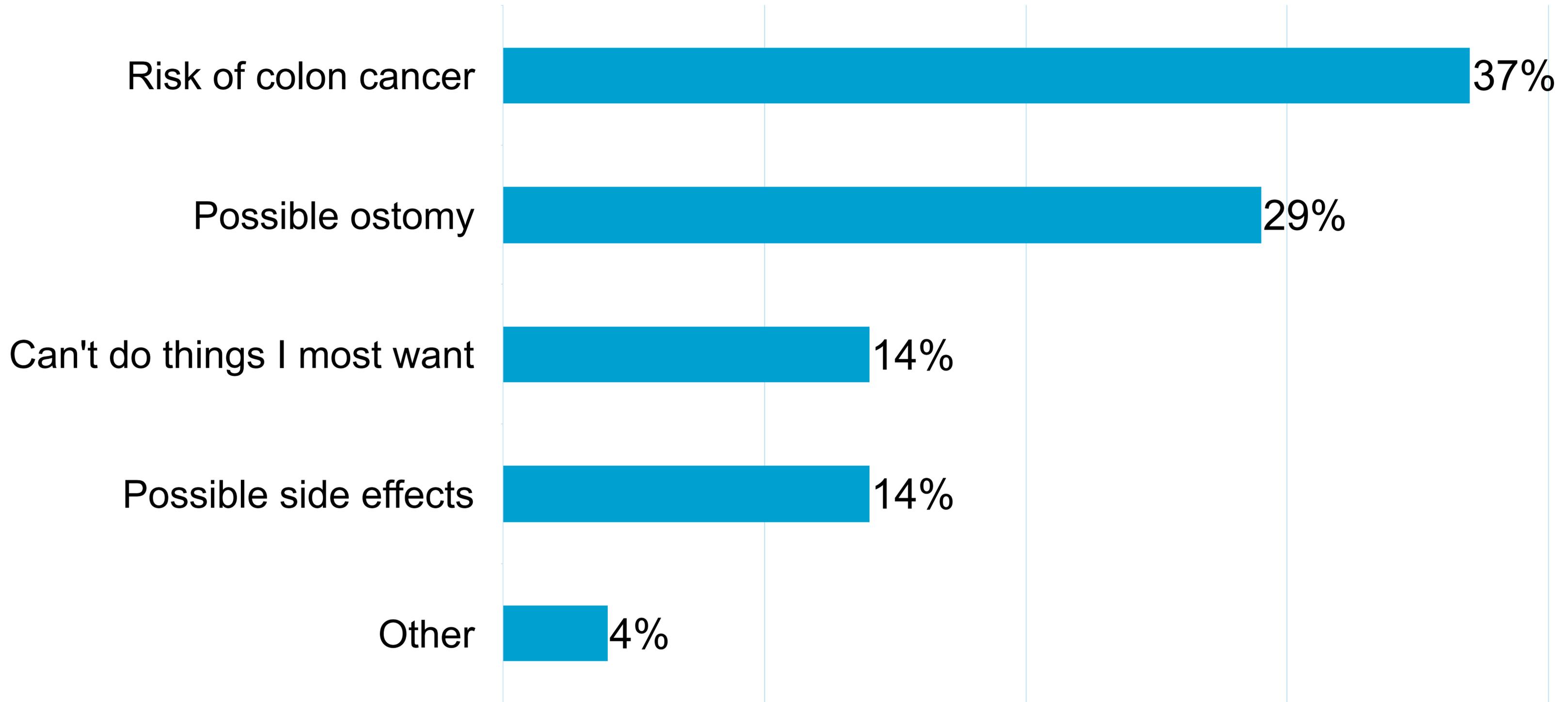


How deep an understanding of treatments do you want?

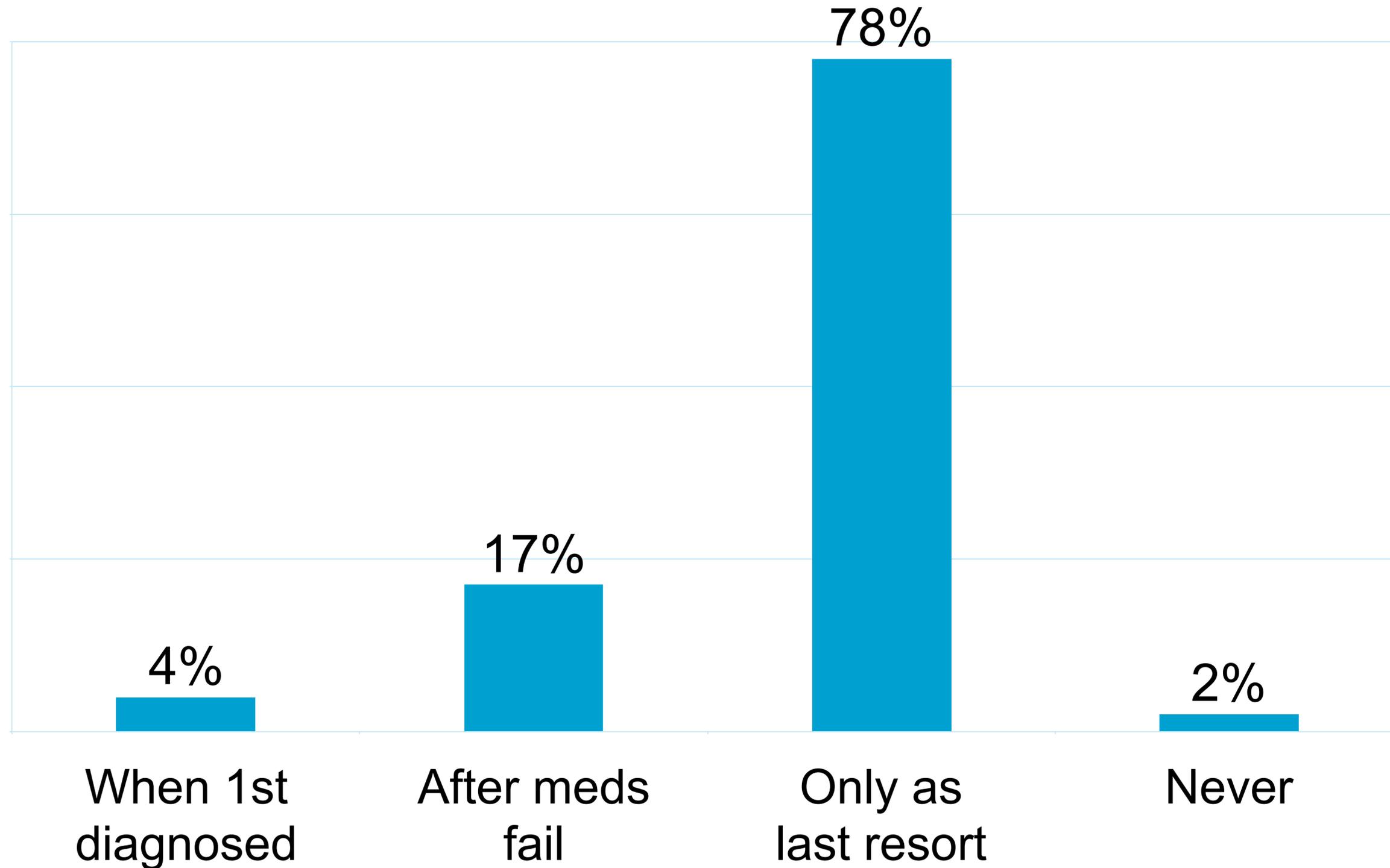
460 UC Patients (US & AUS)



When thinking about UC, what are you most concerned about?



At what point do you believe surgery is a reasonable treatment for UC?



La la la la la...

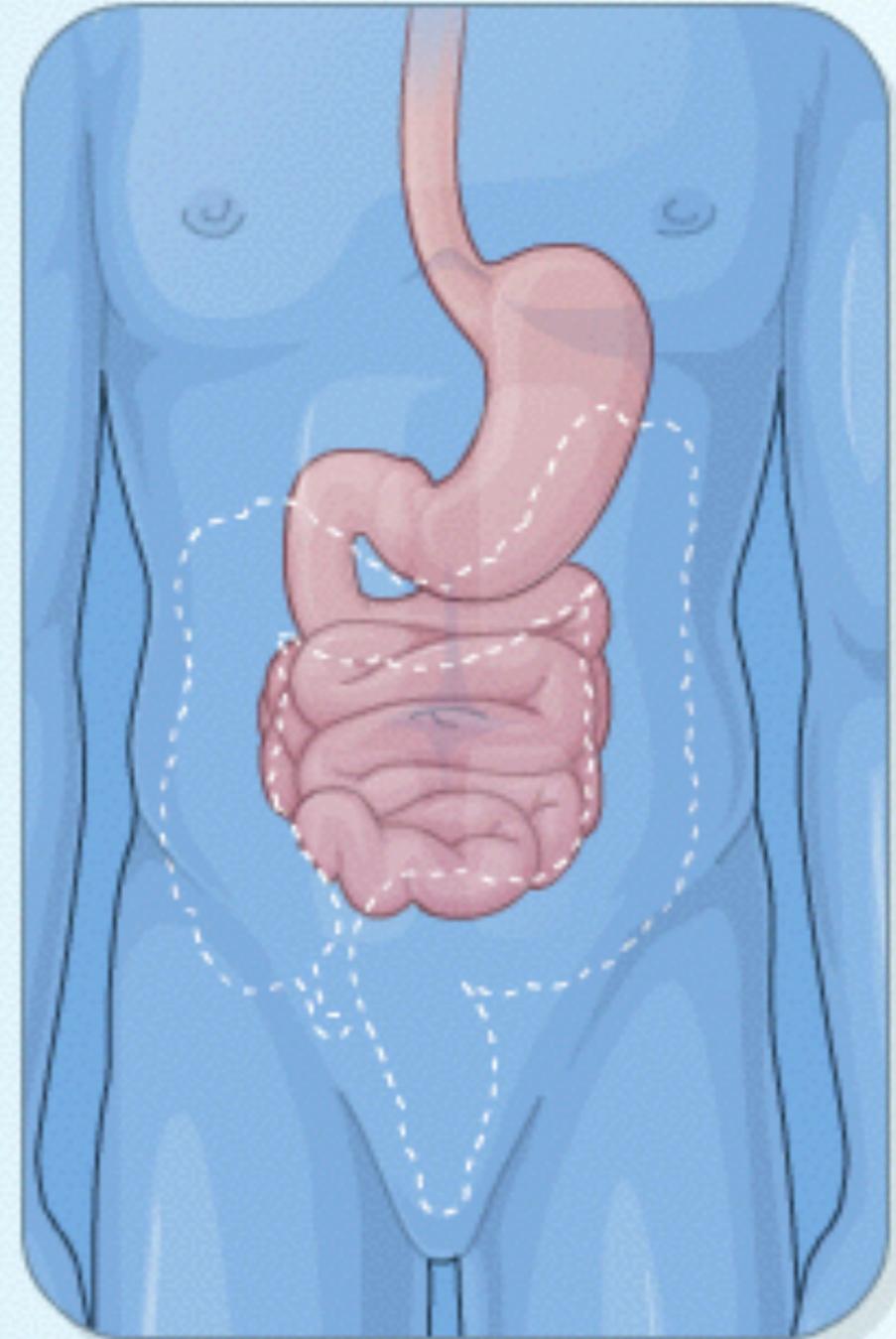
I can't hear you!



CREATE COMPETENCE

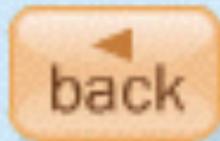
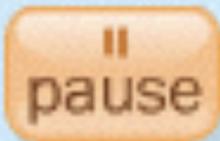
Why consider surgery?

- Gets rid of UC digestive problems
- Colon cancer risk very low or zero
- No regular colonoscopies
- Can eat and drink almost anything
- Stop or avoid steroids and prescription medications





my questions



music

AUTONOMY

RISKS OF COLECTOMY WITH ILEOSTOMY

The main risks are the chance of a bulge (hernia) around the ostomy, or if the ostomy becomes longer (prolapse). Or the skin in the area can become irritated.

Would you like to hear more about these risks now?

more info

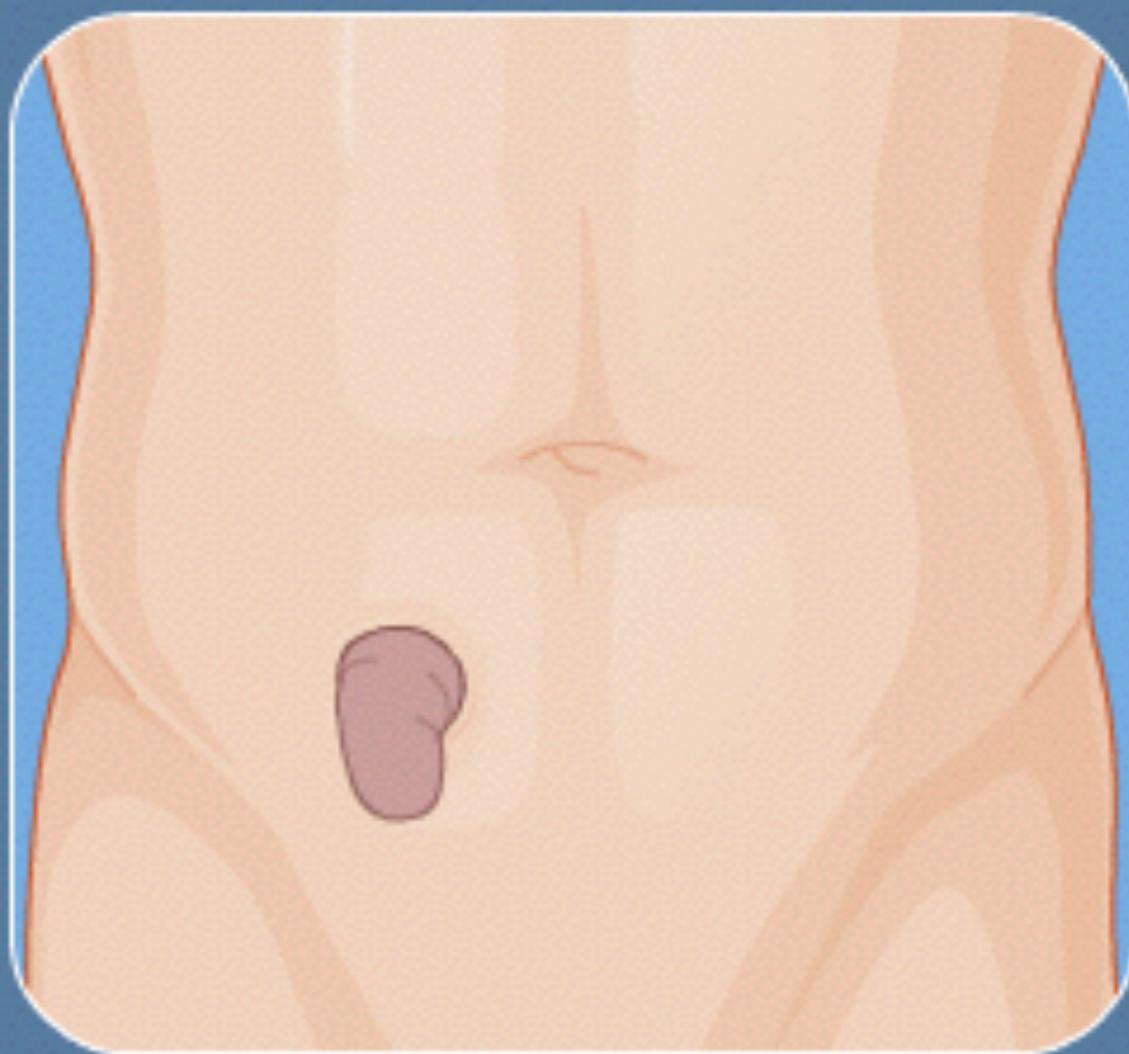
skip





Intestines poke out

It's less common, but other times the ostomy becomes longer and a little section of the intestines can sort of bulge or poke out through the stoma (prolapse).



play



@gerilynn
@tknaresboro

Prospective Interview

Pair up

Person 1: Describe a health/wellness change or upcoming health decision

Person 2: Designer/researcher

@gerilynn
@tknaresboro

Retrospective Interview

Switch roles

Person 1: researcher/designer

Person 2: choose a recent health/wellness decision

- What would you do differently?
- What do you wish you'd known?

35250

POST CARD



CORRESPONDENCE HERE

NAME AND ADDRESS HERE

geri@emmisolutions.com

tknaresboro@emmisolutions.com

@GeriLynn

@tknaresboro