

Building a Culture That Promotes Shared Decision Making:

Partners in Medical Decision Making Program

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Palo Alto Medical Foundation & Partners in Medical Decision Making Program

- **Partners in Medical Decision Making Program:**
Demonstration program funded by Informed Medical Decisions Foundation to implement decision aids into primary care practices
- **PAMF** is multispecialty medical group in SF Bay Area
- 750+ MDs serving 750,000+ patients, mostly fee-for-service
- Existing infrastructure:
 - Electronic medical record
 - Online patient portal
 - Community health education center
 - Shared medical appointments



Using Social Marketing to Promote Awareness and Facilitate Culture Change

- Social marketing in health is the promotion of a health concept or idea.
- Branding is important: **Partners in Medical Decision Making (PMDM)**
 - *“Empowering Patients to Make Personalized Decisions with their Health Care Team”*
 - *“Prescription Strength Information for Better Decisions”*
 - *“Better Decisions –Together”*



Branded promotional items

Engaging Practitioners & Leadership Through Social Marketing



Academic Detailing



Contests with Incentives



Grand Rounds

Partners in Medical Decision Making Executive Summary

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What is SDM and what is the PMDM Program?

Shared-decision making (SDM) applies to medical problems that have multiple potential options, but no clear "best" choice. These medical problems are called "preference sensitive", because the decision depends on how a patient values the outcomes that different options can lead to.

Decision support interventions (DSIs) are information tools that can assist patients in making a choice among different options to address a specific clinical problem. They can stimulate patients' involvement in decision-making with their physician and increase their satisfaction with their care.

PAMF physicians have long been interested in patient decision support and are now able to provide these tools to patients through the Partners in Medical Decision Making (PMDM) program.

SDM is a collaborative project between PAMF, PAMFRI and UCSF, funded by a 3-year grant from the Foundation for Individualized Medicine (FIM). PAMF primary care physicians, with assistance from Laurel Trujillo, MD (Medical Director of Quality), selected relevant clinical topics from the patient DSIs developed by PAMDM.

Several primary care clinics are now piloting the distribution of these tools to patients, working to identify the most efficient ways to incorporate them into clinical workflows.

PAMFRI and UCSF members are managing the evaluation of the project.

Why is Shared Decision Making more important than ever before?

From a patient care perspective, numerous studies have shown that patients involved in SDM feel more informed, have better knowledge and understanding of treatment options and are more satisfied with the clinical care they receive.

Shared decision making has gained prominence in the national healthcare reform agenda. The recent Health Care Reform Bill contains provisions to:

- Establish programs to facilitate SDM
- Establish standards/certifications for patient decision support
- Develop decision supports that are adaptable for patients from different cultural and educational backgrounds

In addition, there is discussion of future...

PMDM Steering Committee

Patricia Anderson, BS, MEd
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Christina Marshall, BS
Dominique Quares, MD
Robert A. Raman, MD
Alison Salsman, MD
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Newsletters

Promoting Decision Aids to Patients

Colon Cancer Screening

Deciding what's right for you



Partners in Medical Decision Making

This shared decision-making® video is for adults who are thinking about colon cancer screening. Colon cancer is the second leading cause of cancer death. Colon cancer screening is recommended for men and women who are aged 50 to 75.

This video discusses the various screening procedures, their strengths and weakness, and recommended interval of screening. The procedures discussed are:

- Stool test for blood
- Sigmoidoscopy
- Stool test for blood and sigmoidoscopy
- Colonoscopy
- Imaging tests

Posters/Brochures



Self-screening survey

Partnership begins with a simple equation.
We Plus You.



Palo Alto Medical Foundation
18,336 likes · 398 talking about this

Like

Hospital/Clinic
<http://www.pamf.org>

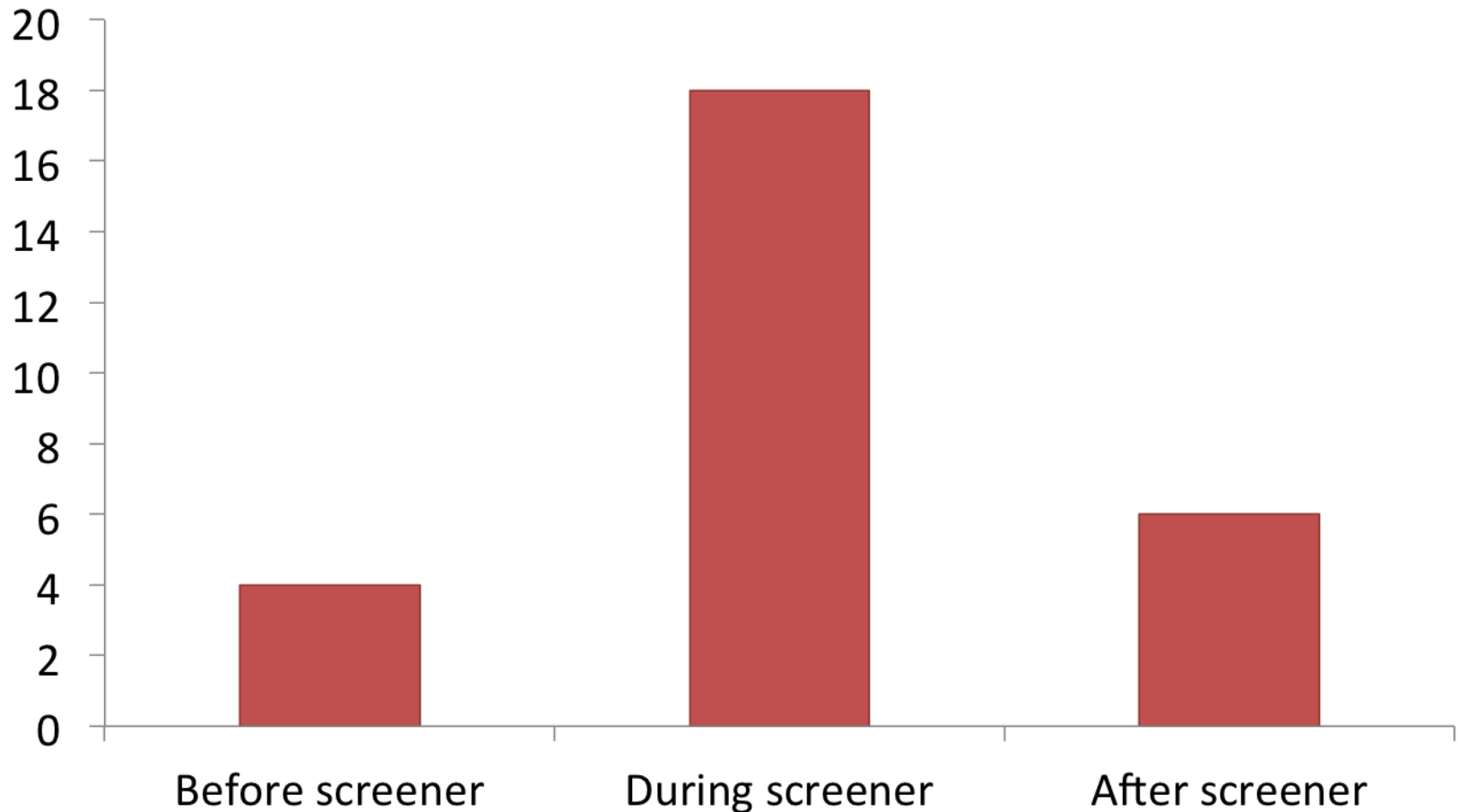
Social Media



Shared Medical Appointments

Results from Patient Screener

Weekly Average Distribution of Decision Aids





“We don’t want to continue the self screener because the volume of patients who are interested in the materials is difficult to manage.”

-- Physician response to PMDM initiatives

Mind, Body, and Soul:

Shared Medical Appointments for Successful Aging

- Goals: Engage patients in care; perform functional assessments for conditions that have high impact on health outcomes & are not consistently done in primary care
- Series of three 90-minute sessions with 6-12 patients
- Staffed by MD, Nurse, and Behaviorist
- Billed as 99213 visit, documentation done in EHR
- Enrolled **156** patients in the 18 months, ages 61-92, 50% female

SMA video

<http://www.pamf.org/sma/>

Lessons Learned

- Culture change is hard!
- Engagement at all levels of the healthcare system is required for successful implementation
 - Physicians may need more training
 - Team-based models work best
 - Many patients need encouragement to become engaged
 - Support from organizational leadership needed
 - Incentives need to be aligned
- Models of care such as shared medical appointments may be more conducive to shared decision making and patient engagement

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