



# Family Planning Sustainability & DSRIP

KIM ATKINS, CEO OF PLANNED PARENTHOOD MOHAWK HUDSON

# Changes in Healthcare in NYS

- ▶ DSRIP is reshaping healthcare in NYS
  - ▶ Engaging the uninsured, those not in care
  - ▶ Moving care from hospitals/ERs to community providers, with a focus on primary care
  - ▶ Cutting across care silos: health, behavioral health, social determinants
  - ▶ From fee for service to value based payment
- ▶ Technology is reshaping healthcare across the country
  - ▶ Advances in care
  - ▶ Telehealth

# DSRIP Projects and Family Planning

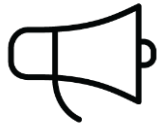
- ▶ DSRIP Projects: 2ai Integrated Delivery System
  - ▶ Be a partner in a PPS
- ▶ Project 2di: Reach unengaged populations, patient activation
  - ▶ Assess, educate and enroll uninsured and new patients into care, insurance
- ▶ Project 2biii: ED Triage to community providers
  - ▶ Accept assignments from the local ED for services we can provide
- ▶ Project 3ai: Integration of behavioral health
  - ▶ Add behavioral health screening and connection to care for BH
- ▶ VBP: Value Based Payments
  - ▶ Learn and stay connected with attempts to negotiate service value in new ways

# We Are Uniquely Positioned to Support DSRIP Project 2di



We see a high volume of uninsured, low-utilizing, and non-utilizing individuals (target population) walking through the front door.

- 21% of our patients presented at PPMH health centers without a form of health care insurance coverage.



We have a strong history of community outreach and enrollment into health insurance programs, which can be leveraged to engage the target population for Project 2di.

- PPMH has outreach staff, Certified Application Counselors (CACs), and center staff who are trained to administer PAM.
- Last year, we enrolled 3,500 patients into either public or commercial coverage.



For many patients, we are the sole provider and their first adult experience, or only connection with the health care delivery system.

- 40% of our patients are between 18-24, so we are uniquely situated to support and shape their engagement in the health care system.
- 47% of our patients rely exclusively on our health centers for their annual exams and/or preventive health care services.

# PAM Implementation

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- Our education and outreach staff and our clinic Patient Care Associates have been trained to administer PAM; have a trained trainer (different guidelines across 5 PPS)
  - Staff offer PAM when patient goes to exam room and completes on paper; in another site testing use in waiting area
  - Staff enter data into Flourish within 24 hours
  - PAM is being implemented in all our health centers
  - We have an RN who is a health coach following up with patients who score Levels 1 and 2 on the PAM assessment
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# PPMH PAM Project

## 4/1/16-3/31/17: 10 Clinics

PAM Assessments	<u>Total Offered</u>	<u>Ineligible</u>	<u>Declined</u>	<u>Accepted</u>
YTD Subtotal	3609	856	595	2158
		24%	16%	60%
PAM Scoring	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Level 4</u>
	80	248	930	900
	4%	11%	43%	42%

# Enhancing PAM through Clinical Integration

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- We have integrated documentation of PAM results into our EHR (Athena) for clinical staff to assess
- We are looking to incorporate discussion of PAM into our clinical processes for each patient encounter and clinical decision making
- Our goal is to transform the survey from an initial assessment and connector-to-care tool to an integrated mechanism to continually advance behavior modification through clinical interactions.
  - Informing and improving care
  - Strengthening engagement
  - Improving long term outcomes

# PAM Coaching

- ▶ RN Nurse Coach starts contacting patients with Level 1 and 2 PAM scores to follow up on
  - ▶ Help finding a PCP
  - ▶ Smoking Cessation
  - ▶ Weight Management
  - ▶ Help finding insurance coverage
  - ▶ Community resources (such as transportation, housing, food pantries)
  - ▶ Mental health management
  - ▶ Wellness promotion and education
- ▶ Since Jan 2017, contacted 379 patients by phone, reached 91, engaged 22



# Family Planning & Primary Care

- ▶ Emergency Depts. and hospitals are trying to connect patients with appropriate providers in the community—so they won't use the ED for their primary care
- ▶ EDs often complain that they do a lot of pregnancy tests and STI tests
- ▶ For some patients a family planning provider could be the appropriate provider and could be faster to get an appointment
- ▶ Some family planning providers do provide primary care services, whether directly or indirectly, and could build on this
- ▶ Connection with the local hospital/ED provides an opportunity to be a part of the integrated network and be a solution

# Integration of Behavioral Health Services

**Mental Health and Substance Use are key drivers of health and our target population exhibits these conditions as much as other age groups.**

**Women are 2.5 times more likely to be depressed than men.**

PPMH started depression screening in July 2015 and created an internal system of referral to PPMH providers willing and able to manage low level treatment for those screening positive.

PPMH was referring patients to other providers for counseling but programs are difficult to access. Women want to stay in care at the clinic.

Through DSRIP, PPMH is currently partnering with Psychological Healthcare in the Utica area to integrate counseling services on-site. Through PHC we brought a psychologist on-site at our Utica Center to begin providing these services.

# PPMH Behavioral Health Data

PPMH Depression Screening and Treatment Data for period  
4/1/16-3/31/17

Total patients receiving PHQ2 screening: 4,446

Patients who moved on to PHQ9 screen: 289 (7%)

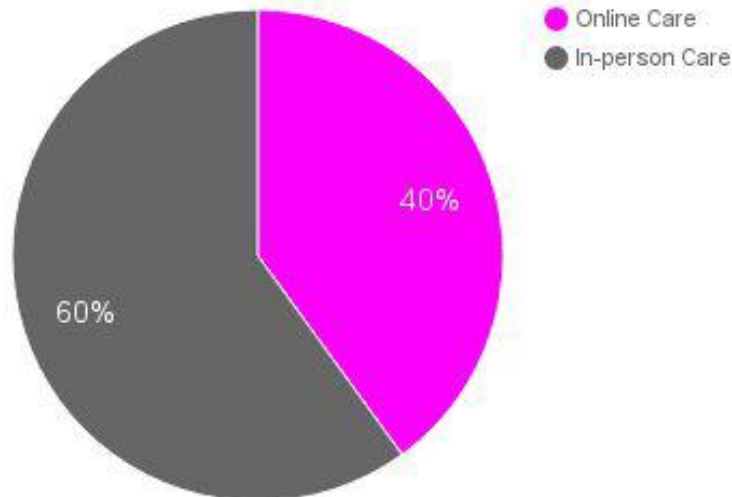
Patients with PHQ9 scores who received  
PPMH followup (provider &/or therapist): 83 (29%)

# Behavioral Health and Telehealth

- ▶ Because of the challenges in identifying BH counselors we looked to telehealth as an option to expanding service
- ▶ Established the technology (Chrome books, TruClinic software, connection to network) at our Utica, Rome, and Oneida center
- ▶ Trained staff how to use technology and set procedures for engaging patients to accept video visits
- ▶ Patients at Rome and Oneida Centers can have a counseling visit with the Psychologist located at the Utica Center

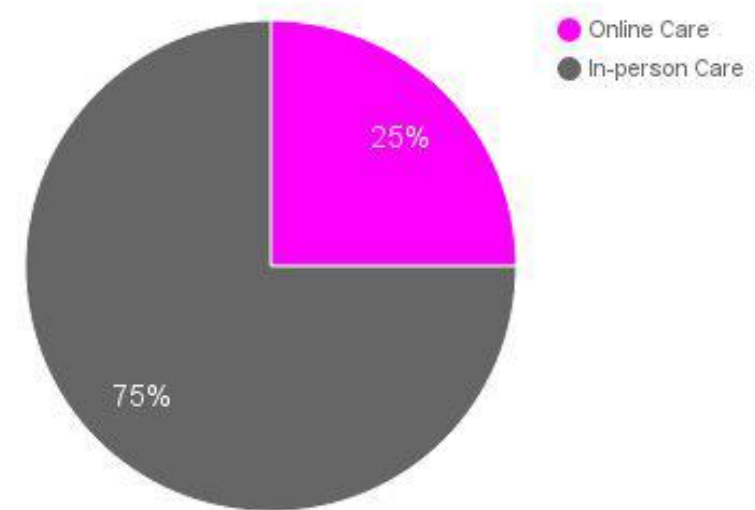
# Rapid expansion of online care in the healthcare industry

2018



**40% of *primary care* encounters** in the U.S. will be delivered virtually

2020

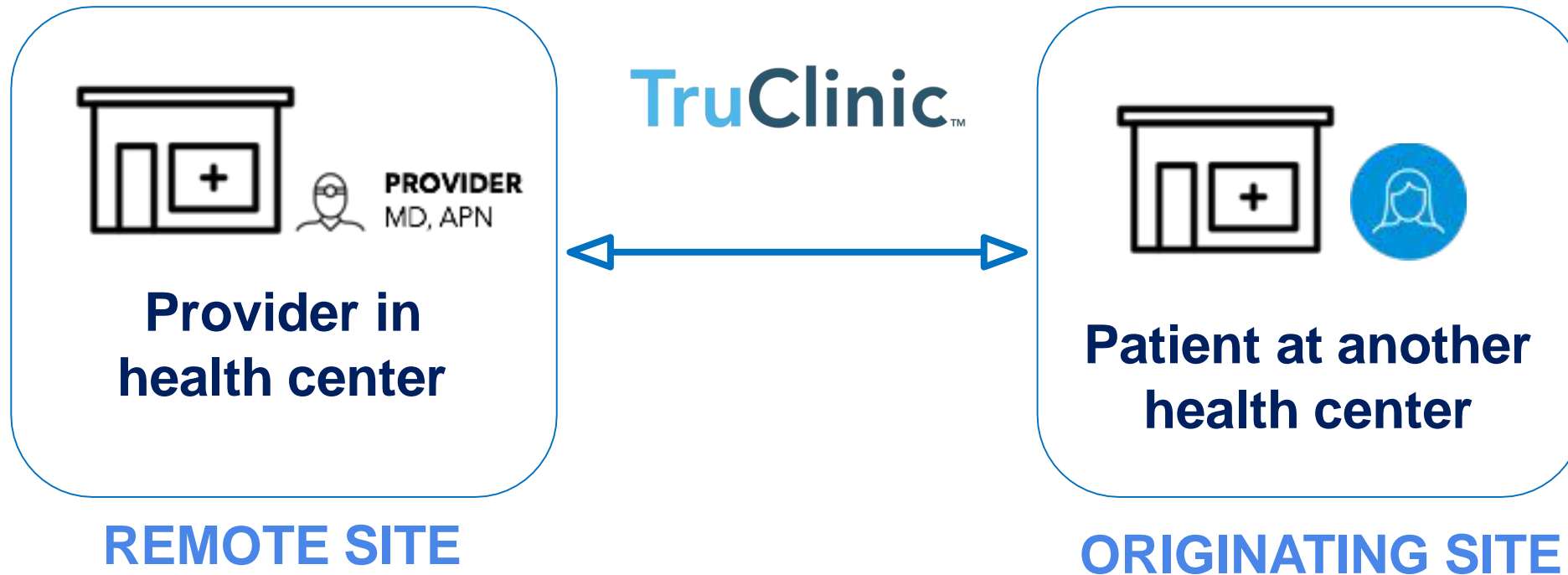


**25% of *all* encounters** in the U.S. will be delivered virtually

# Site to Site Telehealth & Family Planning

- ▶ In NY, Medicaid currently only reimburses for patient at a health center (1/1/16)
- ▶ Ways to use telemedicine:
  - ▶ Provider shortages
  - ▶ Offset long wait times
  - ▶ Behavioral health services

# Site-to-site telemedicine technology



# TruClinic

Telemedicine Platform

TruClinic's patented virtual clinical portal leverages the latest in web-based and mobile technology to provide high tech connectivity solutions for the healthcare industry without the need to maintain specialized rooms, purchase equipment, or update software.

## Flexible Features

- Site to Site;
- Facility to Field
- Directly between Provider and Patient

## Communications Platform

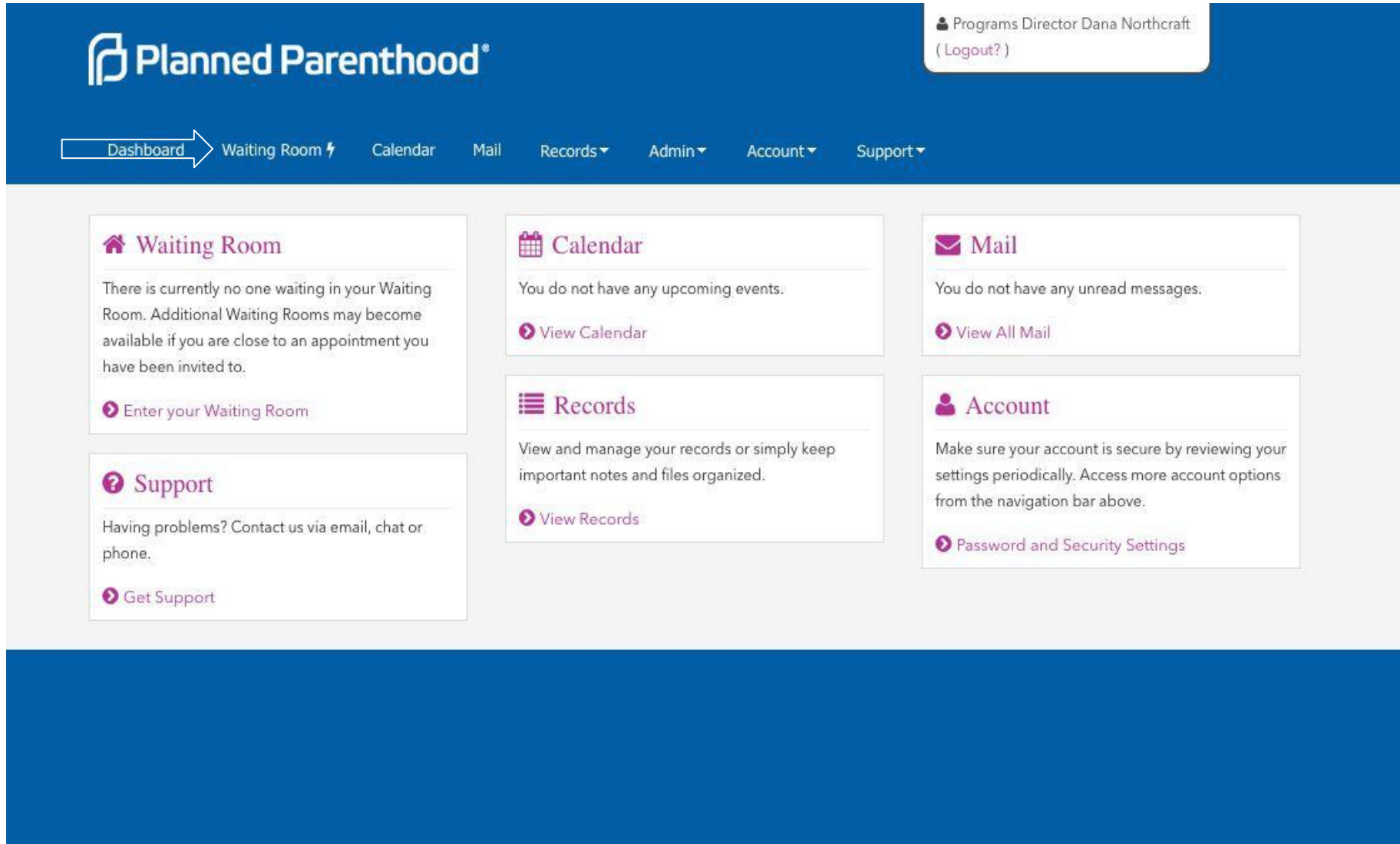
- Secure, Encrypted & HIPAA Compliant
- High Definition Video
- Cloud Based - No Need for Specialized Software or Equipment
- Group Video

## Adoption & Technical Integration Services

- Compatible with Existing Workflows
- In Person and Remote Training & Support



# Workflow - Remote Provider Location



The screenshot shows the Planned Parenthood dashboard for a Programs Director. The header is blue with the Planned Parenthood logo on the left and the user's name, Dana Northcraft, with a 'Logout?' link on the right. Below the header is a navigation bar with a 'Dashboard' button and several menu items: 'Waiting Room', 'Calendar', 'Mail', 'Records', 'Admin', 'Account', and 'Support'. The main content area is divided into six sections: 'Waiting Room', 'Calendar', 'Mail', 'Support', 'Records', and 'Account'. Each section contains a brief description and a link to view more details.

**Planned Parenthood®**

Programs Director Dana Northcraft  
( Logout? )

[Dashboard](#) [Waiting Room ⚡](#) [Calendar](#) [Mail](#) [Records ▾](#) [Admin ▾](#) [Account ▾](#) [Support ▾](#)

### 🏠 Waiting Room

There is currently no one waiting in your Waiting Room. Additional Waiting Rooms may become available if you are close to an appointment you have been invited to.

[Enter your Waiting Room](#)

### 📅 Calendar

You do not have any upcoming events.

[View Calendar](#)

### ✉ Mail

You do not have any unread messages.

[View All Mail](#)

### 🔍 Support

Having problems? Contact us via email, chat or phone.

[Get Support](#)

### 📁 Records


View and manage your records or simply keep important notes and files organized.

[View Records](#)

### 👤 Account

Make sure your account is secure by reviewing your settings periodically. Access more account options from the navigation bar above.

[Password and Security Settings](#)



# Workflow - Video Session



Programs Director Dana Northcraft  
( Logout? )

Scheduler Controls...

Waiting Room

Planned Parenthood



Being Joined ...

Contact List

Need to invite someone? [Get started](#)

Laurel

Arrived 4:24 pm

i

Microphone

Screen

Phone

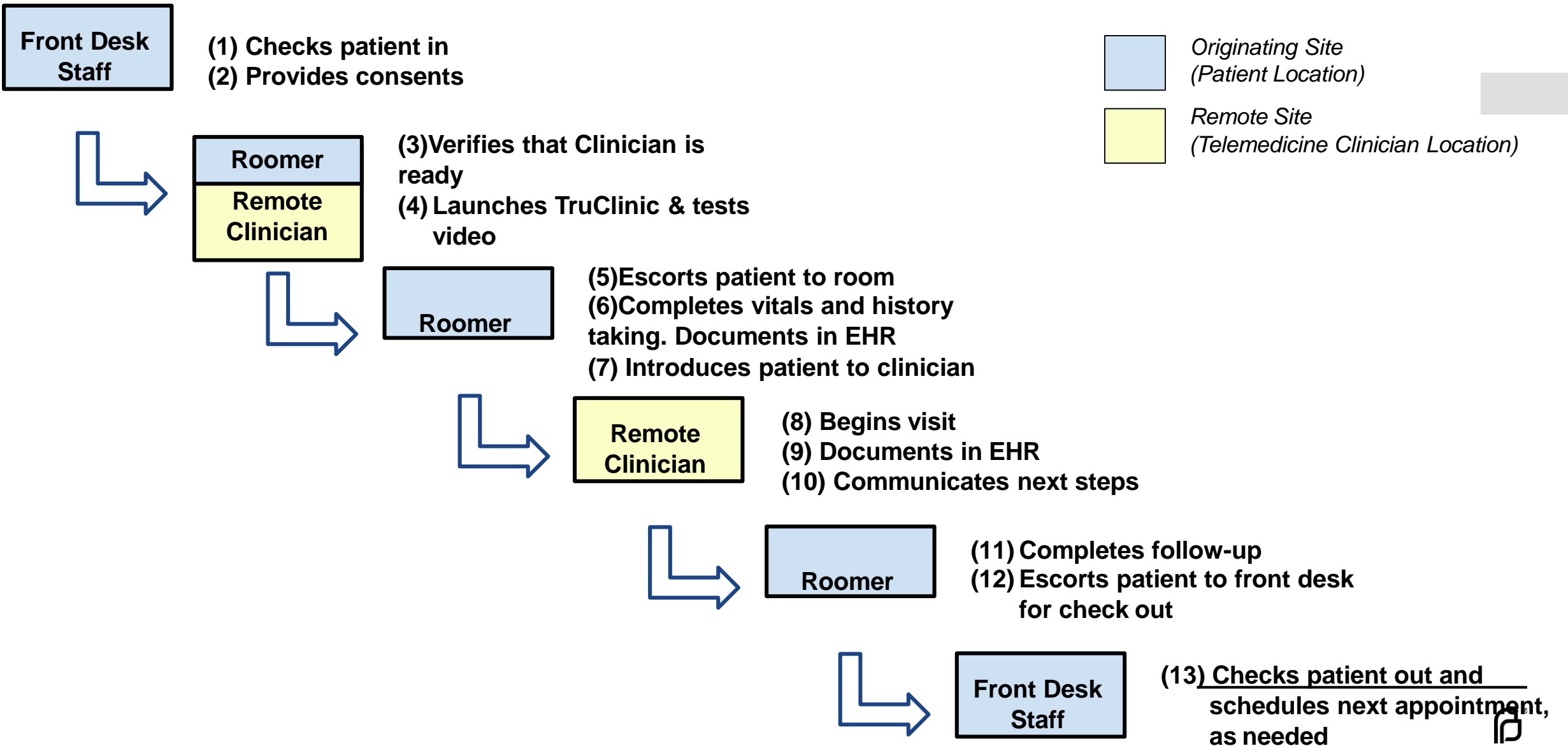
Share

You are already in a session with Laurel.  
Would you like to end the session and return Laurel to the Waiting Room?

End Session



# Health Center Workflow



# FP in Cyberspace today

- ▶ Mobile Apps: period trackers
- ▶ Education: Text/Chat
- ▶ Online Appointment Scheduling
- ▶ Telehealth: Point to Point
- ▶ Telehealth: Online Health Services

# “Your health is more than just an annual checkup.”

## The easiest thing you'll do all day

Back-to-back-to-back meetings? A midterm that won't write itself? Endless playdates and piano lessons? Maven makes it easy to get the support you need by giving you access to hundreds of health and wellness experts, instantly.



### 1. GET A CONSULTATION

Choose your practitioner and book a video appointment instantly – or send a private message.



### 2. GET COMFORTABLE

Use your computer, iPad or iPhone to have your appointment anywhere you have an internet connection.



### 3. GET BACK TO YOUR LIFE

That's it!  
Feel better — no waiting rooms required.