

Coordinated Patient Care

One Paragraph Description

Coordinated Patient Care* improves the quality of care and brings down costs by encouraging primary care physicians to work closely with their patients' other specialists when treating them. When doctors work as a team, patients receive top quality care. By using electronic records, doctors and hospitals will reduce medical errors and the duplication of tests—bringing down our costs.

NOTE: A PUBLIC CONVERSATION ON COORDINATED PATIENT CARE IS PRODUCTIVE

Most people say they are receiving good healthcare and that they have good doctors. However, they remain receptive to adopting changes to our healthcare system if they are confident the change:

- Will improve their quality of care
- Will bring down their costs
- Will improve their patient experience
- Will encourage and support their doctors to be the best they can be

Big Picture

- The public expresses solid support for increased coordination in healthcare, though most do not currently feel it is a problem. Some felt lucky that their doctors were already involved in all aspects of their care; some were frustrated that their doctors were not communicating with each other; yet others felt that it was the patient's responsibility to find those doctors who provided coordinated care and that there was tremendous power in 'word of mouth.'
- Regardless of their unique experiences, people support increased coordination believing it will indeed benefit patients—improving their quality of care while reducing their costs.
- The public has experience with and is already on-board with electronic medical records. They see it as the most logical and feasible way for doctors to improve coordination between each other. They also recognize that better coordinated care will put an additional burden on already overburdened doctors. Therefore, they don't expect ALL providers to stay abreast of their case, rather their **personal physician** (or an appointed person in their personal physician's office) be the one responsible for their coordinated care.

Talking Points

- Increased coordinated patient care* will bring about better patient experiences and quality of care and electronic medical records will help make this possible.
- Improved coordinated patient care will lead to reduced costs and fewer medical errors.
- Coordinated care supports doctors to be the best they can be.
- Coordinated care encourages patients to be active participants in their care.
- Increased coordinated care means more face-time with your doctors.
- *Coordinated Patient Care and Coordinated Patient–Focused Care were the preferred ‘names.’
(NOTE: ACOs and Medical Homes don’t resonate with the public)

Do’s

- Use terms like supports, encourages, or assists doctors in providing better coordinated care.
- Be realistic with the public—while they believe coordination can be improved, they know doctors are already busy and demanding too much from doctors will seem unrealistic.
- Coordinated **Patient** Care

NOTE – FOR THOSE WORKING IN STATES WITH SKEPTICAL AUDIENCES

Anti-government/anti-health law participants were very positive about increasing coordinated care. Everyone had a ‘lack of coordination’ story they could relate to. Emphasize better quality of care, cost benefits, and reduction in errors and duplication of treatments or tests. Emphasize the power of word of mouth – competition among doctors is a good thing and those who participate in coordinated care will have an edge. Emphasize that coordinated care also empowers patients to be active participants in their healthcare. Individuals take responsibility to choose the doctor that is best for them. The law removes barriers for physician’s to provide better coordinated patient care.

Research conducted by Anzalone Liszt Research

Questions? Contact Herndon Alliance/ 206.397.4144/ herndonalliance.org