Population Health: Defined and Explored

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Agenda

LEVEL SETTING

- Defining population health
  - Influences
  - Levels
    - Primary
    - Secondary
    - Tertiary
    - Clinical Support

- Consumer Perspective
- Health Strategy Perspective

INPUT AND DISCUSSION

DEFINING OUR INDUSTRY POV
Learning Objectives

1. Gain an understanding of the current perceptions of population health
2. Help define the role of strategy, marketing and communications in a population health world
3. Contribute to our industry’s point of view on population health
What Is Population Health?

Definition
The health outcomes of a group of individuals, including the distribution of such outcomes within the group.

Population Health Through Marketing Lens
The process of facilitating changes in behavior and in the environment that will improve the health of individuals and the population as a whole.
What Influences Population Health?

Healthy People 2020
Levels of Population Health?

- “Upstream” prevention
- Avoid a health problem altogether
- Typically aimed at a population as a whole
- May take place at a societal or policy level (e.g., banning smoking in public places)

- Immunizations
- Health education programs
- Community-wide exercise challenge
Levels of Population Health?

- Identify and treat “at-risk” populations
- Disease has been diagnosed but symptoms have not appeared yet
- Goal is early intervention
- Arrest or slow progress of disease
- Prevent recurrence or disability

- Promoting mammograms
- Stroke awareness campaign targeting African Americans (2.5 greater risk)
Levels of Population Health?

- **Primary/Upstream Prevention**
  - Sounds like an oxymoron
  - Targets individuals with serious or chronic medical conditions
  - Goal is to prevent further physical decline or disability (as well as ED visits and readmissions)

- **Secondary/Midstream Prevention**

- **Tertiary/Downstream Prevention**

- Encourage diabetic patients to walk 3x week
- Motivate CHF patients to weigh themselves every morning
Primary/Upstream Interventions

The Basics™

Fun, Simple, and Powerful!
Primary/Upstream Interventions

80% of brain growth happens in the first 3 years.
Too many children fall behind early and never catch up.

Average racial and ethnic gaps equal 3 to 4 years of learning by age 17.*
Primary/Upstream Interventions

Five fun, simple and powerful ways that every family can give every child a strong and healthy start in life

Maximize Love, Manage Stress
Talk, Sing, and Point
Count, Group, and Compare
Explore through Movement and Play
Read and Discuss Stories
Primary/Upstream Interventions

Socioecological Saturation
Consumers hear the same message at every point of contact
- Videos for families and providers
- Tip sheets & other handouts
- Workshop & activity guides
- Posters
- Research behind the Basics
- More…

thebasics.org/community-toolkit
Secondary/Midstream Interventions

Transtheoretical Model: Stages of Change

James Prochaska

Precontemplation  Preparation  Maintenance

Contemplation  Action  Termination
Secondary/Midstream Interventions

CRM Campaigns
Targeting at-risk consumers and providing access to information and screening services
Tertiary/Downstream Interventions

- Exercise Classes
- Diabetes Prevention Program (DPP)
- Diabetes Self-Management Education (DSME)
- Living Well with Diabetes (DSMP)

Began key classes to help people prevent and manage chronic diseases
Supporting Clinical Services

Shared Decision Making

The provider and patients work together to make decisions and select tests, treatments and care plans based on clinical evidence that balances risks and expected outcomes with patient preferences and values.

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<th>Options</th>
<th>Pros</th>
<th>Cons</th>
<th>Important to you</th>
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<td>Do nothing</td>
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<td>Increase exercise</td>
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<td>Modify diet</td>
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<td>Take medication</td>
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<td>Weight loss surgery</td>
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<td>Consider clinical trials</td>
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Consumer Perspective

Key Findings

- The majority of consumers have little understanding of the concept of “population health”
- Most believe the individual/family is responsible for population health, followed by hospitals/doctors second and government (regardless of political orientation) and insurance third
- The vast majority feel that hospitals should invest in improving the health of the community
Consumer Perspective

Key Findings

What hospitals should do to improve community health:

- Free health screenings – 64%
- Free class on health topics – 43%
- Health education programs in schools – 35%
- Help patients coordinate among providers – 35%
- Sponsor exercise programs/classes – 27%
- Encourage consumers to adopt healthy habits – 19%
Consumer Perspective

Key Findings
What individuals should do to maintain their health:

- Eat healthy foods
- Exercise regularly
- Get an annual physical
- Avoid smoking and unhealthy habits
- Take medicine prescribed by your doctors
- Manage stress
- Avoid drinking sugary drinks
Healthcare Marketing Perspective

Hospital Level of Involvement In Pop Health

- Fully Involved: 24%
- Somewhat Involved: 43%
- Little Involved: 14%
- Not Involved: 10%
- Don't Know/Other: 9%
What Population Health Looks Like in Health Systems

- Data-drive assessment of health outcomes
- Managed care/narrow network
- Community health activities
- Manage health for at-risk community members
- Manage health for at-risk patients
- Chronic disease management
- Other
Healthcare Marketing Perspective

Who Is Responsible for Population Health

- Clinical services/medical affairs
- Planning
- Marketing /PR department
- Community health education
- Dedicated population health staff
- Other
- No one
Healthcare Marketing Perspective

What Role Marketing Should Play in Population Health

- Promotional support
- Strategic support
- Help lead the process
- No involvement
Healthcare Marketing Perspective

Barriers to Marketing Engaging in Population Health

- Lack of time and resources to be involved – 39%
- Lack of support from administration – 20%
- Lack of knowledge how to provide support – 24%
- No barriers – 12%
- Other – 5%
Healthcare Marketing Perspective

What Hospitals Should Do To Improve Community Health

- Free health screenings – 74%
- Free class on health topics – 55%
- Health education programs in schools – 56%
- Help patients coordinate among providers – 70%
- Sponsor exercise programs/classes – 35%
- Encourage consumers to adopt healthy habits – 56%
Establishing Our Point of View

1. What are the perceptions and reality of population health in the healthcare industry today?
2. What are the needs related to population health?
3. What role should healthcare strategy professionals (planning, marketing and communications) assume in population health initiatives?
4. What are the barriers that prevent organizations from engaging in population health initiatives?
5. What do we think the future of population health activation will look like?
Three Key Take-Aways

1. Population health can take on many forms and levels of involvement in our organizations.

2. Efforts to improve health through population health/behavior change initiatives and achieving your marketing objectives are not mutually exclusive. (Think win-win.)

3. Healthcare strategy professionals have an opportunity to play a leading role in the population health discussion.
Questions?

Please be sure to complete the session evaluation on the mobile app!
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Susan literally wrote the book on population health for marketers—*Gearing Up for Population Health: Marketing for Change* (published by SHSMD). She is a principal and co-founder of NDP, a marketing and advertising firm in Richmond, Virginia, and an adjunct professor at Virginia Commonwealth University’s School of Health Professions. Previously, she was the director of marketing for Mary Immaculate Hospital in Newport News, Virginia. Susan has published more than 300 articles on healthcare marketing, and has assisted hundreds of hospitals and healthcare organizations with marketing, branding and population health initiatives. She is an avid runner and advocate for organ donations.
