



Course Title

Consumer and Patient Engagement: The What, Why and How

Course Overview

This four module course is comprised of education presentations recorded at the 2014 HIMSS Annual Conference and Exhibition as part of the Consumer and Patient Engagement Symposium.

Enhancing patient engagement through cultural and system changes, including improvements in health IT, is essential for healthcare quality, safety, efficiency, and cost containment. During this course you will hear directly from patients, families, providers, and organizations that are partnering together for change. The intent of the course is to equip you with the tools you will need to advance patient engagement in your organizations.

Course Learning Objectives:

- Describe the key elements of patient, family, and consumer engagement from a variety of stakeholder perspectives
- Identify the current landscape of patient engagement as seen through the eyes of patients and family caregivers
- Explain what successful providers and practices do to begin and sustain a program for patient engagement, including culture and behavior change
- Differentiate how to design your organization and systems to engage patients and families more effectively and practice truly in a truly patient-centered way
- Discuss some of the innovative approaches to patient engagement and how to scale those innovations

Course Details:

- Format: eLearning Course
- Duration: Four Modules (Self-Paced; Approx. 1 hr. per module)
- Credits: 4.0 CAHIMS/CPHIMS CE
- Access: 180 Days
- Pricing:
 - Regular: \$249
 - Member: \$199

Module Titles and Descriptions

Module 1: The Connected Patient – Learning How Patients Can Help in Healthcare

Presented by Dave deBronkart: The Connected Patient session will be presented by internationally known keynote speaker on healthcare and Cancer survivor “e-Patient Dave”. Dave deBronkart’s personal story will be shared with attendees and address the successful strategies providers and provider organizations can undertake to partner with patients and their families in healthcare using healthcare information and technologies as resources and tools to achieve true participatory medicine.

Module 2: Innovations and Results – What’s Working and What Will it Take?

Presented by Jan Oldenburg and Sarah Krug: This panel will present innovative approaches to patient engagement that are showing real results in transforming behaviors and practices. Panelists will highlight approaches that worked as well as those that didn't, and discuss how to scale innovations from pilots into whole-organization practices.

Module 3: Where Do I Start? Culture and Behavioral Change

Presented by Craig Swanson and Randall Carter: The speaker(s) will describe new knowledge about human behavior and judgment, using theories from psychology and behavioral decision research to explain what motivates actions and behaviors. They will describe how this knowledge can be applied to build programs, technology, and processes that activate individuals and motivate behavior change.

Module 4: How to Design Systems and Processes that Are Truly Patient-Centered

Presented by Pamela Greenhouse and Aaron Sklar: This session will identify best practices in process and technology design to maximize engagement. It will explain how those culture-changing practices can be extrapolated to the entire system, including how to put the patient's voice at the center of all aspects of the system.