Change Is The Mantra We Live By

Susan Dubuque

Call Center Conference | June 9, 2016
Changes in Healthcare Industry

- Shift from inpatient to outpatient care
Changes in Healthcare Industry

• Shift from inpatient to outpatient care
• Accountable Care Act (ACA)
Changes in Healthcare Industry

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- Volume to value
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• Population health
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• Shift from inpatient to outpatient care
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• Population health
• Consolidation of providers
Changes in Healthcare Industry

- Shift from inpatient to outpatient care
- Accountable Care Act (ACA)
- Volume to value
- Population health
- Consolidation of providers
- Melding of provider-insurer
Social Changes/Trends

• Digital orientation
Social Changes/Trends

- Digital orientation
- Moving toward “re humanization”
Effects of Change
# Holmes and Rahe Stress Scale

<table>
<thead>
<tr>
<th></th>
<th>Event</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Death of spouse</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Divorce</td>
<td>73</td>
</tr>
<tr>
<td>3</td>
<td>Marital separation</td>
<td>65</td>
</tr>
<tr>
<td>4</td>
<td>Jail term</td>
<td>63</td>
</tr>
<tr>
<td>5</td>
<td>Death of close family member</td>
<td>63</td>
</tr>
<tr>
<td>6</td>
<td>Personal injury or illness</td>
<td>53</td>
</tr>
<tr>
<td>7</td>
<td>Marriage</td>
<td>50</td>
</tr>
<tr>
<td>8</td>
<td>Fired at work</td>
<td>47</td>
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<tr>
<td>9</td>
<td>Marital reconciliation</td>
<td>45</td>
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<tr>
<td>10</td>
<td>Retirement</td>
<td>45</td>
</tr>
<tr>
<td>11</td>
<td>Change in health of family member</td>
<td>44</td>
</tr>
<tr>
<td>12</td>
<td>Pregnancy</td>
<td>40</td>
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<tr>
<td>13</td>
<td>Sex difficulties</td>
<td>39</td>
</tr>
<tr>
<td>14</td>
<td>Gain of new family member</td>
<td>39</td>
</tr>
<tr>
<td>15</td>
<td>Marital readjustment</td>
<td>39</td>
</tr>
</tbody>
</table>
Population Health Management

- Health Outcomes
- Shared Information
- Policies
- Partnerships
- Responsibility
- Wellness
- Disease Management
- Care Coordination
- Medical Home

Public Health
Facilitating Change

Social Marketing for Behavioral Change
Facilitating Change

Social Marketing is not...
Social Marketing is ...

Applying commercial marketing principles with the goal of changing a behavior that will improve the health or well-being of the target audience or society as a whole.

Different = Who Benefits
Social Marketing also draws from...

- Anthropology
- Behavioral Economics
- Public Health
- Social Psychology
Facilitating Change

Social Marketing can use for:

- HIV/AIDS
- Breast Cancer
- Family Planning
- High Blood Pressure
- Cholesterol
- Radon
- Nutrition
- Panic Disorders
- Asthma
- Breastfeeding
- Voting
- Littering
- Drug Abuse
- Smoking
- Volunteerism
- Child Abuse
- Energy Conservation
- Osteoporosis
- Physical Exercise
- Animal Protection
- Recycling
- Bike Helmets
- Depression
- Sleeping on Back
Facilitating Change

When to use Social Marketing...
Facilitating Change

When to use Social Marketing...

Awareness

Law/Policy
Facilitating Change

When to use Social Marketing...

- Awareness
- Persuasion
- Law/Policy
Focus of Social Marketing...

- Awareness
- Attitudes/Beliefs
- Behavior
Case Study

**GOAL:** Reduce infant mortality in Richmond, VA

- US - 6.69/1,000
- Virginia - 7.7
- City of Richmond - 12.4
- African American - 18.9
- Caucasian - 3.7
Case Study

MODIFIABLE BEHAVIOR:
Smoking
Case Study

**TARGET AUDIENCE:** Low-income pregnant women from 3 zip codes who smoke
Case Study

**BEHAVIORAL OBJECTIVE:**
Call an evidence-based smoking-cessation Quit Line

1.800.QUIT NOW
Case Study

STRATEGIES: Radio spots, billboard, posters, bus boards, print ads, brochures, promotional items, utility bill stuffers, outreach workers
Case Study

OUTCOMES: Significant increase in calls to Quit Now line among target audience.

Pre-campaign  Post-campaign

17 million impressions
Facilitating Change

Transtheoretical Model: Stages of Change

James Prochaska
Facilitating Change

At-risk population – match stage of change with program for behavior change.
Facilitating Change

Stages of change

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance
- Termination
Precontemplation

- No intent to change within 6 months
- Lack information
- Demoralized
- Avoidance
- 40% of market
Stage 1

Precontemplation – Message

- Not in-your-face
- Non-threatening
- Build awareness
- Acceptance
- Break down barriers
Precontemplation – Media

- In-your-face
- Intrusive – you must go to your customers
  - Awareness campaigns
  - Posters and brochures
  - Direct mail
  - Outbound phone calls
  - E-blast
Contemplation

- Intent to change in next 6 months
- Pros and cons
- Ambivalent
- Not ready for action-oriented program
- 40% of market
Contemplation - Message

- Relevance
- Benefits of your service/program
- Encourage involvement
- Offer non-threatening steps
  - Visit the website
  - Watch a video
  - Take a health-risk assessment
Contemplation – Media

- Intrusive and passive
- Break through the clutter
- Informational campaigns
  - Targeted ads
  - Digital strategies
  - Social media engagement
Preparation

- Intent to take action within next month
- Has a plan of action
- Usually has taken some step
- 20% of market
Preparation – Message

- Relevance to this customer
- Benefits of your service/program
- Encourage trial usage
- Recruit for action-oriented program
Preparation – Media

- Intrusive and passive
  - Direct response
  - Website
- Provide easy access
- Online registration/appointments
- Call center
Stage 4

Action

- Has modified behavior during past 6 months
- Must attain behavior change sufficient to reduce health risk
Action – Message & Media

• Enhance the experience
  – Customer service
  – Patient satisfaction
  – Quality outcomes
Maintenance

- Working to prevent relapse
- Less temptation
- May last from 6 months to 5 years
- Relapse means regression to an earlier stage
Maintenance – Message

- Encouragement
- Caring
- Support
Maintenance – Media

- Follow-up calls
- Post-discharge contacts
Stage 6

Termination

- Zero temptation
- 100% self-efficacy
- As if the individual never acquired the behavior in the first place
Termination – Message

- Maintaining relationships
- Cross-selling services
Stage 6

Termination – Media

- CRM
- E-mail
- Outbound calls
- Engagement
- Newsletters
- Cultivate word-of-mouth
- Recommendations/referrals