Integration of Patient Engagement Intervention into Psoriasis Medical Education Programming to Increase Awareness and Improve Patient Outcomes

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ABSTRACT

Introduction
Psoriasis affects 2-3% of the general population, and has been linked to other serious health conditions such as cardiovascular disease, psoriatic arthritis, and depression. Although there are multiple agents approved for the treatment of psoriasis, many patients are undiagnosed or not satisfied with their current treatments, and therefore do not feel engaged in their care. A continuing medical education (CME) activity was developed to educate healthcare providers on the latest treatments, recommended guidelines, and the importance of patient engagement to optimize outcomes. To supplement this CME activity, we partnered directly with patients to begin the process of improving care and auditing outcomes.

METHODS
There were two main components to the educational model: Pack Health, a consumer website offering information on psoriasis and how to manage it, and a dedicated Health Advisor to reach patients who established weekly and on-demand contact with the patient via phone, text, email, and social media. Pack Health:gathered reported outcome measurements in patient education, health behaviors, and quality of life. The.follow-up visits were performed through a text message every 2 weeks. The Health Advisor was designed to improve patient education and engagement, and to facilitate patient engagement through a patient health educational toolkit and personalized digital health coaching sessions. This poster presents findings demonstrating improvements in patient outcomes based on this clinician and patient educational approach.

RESULTS
There were two main components to the educational model: Pack Health, a consumer website offering information on psoriasis and how to manage it, and a dedicated Health Advisor to reach patients who established weekly and on-demand contact with the patient via phone, text, email, and social media. Pack Health:gathered reported outcome measurements in patient education, health behaviors, and quality of life. The.follow-up visits were performed through a text message every 2 weeks. The Health Advisor was designed to improve patient education and engagement, and to facilitate patient engagement through a patient health educational toolkit and personalized digital health coaching sessions. This poster presents findings demonstrating improvements in patient outcomes based on this clinician and patient educational approach.

CONCLUSIONS
• Engaging patients with psoriasis in their health results in both clinical and behavioral improvements.
• Patient engagement measures provide HOE an efficient approach to better inform, engage and partner with patients who need help managing their health.

REFERENCES

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