

EVALUATING PATIENT-REPORTED OUTCOME PLATFORMS

A Comprehensive Guide To Selecting The Right Vendor Partner

Understand and navigate the differences between platforms to select the right technology partner for your clinical and operational objectives.



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INTRODUCTION

As detailed in the eBook, [“Build vs. Buy: Launching an Integrated Patient-Reported Outcomes Program,”](#) there are many reasons healthcare leaders choose to leverage a patient-reported outcomes (PRO) platform rather than build an outcomes program internally. Chief among the reasons are cost, speed to deployment, technical requirements and resources, and scalability.

Yet, while the value of partnering with a PRO vendor is clear, evaluating PRO platforms to determine which is best suited to meet your clinical and financial objectives can be a challenge. This eBook is designed to simplify that process.

Within these pages you will find the resources you need to navigate the functionality differences between PRO platforms, and understand which components are essential to the efficacy of your outcomes program. Additionally, beyond platform functionality, you will be guided to best assess the PRO vendor itself.

As the old saying goes: **not all are created equal.**



KEY CONSIDERATIONS:

PLATFORM FUNCTIONALITY

PLATFORM FUNCTIONALITY

1. EHR-INTEGRATED WORKFLOWS FOR PROMs COLLECTION

For a PRO program to be successful, healthcare organizations need to ensure the right PROM is assigned to the right patient at the right time. This requires sophisticated, EHR-integrated workflows capable of:

1. Identifying the patient population of interest
2. Considering and adapting to nuances

Identifying the patient population of interest

PROMs are inherently patient-centric. A PRO platform must be robust enough to ensure you are able to target the proper PROM survey to the right patient. To do so, search parameters must include:

- Clinic Scheduling Module (e.g., location of visit; visit status, reason, description, date, type)
- Operating Room Scheduling Module (e.g., surgeon; planned procedure code, description; date and location of surgery)
- Patient Demographics (e.g., age, sex, language preference)
- Patient Chart (e.g., diagnoses; CPT codes)
- Patient-Reported Outcome Scores (e.g., quality of life; functional status; symptoms and symptoms burden; health behaviors)
- Patient Experience of Care (e.g., patient satisfaction)
- Custom Properties

Considering and adapting to nuances

A PRO platform needs to be able identify the nuances behind effectively assigning questionnaires and handling edge cases. Doing so requires the ability to consider and adapt to the following:

- Cancelled visits (Do we cancel the PROM?)
- Re-scheduled visits (What if the patient completed the PROM before rescheduling?)
- Patient seeing multiple providers (Should the same survey be assigned twice?)

The platform should also include conditional logic based on where the patient is in their overall sequence.

2. ACTIONABLE INTELLIGENCE

The right PRO platform does more than just collect outcomes – it has the ability to support real-time reports, dashboards, and analytics specific to various patient populations. It is essential for stakeholders to be able to monitor performance across the entire cycle of care and be equipped with data-driven insights that highlight how treatments translate into patient outcomes.

Monitoring Program Health

Ensuring that you can effectively monitor the outcomes program, identify areas of improvement, and use data to inform future investments and infrastructure is critical. A successful outcomes program must be equipped with operational dashboards that clinical staff, program managers, IT stakeholders, and administrators can use with ease. At a minimum, a PRO and analytics platform should support compliance reports and dashboards by:

- Department
- Clinic
- Service Line
- Provider
- Visit Types (e.g., new vs return)
- Time Interval
- Targeted Patient Population

Comprehensive Benchmarking Capabilities

A PRO platform should generate insights that are easy to understand and actionable for providers. In doing so, it should provide benchmark PROM scores by:



Provider



Diagnosis Codes



Procedure Codes



Risk Factors



Similar Patient Groups



Comorbidities

Integration into the Point of Care

It is important to remember that the goal of developing an outcomes program is not simply to collect data, but more importantly, to improve patient care. Therefore, a PRO platform should support incorporating PROMs into the point of care in a seamless workflow for providers. For example, the right PRO platform should be able to provide outcomes analytics directly within the EHR.

3. SEAMLESS PATIENT EXPERIENCE

Optimized Accessibility to Ensure Compliance

Rigid workflows may impede a top-tier patient experience, therefore the ability to adapt to nuances is imperative. However, the platform should also be optimized for accessibility. This means considering:

- Are PROMS optimized for all web browsers and email clients?
- Are they accessible on any internet connected device?
- Are they easy to read and understand?
- Are they concise, requiring minimal amounts of patients' time?
- Do they require patients to remember a username or password?

The right platform ensures high PROMs compliance by making it simple for patients to engage - No usernames. No passwords. No apps to download.

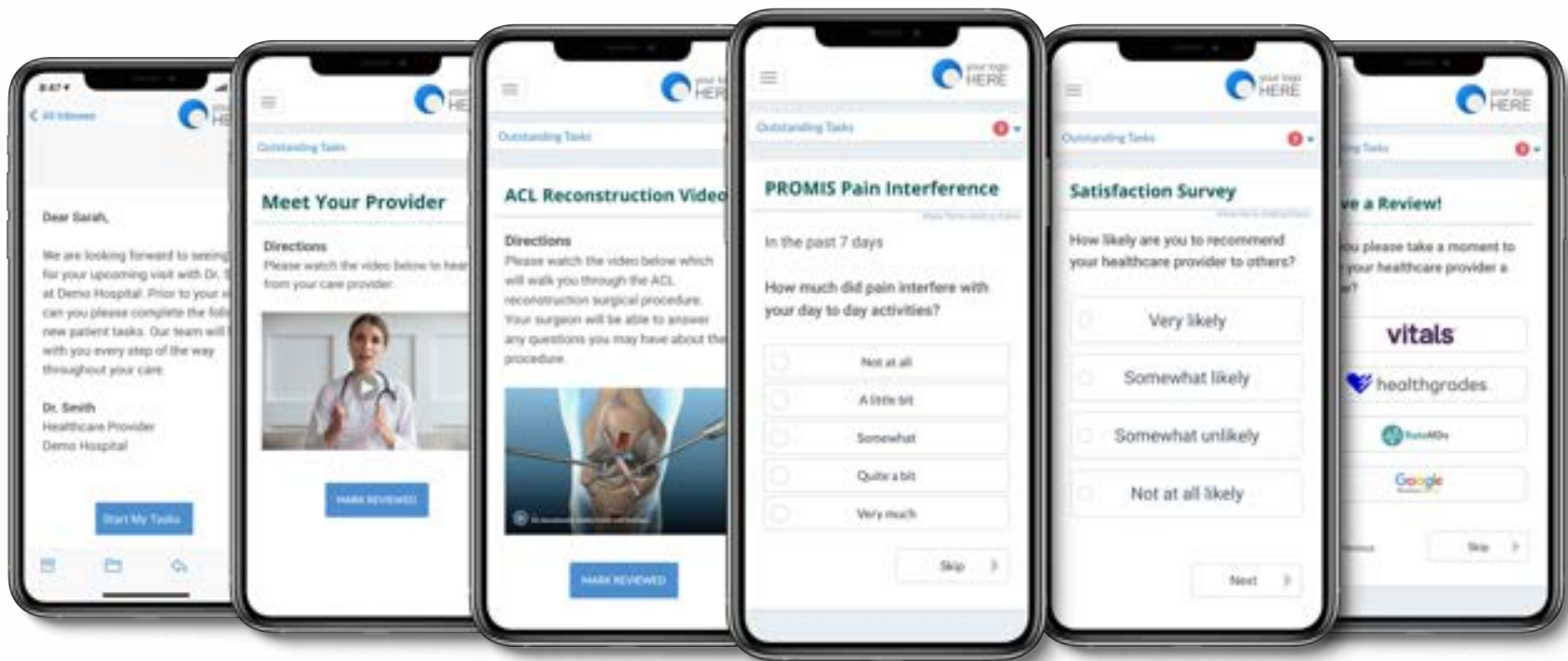
Patient Education & Engagement

The right PRO platform should do more than engage patients to collect the necessary information - it should provide patients resources they need to understand their care and encourage participation in their health and wellbeing. The platform should offer a comprehensive list of patient educational materials and support the delivery of custom content. From welcome videos, to discharge instructions, reminders, and more, your PRO platform should be the backbone of patient interaction to meet your needs *and* theirs.

A PRO program is only as successful as its ability to engage patients in the process. Therefore, **the platform should include the functionality necessary to drive engagement such as reminders, instructions, education, and more.**

White-Labeled Communication

Your communication and interactions with patients are an extension of your brand and, especially when it comes to PRO collection, the efficacy of your engagement with patients dramatically increases when **you are** who they are communicating with. The right PRO platform understands this, and ensures all outreach to patients is done in your name, with your logo and branding.



4. QUALITY REPORTING

From risk-based contracts to meeting governmental regulations, healthcare organizations are increasingly requiring the capability to report on their quality and outcomes performance. Your PRO platform vendor should have both the functionality and expertise to identify and collect the data you need to help facilitate and streamline your reporting efforts.

5. COLLABORATION

Your PRO platform should do more than collect outcomes data - it should serve as a collaborative network for healthcare organizations to share best practices, participate in registries, conduct research, and push the boundaries of medicine.

Registry Reporting

Streamlining Submissions

Despite healthcare leaders agreeing on the importance of collecting and submitting data to clinical registries, there are often infrastructure-related roadblocks to participation. From identifying and creating effective workflows for data collection to the time-consuming process of translating data into registry specifications, administrative and technological barriers inhibit participation and make it more difficult for health providers and researchers to push medicine forward. Your PRO platform should be able to automate data collection, data translation, and submit the data on your behalf. Additionally, it should provide you with what you need should you prefer to submit independently. No matter the workflow, your platform should ease the administrative burdens of registry submission.

Powering Registries

A PRO platform can be an invaluable tool for clinicians and clinical organizations looking to host registries and identify trends to advance medicine. Such a platform should include the functionality to collect outcomes data in a standardized, structured way and to analyze that data on a large scale. The platform should assist registry participants in identifying trends in areas such as disease progression, treatment efficacy, and patient outcomes. With the right PRO platform, registry participants are empowered to stay at the forefront of medical innovation.

Conducting Research

Conducting research is complex - selecting the right PRO platform to help facilitate that research shouldn't be. From study design to patient enrollment, consent to data analysis, the right PRO platform has the functionality to lower the cost and eliminate barriers to launching research studies.

Additionally, because you are the expert at what you do, you should have the ability to drive the platform to meet your research needs. Your PRO platform should allow you the ability to customize data collection outreach - enabling you to build and launch outcome collection without having to engage the vendor's customer support team.



Being able to utilize this platform in our **research efforts along with our day-to-day clinical operations has helped us improve outcomes for patients.** As an academic medical center, we are driven to save and improve lives both today and tomorrow. PatientIQ is helping us do just that."

Greg Robertson
Technology Solutions Leader
University of Missouri Health Care

6. PATIENT SATISFACTION

Patient outcomes data provides tremendous insight into the quality of your clinical care delivery - particularly when that data includes satisfaction data. The right PRO platform understands that satisfaction survey functionality is essential in order to provide healthcare organizations with a comprehensive view of their quality.

Not only should the PRO platform offer satisfaction survey capabilities, but those surveys should be customizable so that questions can be tailored for your patient population and your organizational objectives.

7. ONLINE REPUTATION MANAGEMENT

Inherent in patient outcomes data is capturing the voice of the consumer, and that voice is only getting louder. Patients have choices of where to seek their care, and a consistently important factor within the decision making process are the personal opinions of other patients.

In addition to capturing satisfaction data, the right PRO platform helps you aggregate and manage patient reviews - enabling you to gain greater control of your online reputation. This functionality should include the ability to auto-route patients to online review sites to provide reviews, to integrate review requests into satisfaction survey outreach, and to manage reviews provided across the industry's most notable review sites.



8. MANAGING HISTORICAL DATA

Replacing a legacy system can be stressful. Often providers ask, “how do I make sure I won’t lose my data?” and “how can I easily and quickly pick up right where I left off?” The right PRO platform should ease your mind by making managing your historical data very simple.

The PRO platform should have a baseline ability to import your historical data seamlessly and in its entirety. In addition to maintaining access to everything you’ve previously collected, you will know you have selected the right PRO platform as a replacement when you are able to continue collection without skipping a beat and experience expanded functionality and value compared to your legacy system.

1 SEAMLESS DATA IMPORT

3 ADVANCED ANALYTICS

2 INTELLIGENT DATA COLLECTION

4 ENABLES ACTION



KEY CONSIDERATIONS:

VENDOR EXPERTISE

1. HISTORY OF DEPLOYING SUCCESSFUL INTEGRATED PRO PROGRAMS

When evaluating a healthcare technology vendor for any purpose, little is as impactful as the endorsement of other healthcare institutions. A vital component of assessing a PRO platform is looking at the network of organizations leveraging the platform and understanding the results they have achieved with the product.

The vendor partner should be able to provide a history of its success deploying integrated PRO programs, and provide customer references and data to showcase their ability to meet your clinical and operational objectives with their technology.



2. FULL SERVICE CUSTOMER SUPPORT MODEL

By deploying a third-party solution, healthcare organizations gain a strategic partner with unique knowledge of how to ensure a PRO program is successful. Additionally, the vendor should take on the heavy lifting to enable clinical teams to focus on what matters most – improving patient outcomes.

Implementation

The right PRO platform vendor combines its expertise with its product offering to ensure a swift implementation - so you can start getting value from your purchase as soon as possible. Implementations should be complete in a matter of weeks, including EHR-integration.

Training

The implementation process should also include comprehensive user training. After all, what is the value of purchasing a platform if utilization is minimal? Your users need to understand the inner workings of the platform and how it can be easily leveraged to start seeing value as soon as possible.

Performance Monitoring

The right PRO platform is more than just a plug-in solution. It should be accompanied by a customer support team that conducts ongoing performance monitoring, including reporting of your progress toward your identified clinical and operational objectives. The team should also provide suggestions to tailor utilization to best meet your needs.

While it's imperative for organizational teams to define program objectives, the third-party vendor should be capable of accomplishing all of the following on your behalf:

1. Select PROMs.
2. Select assignment logic & cadence
3. Build your workflow engine
4. Build operational dashboards for compliance monitoring
5. Integrate PROMs into the Point of Care
6. Solve for research, registries, and industry-sponsored studies
7. Solve for migration of legacy data
8. Train all users on new workflows
9. Manage post-go-live support
10. Ensure the ability to add new PROMs quickly
11. Collect the first PROM



IN REVIEW

EVALUATION CHECKLIST

PRO PLATFORM EVALUATION CHECKLIST

FUNCTIONALITY

EHR-Integrated Workflows for PROMs Collection	☐
Identifying the patient population of interest	☐
Considering and adapting to nuances	☐
Actionable Intelligence	☐
Monitoring program health	☐
Comprehensive benchmarking capabilities	☐
Seamless Patient Experience	☐
Optimized accessibility to ensure compliance	☐
Patient education and engagement	☐
White-labeled communication	☐
Quality Reporting	☐
Collaboration	☐
Registry reporting	☐
Research	☐

PRO PLATFORM EVALUATION CHECKLIST

FUNCTIONALITY (cont.)

Patient Satisfaction	☐
Customizable satisfaction surveys	☐
Online Reputation Management	☐
Auto-route patients to online review sites	☐
Manage your listings	☐
Integrate review requests in satisfaction survey workflows	☐
Managing Historical Data	☐

VENDOR EXPERTISE

History of Deploying Successful Integrated PRO Programs	☐
Full Service Customer Support Model	☐
Implementation	☐
Training	☐
Performance monitoring	☐

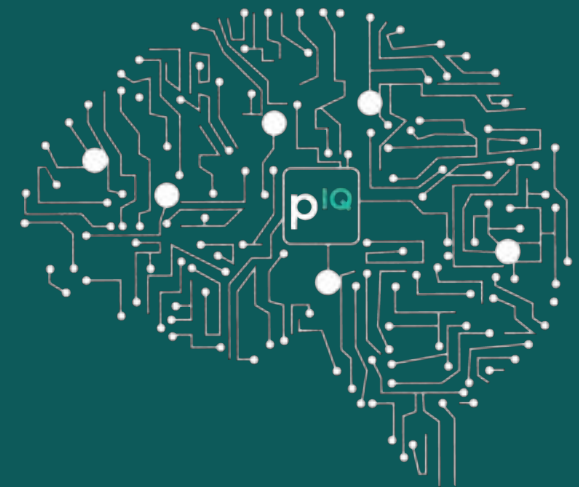
CONCLUSION

Comparing potential vendor partner offerings can be a complex process. To simplify evaluation, health leaders should first dive into the differing functionality of each platform, and prioritize the functionality included within this evaluation assessment. In doing so, they can ensure they will have the baseline capabilities they need.

Additionally, health leaders should evaluate the vendor partner, including its expertise and proven track record in deploying successful PRO programs for other healthcare organizations.

About PatientIQ

PatientIQ is the healthcare technology partner for practicing data-driven medicine. Its proprietary, cloud-based platform has demonstrated years of experience and an unparalleled ability to help healthcare organizations leverage patient outcomes data to improve clinical and operational performance. The cloud-based, EHR-integrated platform enables healthcare organizations to systemically collect and analyze patient-reported outcomes data while improving the patient experience. The platform facilitates collaboration, from research to registries, and pushes medicine forward.



For more, visit www.patientiq.io or request a demo at www.patientiq.io/request-a-demo.



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