

# PATIENT VOICE

VOLUME 1  
ISSUE 1



## SPECIAL POINTS OF INTEREST:

How to engage your patients... not as hard as you think with Vision Tree

Comprehensive Survivorship Solution... patient portal offers everything you need for long term survivorship needs

New Campaign called "Voice for Hope" gives patients a new way to share their voice and be an inspiration to others, while helping to contribute to charity

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## ENGAGED PATIENTS. NO MAGIC REQUIRED.

If only there was a magic wand that could tell us how to more fully engage patients in their care. While I haven't found one yet, the closest thing to a magic wand are patients themselves.



Here at VisionTree we pride ourselves on being a very patient centric company. VisionTree is the leading modular, cloud-based, patient-centered outcomes

platform for specialty research, patient care and engagement.

In fact, our very mission is to empower patients to improve communication with their provider, maintain their health records and make better decisions about their health. And I should know.

Not only am I the Patient Engagement Manager, I'm also a patient. I've survived a very rare cancer 5 times in the last 5 years, giving me

a bit of insight into what patients want and need; respect, information and the

knowledge that their voice matters and is being heard. And when I AM heard, it makes me want to be a better patient, which can lead to improved outcomes.



In order to help improve patient engagement and further the patient's voice, we are introducing several new components to our patient centered solutions: A Comprehensive Survivorship Solution and a new campaign called Voice For Hope.

## Survivorship Solution

Our comprehensive Survivorship Solution focuses on connecting patients via their patient portal using patient reported outcomes with actionable alerts, 2 way messaging, educational materials, calendar reminders for appointments and a long term survivorship care plan Keeping patients engaged throughout the process of diagnosis, treatment and recovery is essential to their long term recovery The patient portal is an excellent way to boost patient empowerment, but providers need to be endorsing portal use and articulating to the patient how they should be

using it. The information held within the portal can help patients ask proper questions, learn about their condition and advocate for themselves with both current and future providers. That leads to improved communication and trust. Doctors, nurses and staff all need to LISTEN to the patients needs and respond accordingly. A really good doctor makes the patient feel like they are the only patient. All of these things combined give the patient power and a voice; a voice that deserves to be heard and can be heard.

“  
The fact that  
VisionTree  
will be  
donating  
money to  
charity, just  
to hear my  
voice, makes  
me feel  
valued and  
respected.”



## PATIENT VOICE

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## Elements of Survivorship Solution

**Patient Reported Outcomes -** Patients want to understand what their responses are used for. Doctors and research nurses have a responsibility to explain how the information will not only help with their care, but also will be used to help diagnose and treat others in the future. If patients know their voice matters and could help others, they are more likely to comply.

**Actionable Alerts -** Within the PROs, we provide actionable alerts on key disease specific markers. If a patient responds

with a high negative score, the designated care team member will receive an alert so they can respond. If you ever wanted to see an unhappy patient, look for the one who marks their pain at a 10/10 and gets no response. A patient that receives a follow up call, will see that their healthcare team is diligent and cares.

**Secure 2-Way messaging** Patients have the ability to ask questions in a private, secure way without judgment or fear This can engage patients that otherwise wouldn't ask the questions at their appointment because of time

constraints or simply forgetting to ask. A timely response is essential to keep patients happy.

**Educational materials -** Educational materials from trusted sources are automatically placed in the portal, with direct links to important information from types of tests, disease statistics, follow up care, treatment side effects advocacy groups, local support and more. Giving patients the information they need at the tip of their fingertips, without having to search online makes them more knowledgeable and less stressed.

## Don't Forget About A Long Term Care Plan

**Long Term Survivorship Care Plan -** This helps the care team give patients the tools they need to be successful after treatment with other doctors/care teams. Within our portal, we provide a

leaders. The care plan has everything from treatment notes (types of treatments, doses, dates), care team contact information, treatment side effects (with embedded links related to those side effects). follow up care plan/schedule, healthy lifestyle choices, and additional resources, all with hyperlinks to information related to each note. Having a treatment takeaway that can be shared with others is essential to continuity of care.

**Calendar Reminders - Automatic** time point reminders are populated in their portal calendar specific to their treatment and disease. They get reminders for appointments and PRO form completion Within those reminders are pre-populated notes of thanks and encouragement to make them feel valued and not forgotten. Don't leave your patients to fend for themselves after they leave your immediate care.

disease specific long term care plan that has been carefully created with information from trusted sources and thought

## Voice For Hope Campaign

The patient voice is powerful and can not only help with their care and relationships with their care team, but can help spread joy to other patients Voice For Hope is a new campaign that allows patients and caregivers to share in a few sentences what gives them hope and strength on their treatment pathway to recovery. For each sentiment of hope received via the Voice For

Hope tab in their patient portal, money will be donated on their behalf to the charity designated by their hospital or cancer center. Pictures and sentiments are populated in the Voice For Hope folder so patients see others who have fought the fight and persevered. Patients are happy to share their messages of hope with others. As a patient myself, it makes me happy to

think that others might find something in what I have to say that resonates and helps them along in their journey The fact that Vision Tree will be donating money to charity, just to hear my voice makes me feel valued and respected. Voice For Hope is the first campaign of its type for Vision Tree and One For The Cure.