South by Southwest Webinar, August 28

Integrating Falls Prevention into Healthcare Systems
Meeting Orientation

- If you are having any technical problems joining the webinar please contact the Adobe Connect at **1-800-416-7640**.

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Integrating Falls Prevention into Healthcare Systems

Ellen C. Schneider
Research Scientist
UNC Center for Health Promotion and Disease Prevention
UNC School of Medicine, Carolina Geriatric Education Center
Objectives

• Discuss Falls Prevention Awareness Day growth and select activities
• Provide a brief overview of the CDC State Fall Prevention Program grant
Promoting Awareness/Education

6th Annual US Senate Resolution:
Fall Prevention Awareness Day
September 22, 2013

Preventing Falls—One Step at a Time

www.ncoa.org/FPAD
Falls Prevention Awareness Day

In 2007, 4 States observed FP Awareness Day
In 2008, 11 States
In 2009, 22 States
In 2010: 34 States
In 2011: 43 States and D.C.
In 2012: 46 states and D.C.
In 2013: 47 states and D.C.!!!
Creative FPAD Activities Across the Country

- **IA:** Tai Chi on the Capitol steps
- **MA:** Major FP event at State House
- **NC:** FP Screening and Education Fair
- **NM:** Legislative “Memorial,” FP activities at State Fair
- **Many states:** FP giveaways
CDC’s 5-Year SFPP

POLLICY/SYSTEMS CHANGE STRATEGIES

Tai Chi Moving for Better Balance

Stepping On Fall Prevention Program

Otago Exercise Program

Improved Individual and Population Health Outcomes

Changes in Clinical Care

TECHNICAL ASSISTANCE and EVALUATION

STEADI
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Preventing Falls—One Step at a Time!
Oregon Partnerships for Falls Prevention

Lisa Shields, Senior Falls Prevention Program Coordinator
Lisa Millet, MSH, Injury and Violence Prevention Program Manager
David Dowler, MS, PhD, Research Scientist, Program Design and Evaluation Services

August 28, 2013
Topics covered

- Program overview
- Sustainability plan
- Health systems
- Health plans
- Health system transformation
How big is the problem?

• In Oregon, the fatal fall rate for adults 85+ increased 31% between 2006-2010
• The rate of fatal falls for those 85+ is 26x greater than those age 65-74
• The senior fall rate in Oregon is 1.5x higher than the national rate
• Nearly 60% of seniors in Oregon who are hospitalized for falls are discharged into long-term care

• Injury in Oregon Annual Data Report 2011
• Falls Among Older Adults in Oregon 2012
• Oregon Injury Prevention Plan 2011-2015
The cost of falls

- In 2006, fall hospitalization cost for Oregon seniors was $121.6 million.
- Unintentional falls were the third most costly hospitalized condition after cancer and heart disease.
- Between 2002 and 2006, the median per patient hospitalization costs for fall-related injury was $16,480. The charges ranged from a minimum of $597 to a maximum of $434,033.
- Between 2002 and 2006, the average annual cost for fall injury hospitalization among seniors was $101 million per year; this is equivalent to 79% of the total costs for all injury hospitalizations.

*Injury in Oregon Annual Data Report 2011*
Community Wide Efforts Can Reduce Falls Substantially

A multifaceted community based falls reduction program involving medical groups and the community reduced fall related injuries by **10% in a target community**

This is the model for the State Fall Prevention Program

State Fall Prevention Program

Policy Change Strategies

Changes in clinical care

Tai Chi: Moving for Better Balance

Stepping On Fall Prevention Program

Otago Exercise Program

5-year program
3 state health departments

Technical Assistance and Evaluation
Evaluation

- Participant data:
  - Entry form
  - Timed up and go
  - Exit form and satisfaction survey
  - Attendance log

- Site data:
  - Program information
  - Description of agency

- Clinician data:
  - STEADI clinician baseline survey
  - STEADI clinician follow-up survey
  - Key informant interviews, focus groups
  - Medical records review

- Population data:
  - All Payer All Claims Reporting Program
  - Behavioral Risk Factor Surveillance System
  - Trauma registry
  - Oregon Fire & EMS Bridge
  - Hospital discharge data
  - Death certificate data

- Other data:
  - Program costs
  - Assessment of involvement with health system transformation
  - Assessment of community action and policy implementation
Oregon falls prevention plan 2011-2016

- Health system collaboration
- Health plan coverage
- Clinician education and referrals (STEADI)
- Community health workers and volunteers
- Aging services and professional organizations
- Public awareness
- Health system transformation
Health system collaboration

Find the right champions

Geriatrics, Primary Care, QI, Physical therapy / Rehabilitation, Inpatient falls prevention, Trauma

Work together to tailor programs that align with their business model
Incentives and motivators

Annual visits
- Welcome to Medicare and
- Annual Wellness Visit require fall risk assessment

PQRS
- Incentives through the Physician Quality Reporting System are tied to falls prevention measures

https://www.cms.gov/PQRS//15_MeasuresCodes.asp
Our health system partners

Oregon Health & Science University
Includes Oregon Geriatric Education Center, Rural Practice-Based Research Network, Area Health Education Center, Prevention Research Center, and ThinkFirst Oregon

Providence Health & Services
5 states, includes 32 hospitals, 350 clinics, senior services, supported housing, health plan

Portland VA Medical Center
8 community clinics in OR and large campuses in Portland and Vancouver WA

Legacy Health System
6 hospitals and 50 primary care clinics in OR and Vancouver WA

Kaiser Permanente
Medicare 5 star advantage plan, hospital, 27 outpatient clinics, 16 dental offices
Clinical intervention: STEADI

Primary Care
- OHSU Internal Medicine clinic
- Oregon Geriatric Education Center
- Oregon Rural Practice-based Research Network

Physical Therapy
- Therapeutic Associates Physical Therapy Gresham and Sherwood Clinics

OHA provides
- Print material
- Minor supplies: vision chart, wall clock
- Assistance with staff training and implementation planning
- Verification for ABIM

Incentives and motivators: American Board of Internal Medicine MOC IV credit, Physician Quality Reporting System (PQRS), Annual Wellness Visit, Welcome to Medicare visit
# Community program matrix

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>TAI CHI MOVING FOR BETTER BALANCE</th>
<th>MATTER OF BALANCE</th>
<th>STEPPING ON</th>
<th>OTAGO- Patients must receive provider referral.</th>
</tr>
</thead>
<tbody>
<tr>
<td>TARGET POPULATION</td>
<td>≥ 60 years Community dwelling Relatively healthy</td>
<td>≥ 60 years Community dwelling Relatively healthy</td>
<td>≥60 years Community dwelling Previous fall or concerned with falling Cognitively intact Assistive devices if part time</td>
<td>&gt;80 or high risk ≥ 65 years Home bound seniors</td>
</tr>
<tr>
<td>KEY ASPECTS</td>
<td>Simplified Tai Chi forms- targets sensorimotor system. Can be adapted for chair use.</td>
<td>Increase activity levels and reduce fear of falling</td>
<td>Education, reduce fear of falling, encourage behavior change and improve balance, home exercise</td>
<td>Individually tailored strength and balance exercises with walking program, home-based</td>
</tr>
<tr>
<td>INSTRUCTOR</td>
<td>ORI certified instructors</td>
<td>Trained lay instructors</td>
<td>Health professionals</td>
<td>Physical Therapists</td>
</tr>
<tr>
<td>PROGRAM FORMAT</td>
<td>2x/week for 12 weeks 1 hour group sessions</td>
<td>1x/week for 8 weeks 2 hour group sessions</td>
<td>1x/week for 7 weeks 2 hour group discussion format Exercises and guest professional speakers</td>
<td>4 PT home visits with 3 booster sessions over 1 year Monthly phone follow-up for 1 year</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Various location throughout Portland metro</td>
<td>OHSU Think First Program</td>
<td>Legacy Emanuel Providence Milwaukie Portland VA Medical Ctr.</td>
<td>Provided in the home through Beyond the Clinic Physical Therapy</td>
</tr>
<tr>
<td>REGISTRATION INFORMATION</td>
<td>healthoregon/fallprevention Click on Tai Chi: Moving for Better balance to view class listing</td>
<td>Kayt Zundel (phone)</td>
<td>Lynne MacMillan, PT at Emanuel (phone) Chase Katich, PT at Prov. Milwaukie(phone)</td>
<td>Ben Musholt, PT Bryan Pasternak, MS, PT (phone)</td>
</tr>
</tbody>
</table>
Oregon Health & Science University

Details
- Director of OGEC is on Injury Community Planning Group (ICPG) and Falls advisory board
- OHSU-VA researcher is on ICPG
- STEADI
- EHR referral to Matter Of Balance classes and Otago agency

OHA provides
- TCMBB instructor trainings in rural areas for OGEC
- Staff FTE for STEADI (intern)
- Minor supplies
- Tai chi class listings
- Participation in research group
- Data for reports and proposals

Barriers
- IRB submission delayed project
- Large clinic with appointments scheduled 3 months out, so difficult for full fall assessment follow-up

Incentives and motivators: American Board of Internal Medicine MOC IV credit, Physician Quality Reporting System (PQRS), Annual Wellness Visit, Welcome to Medicare visit
Portland VA Medical Center

Details

• Champions: Primary Care and inpatient falls prevention team. OHSU-VA researcher is on ICPG
• VA hospital and clinics located next to OHSU
• Stepping On classes in pilot phase, with plans to expand to multiple sites
• EHR flags eligible vets to receive class brochure to self-enroll

OHA provides

• Travel for two staff members (Primary Care LPNs) to Wisconsin for Stepping On leader training
• Start-up funds to cover supplies and Stepping On leader FTE during pilot phase

Barriers

• Complicated approval process
• Difficulty transferring funds
• Co-pays for veterans to take classes
• Major changes difficult to make in EHR

Incentives and motivators: Must meet national quality standards, vets fall at a higher rate than general public, Welcome to Medicare Visit, Annual Wellness Visit
Providence Health & Services

Details

- Champions: Senior housing rehab manager is on falls advisory board, outpatient rehab mgr leads regional falls workgroup
- *Stepping On* classes in 4 locations, with plans to expand system-wide
- Providence Health Plan will fully subsidize classes by 2016
- Exploring offering Otago through Home Health

OHA provides

- Travel for four staff members (PTs, PT assistant, activities coordinator) to Wisconsin for *Stepping On* leader training
- Start-up funds to cover supplies and *Stepping On* leader FTE during pilot phase
- Assistance connecting tai chi leaders to Silver Sneakers FLEX program
- TCMBB instructor training for ElderPlace staff

Barriers

- Enthusiastic rehab champions but slow to gain administrative support
- Large health system and slow to roll out changes
- Just switched EHR vendor and can’t make major changes yet

Incentives and motivators: Health plan pursuing 5-star rating, home health, senior housing, Annual Wellness Visit, Welcome to Medicare visit
Incentives and motivators: Only Medicare 5-star health plan in the Portland area, home health, frail seniors program (KP Cares), Annual Wellness Visit, Welcome to Medicare visit
### Legacy Health System

#### Details
- Champions: Trauma Services director is on ICPG and State Trauma Advisory Board
- *Stepping On* pilot at one location
- Research collaboration with Trauma Registry investigating surface type on injury severity

#### OHA provides
- Travel for two staff members (PTs, outreach coordinator) to Wisconsin for *Stepping On* leader training
- Start-up funds to cover supplies and *Stepping On* leader FTE during pilot phase
- Assistance with Trauma Registry data

#### Barriers
- Enthusiastic rehab and trauma champions but slow to gain administrative support
- No support yet for primary care referrals

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Incentives and motivators: Level 1 Trauma Center, long partnership between Trauma Nurses Talk Tough, SafeKids, and OHA Injury Prevention, investment in local community
Partnering with health systems: overall lessons

Champions are crucial!

Focus on how you can help them as a business

Get engaged and stay engaged; each health system is unique

Expect and accept different motivation levels and timelines

There are many different paths to collaboration
| **Silver & Fit**  
(American Specialty Health)  
Kaiser Permanente  
TCMBB is approved programming  
Members have free gym membership; working to establish enough classes to accommodate provider referrals | **Silver Sneakers**  
(Healthways)  
Providence Health Plan, Blue Cross-Blue Shield, Humana, AARP by United Health Care  
TCMBB is approved FLEX programming, enabling tai chi classes to take place outside of traditional fitness centers | **Barriers**  
Fitness centers have not recognized the potential return on investment with the senior market  
Reluctant to try TCMBB because it isn’t “exciting”  
Class size limit smaller than typical fitness classes  
Classes tend to be drop-in or month to month |
Community Health Workers and volunteers

- Tai Chi: Moving for Better Balance training
- STEADI material
- Trainings, presentations, and event tables

Community Health Workers
- NW Parish Nurse Ministries
- Promotores de Salud (Parish Health Promoters)
- El Programa Hispano (Catholic Charities)
- Self-management leaders
- Oregon Community Health Workers Association
- CCO staff

Volunteer programs
- RSVP: Metropolitan Family Service
- Elders in Action
- VIEWS: Cascadia Behavioral Health
Aging services and professional organizations

- Oregon DHS - Aging & People with Disabilities
- Multnomah County Aging & Disability Services
- Oregon Physical Therapy Association
- Oregon Geriatrics Society
- Oregon Gerontological Association
- Oregon Primary Care Association
- Oregon Community Health Workers Association
- Portland Parks and Recreation
- Oregon Recreation & Parks Association

OHA provides:
- Policy workgroup collaboration
- Instructor FTE for Portland Parks and Recreation pilot classes
- TCMBB instructor training
- Website partner listing
- Presentations, trainings, exhibit tables at events
- Data as requested
Public Awareness

Healthoregon.org/fallprevention
- Program info, class listings, instructor resources, data, news

www.adrcoforegon.org
- State Aging and Disability Resource Connection website
- Falls program listing searchable by county

Falls Prevention Awareness Day 2013
- Tai chi “flash mob” downtown Portland
- Press release
- Public Health Twitter and FaceBook
- Governor’s and county proclamations
- Presentations and screenings at senior centers throughout September
Better health, better care, lower costs through fundamental changes that will:

- Better coordinate care at patient and financing level
- Integrate public, physical, mental and dental health
- Leverage public health strategies - recognizes that 10% of health happens in medical system
- Measure performance
- Engage people in their own health
- Pay for outcomes, not activities
- Provide clear and transparent information
Coordinated Care Model

Best practices to manage and coordinate care

- Transparency and clear information
- Shared responsibility for health
- Payment for outcomes and health
- Performance is measured
Coordinated Care Organizations (CCOs)

- Networks of physical, mental, and dental health care providers for Oregon Health Plan (Medicaid)
- 15 CCOs in operation, serving about 90% of Oregon Health Plan members
- Focus on prevention
- Responsive to community

OHA provides

- Fall prevention recommendations for CCOs to meet the Ambulatory Care/ED Utilization incentive measure
- Staff training in STEADI or Tai Chi: Moving for Better Balance (TCMBB)

Barriers

- Falls prevention not a specific Incentive Measure
- Dual eligibles are small group
- Early stage- still planning
- CCOs are community-driven and independent
Resources

1. Oregon senior falls prevention site: healthoregon.org/fallprevention
2. ABIM credits for physicians: CDC STEADI quality Improvement Program: https://www.abim.org/moc/earning-points/productinfo-demo-ordering.aspx#aqi
Contact Information

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