



# MIPS Mobile Challenge: Phase 1

Digital Innovation for Clinician Engagement  
with MIPS

Submitted by IMS Health

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# Overview



IMS Health is pleased to present CMS with our MIPS digital engagement solution. Our solution is focused on delivering the right information to the right person at the right time within an ecosystem that enables performance assessment and flexibility to improve user responsiveness. Our ecosystem enables providers, CMS, and other stakeholders to engage with MIPS content and with one another to promote education and adoption of MIPS. We focus on the nexus of engagement workflow and user-centric design.

Our approach to this solution is predicated on industry best practices gained through successful engagements with leading healthcare organizations and government agencies. For example, we designed and developed the first mobile health solution for the United States Army to enable case management between Wounded Warriors and clinical staff – this solution was named a US Army’s Greatest Invention; we also co-designed patient engagement and education solutions with the world’s largest publisher of medical and scientific literature. Additionally, our solution leverages an evidence-based transtheoretical model for behavior change defining the stages of change individuals undergo in the decision-making process. We apply the principles of this model to our application design to provide users with the type of information that would be indicative of their readiness for action.

Our solution is informed by provider feedback, specifically from those who serve Medicare beneficiaries and are part of the 1.2 million MIPS clinicians. Our solution aims to innovatively address the MIPS challenge in a manner that is meaningful and engaging for the intended end user.

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# About IMS



## Our Mission

Connect information and technology services to deliver intelligence and drive improved performance for a growing universe of global healthcare customers.



IMS Experience



Industry Thought Leadership



Global Healthcare Insights



Orchestrated Digital Engagement

## **1. Design & User Engagement Approach**

- A. Design Principles
- B. MIPS Engagement Cycle

## **2. MIPS Solution Design Elements**

- A. User Experience Workflow
- B. Mobile App Wireframes and Mock-ups

## **3. Provider Personas**

- A. Meet Dr. Andrews & Dr. Beale

## **4. Provider Focus Group Feedback**

# Design & User Engagement Approach

# Digital Engagement Design Principles



Digital, User-Centric, and Responsive are the 3 design principles that will engage the right MIPS providers with the right information at the right time

<p><b>User Engagement Factors</b></p>	<p>30% of active hours are spent on a digital device</p>	<p>3.5 minutes per average smartphone interaction</p>	<p>1.2M Users need to discover &amp; interact with MIPS</p>	<p>2,300 patients per average panel</p>	<p>12 &amp; 24 month feedback reports</p>	<p><b>Increased</b> Awareness and Adoption of Quality Payment Program</p>
<p><b>Digital Engagement Drivers</b></p>	<p><b>Information Exchanged Through Technology</b></p>		<p><b>MIPS Content</b></p>		<p><b>Driven By Business Needs</b></p>	
<p><b>MIPS Content Should Be</b></p>	<p><b>Accessible</b> Users should access content anywhere anytime</p>		<p><b>Personal</b> Users can tailor their experience so they get relevant information first</p>		<p><b>Actionable</b> Users get actionable information and feedback when appropriate</p>	
<p><b>Design Principles for MIPS Technology</b></p>	<p><b>Digital</b> Unified mobile/web application with rich multi-media experiences and one-to-many content management interactions</p>		<p><b>User-Centric</b> User profiles create a longitudinal, customized experience triggered by time and profile attributes</p>		<p><b>Responsive</b> Reinforce segmentation that stratifies users by readiness to engage, enabling CMS to push MIPS content that supports action</p>	

# MIPS Engagement Cycle



Engagement cycle enables CMS to measure understanding of MIPS content and insights

- How are providers using the solution (web, mobile)?
- What segments need more support?
- What is the readiness level of each segment?
- How does CMS help resistant providers?
- What segments are taking action?
- Are providers implementing MIPS properly?

## 1. CMS Launches MIPS

- CMS needs to **engage** 1.2M clinicians (who provide care to Medicare beneficiaries)
- CMS needs to **educate** these clinicians on the benefits of participation
- CMS needs to **reinforce** practice transition toward quality based case

## 2. Clinicians Engage with MIPS

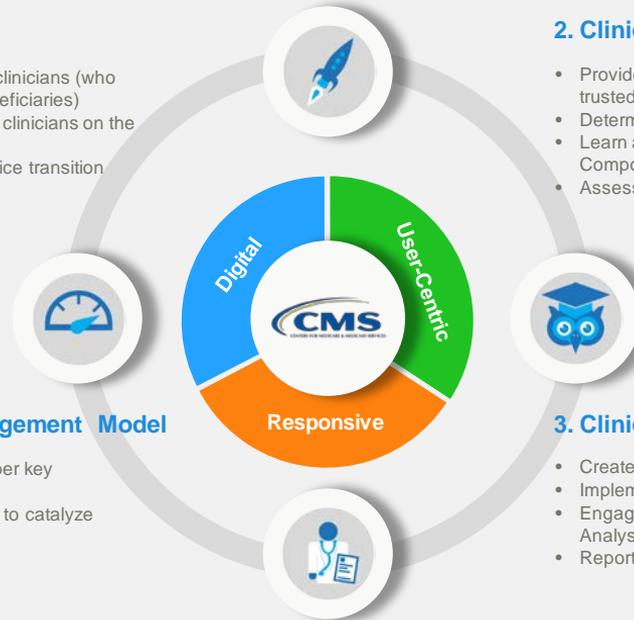
- Providers access information through a simple, trusted CMS channel
- Determine eligibility, timeline, payment adjustments
- Learn about categories that contribute to MIPS Composite Performance Score (CPS)
- Assess gaps and impacts to practice

## 3. Clinicians Adopt MIPS

- Create transition plan and identify measures they wish to report
- Implement practices and activities to earn points per category
- Engage with other entities (i.e., APM, Registries, EHR vendors, Quality Analysts) who can help clinicians improve CPS
- Report key measures to CMS

## 4. CMS Optimizes Engagement Model

- Identify engagement trends per key segments
- Review reports and analytics to catalyze conversions
- Refine engagement model



# MIPS Engagement Cycle



## The Stages of Behavior Change Define User Readiness to Adopt MIPS

Our solution uses the transtheoretical model (TTM) for behavior change—an evidence-based integrative, biopsychosocial model of intentional behavior change.

CMS will be able to assess a provider's readiness or resistance to change and implement content or resources accordingly.

Our mobile/web solution provides reduced resistance to change, increased progress, and lower chance of relapse.



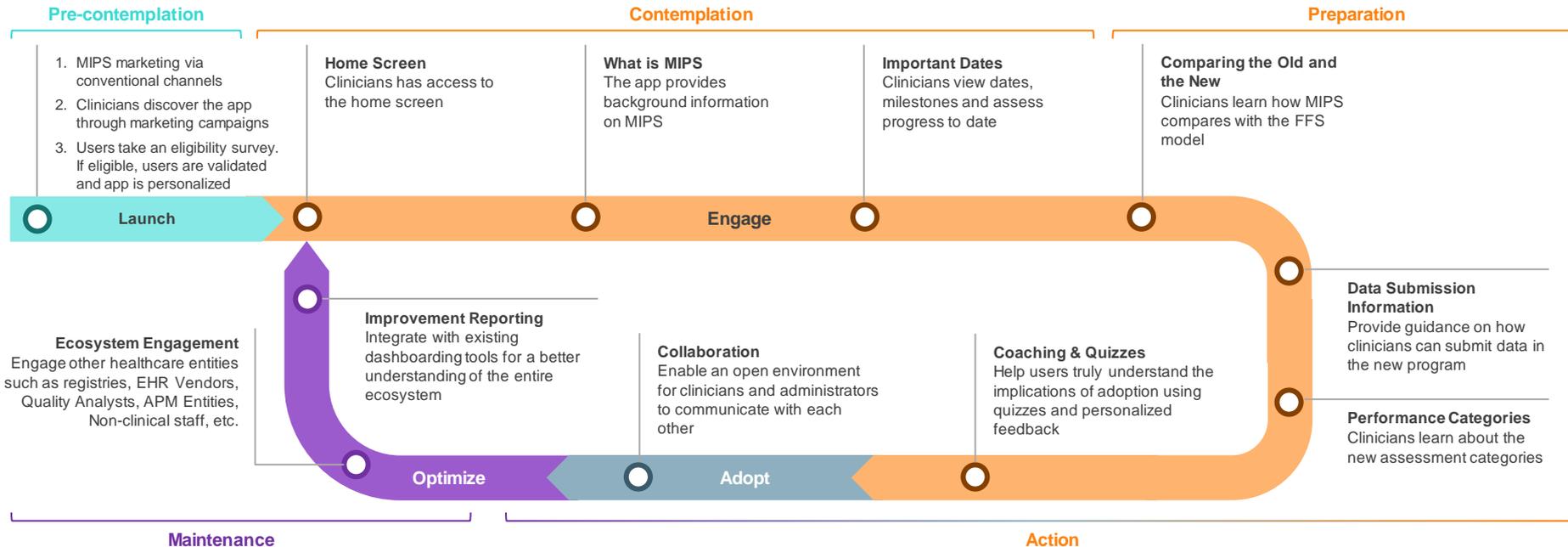
# MIPS Solution Design Elements

# User Experience Workflow



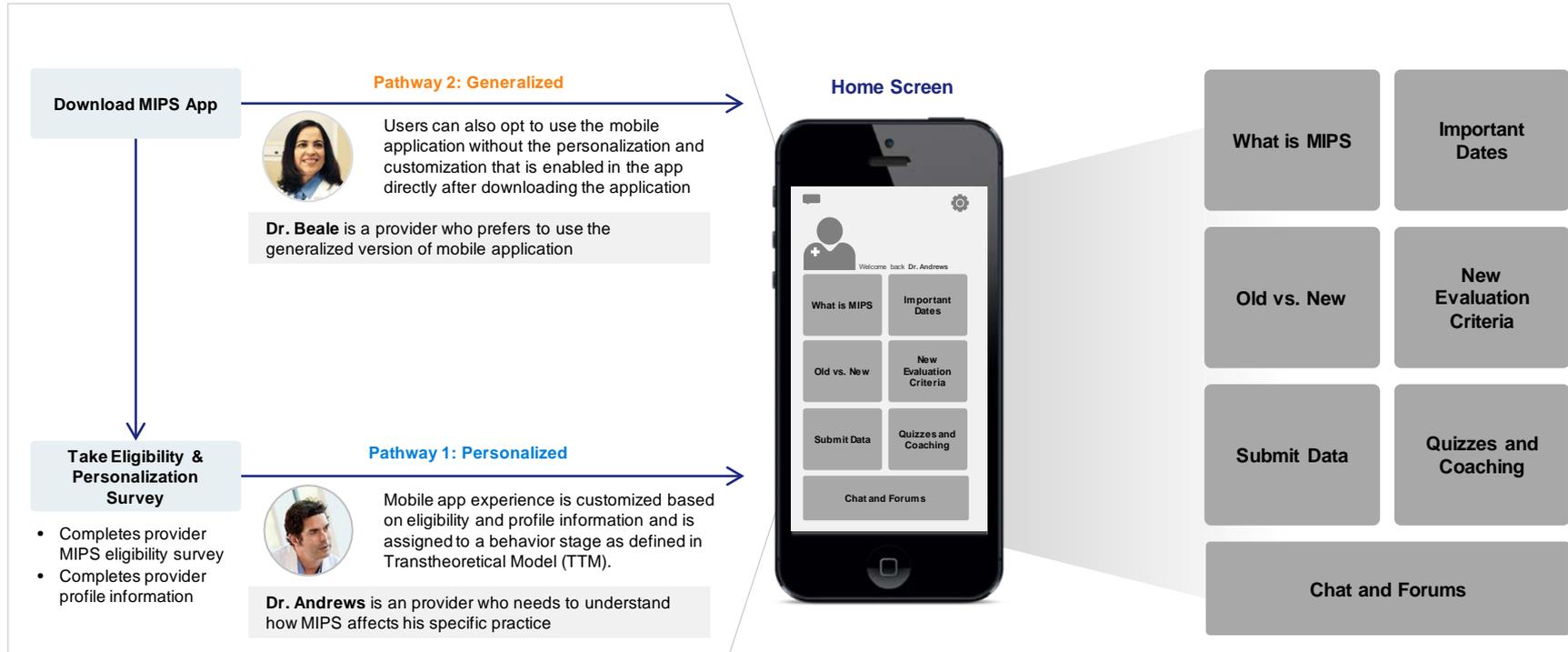
## Applied Principles

- This digital experience workflow defines how a clinician (user) would progress through MIPS content in a logical progression per stage of change.
- Users can enter the workflow at any point and access all features.
- This content is presented digitally through a mobile application and web interface
- User-centricity is achieved through personalization of content according to user preferences and stage of change



# General & Personalized Pathways

After downloading the mobile app, users can either choose to have a personalized experience within the app or explore the general features without having to take a survey



# Experience Entire App Within 3 Clicks

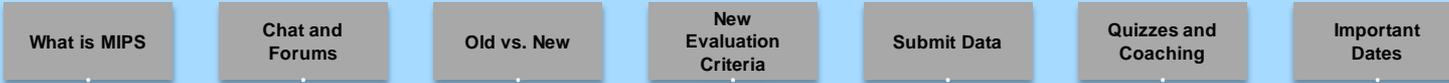


Our digital experience is driven by user-centricity, to help the user access any content within 3 clicks

Home Screen

0

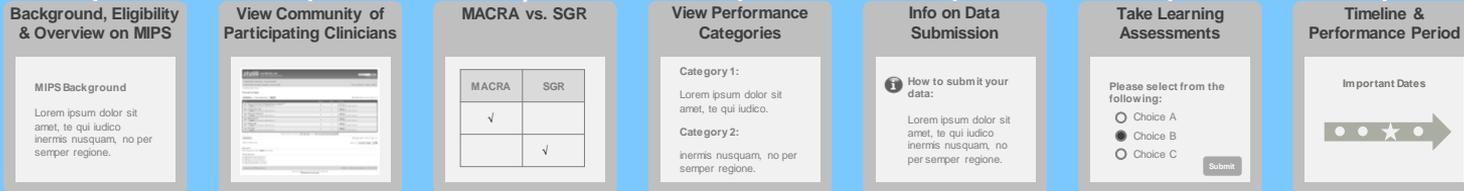
Clicks



Primary Information

1

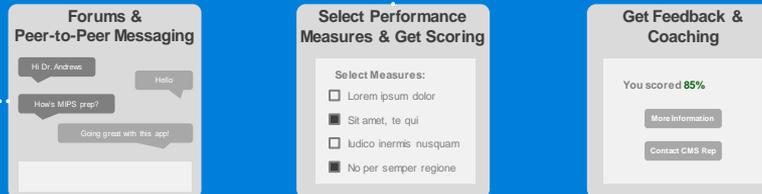
Click



Secondary Information

2

Clicks



# Mobile Application Wireframes

From the home screen, a provider can navigate to any part of the mobile application to understand the various parts of the MIPS program so that they can be better prepared for the upcoming changes



- Includes general information on MIPS in any of the following formats: video, text, webinars, etc.

What is MIPS?

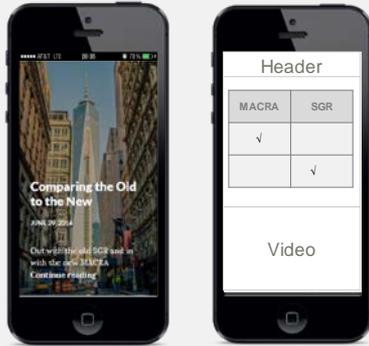
- Shows a timeline of the MIPS rollout schedule including milestones, alerts, deadlines.
- Integrates with calendar and automatically updates to provide most current information

Important Dates



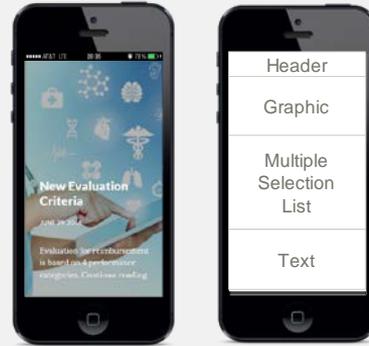
# Mobile Application Wireframes

From the home screen, a provider can navigate to any part of the mobile application to understand the various parts of the MIPS program so that they can be better prepared for the upcoming changes



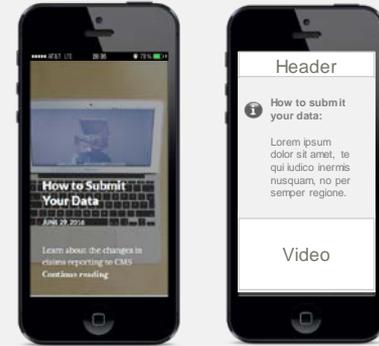
Old vs. New

- Users can test their knowledge with quizzes based on their learning provided in the app
- App also provides tailored responses based on quiz performance



New Evaluation Criteria

- Eligible providers with a personalized profile can communicate with others and gain insights from a community of healthcare professionals



Submit Data

- Eligible providers with a personalized profile can communicate with others and gain insights from a community of healthcare professionals

What is MIPS?

Important Dates

Coaching & Quizzes

Chat & Forums

# Mobile Application Wireframes

From the home screen, a provider can navigate to any part of the mobile application to understand the various parts of the MIPS program so that they can be better prepared for the upcoming changes

The image displays two sets of mobile app wireframes. The first set, titled 'Coaching & Quizzes', shows two screens. The left screen features a 'Coaching' header with a photo of two doctors and text: 'Assess your learning and get feedback to improve your performance'. The right screen shows a 'Status Icon', 'Timeline' with 'Learning Progress' and a progress bar, 'Stats', and 'Notifications'. The second set, titled 'Chat & Forums', shows two screens. The left screen has a 'Communicate With Others' header with a photo of a crowd and text: 'Reach out to other validated users in the community. Continuous reading'. The right screen shows 'Find Peers', 'Connect With A Community' with a grid of icons, and 'Ask CMS'. Below the wireframes are two orange circles on a dotted line, each with a label: 'Coaching & Quizzes' and 'Chat & Forums'. To the left of the dotted line is a navigation menu with a triangle pointing to the second item, 'Old vs. New'.

- Users can test their knowledge with quizzes based on their learning provided in the app
- App also provides tailored responses based on quiz performance

**Coaching & Quizzes**

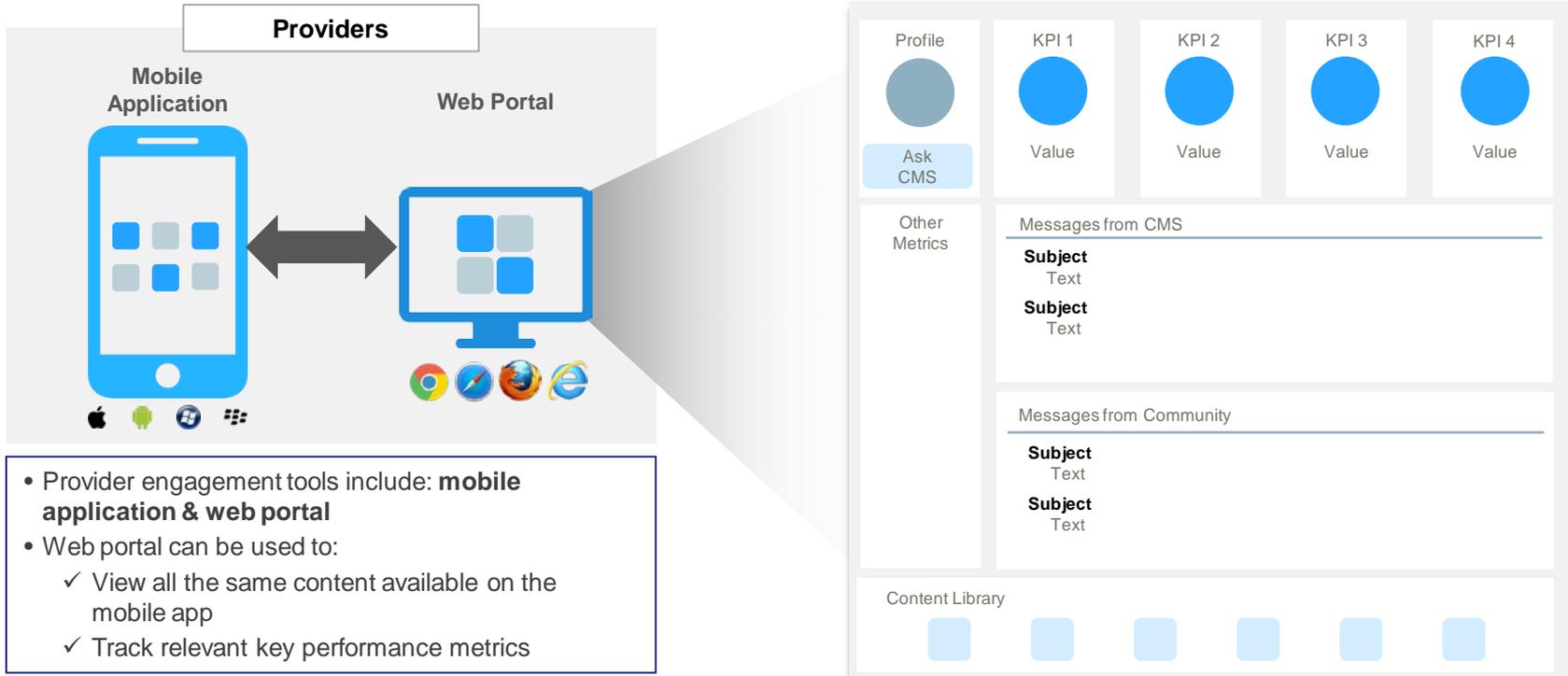
- Eligible providers with a personalized profile can communicate with others and gain insights from a community of healthcare professionals

**Chat & Forums**

- What is MIPS?
- Important Dates
- Old vs. New
- New Evaluation Criteria
- Submit Data

# Extending User Experience to the Web

Our MIPS solution extends the form factor beyond mobile application into a web browser such that a provider can access the information at anytime and any way they choose



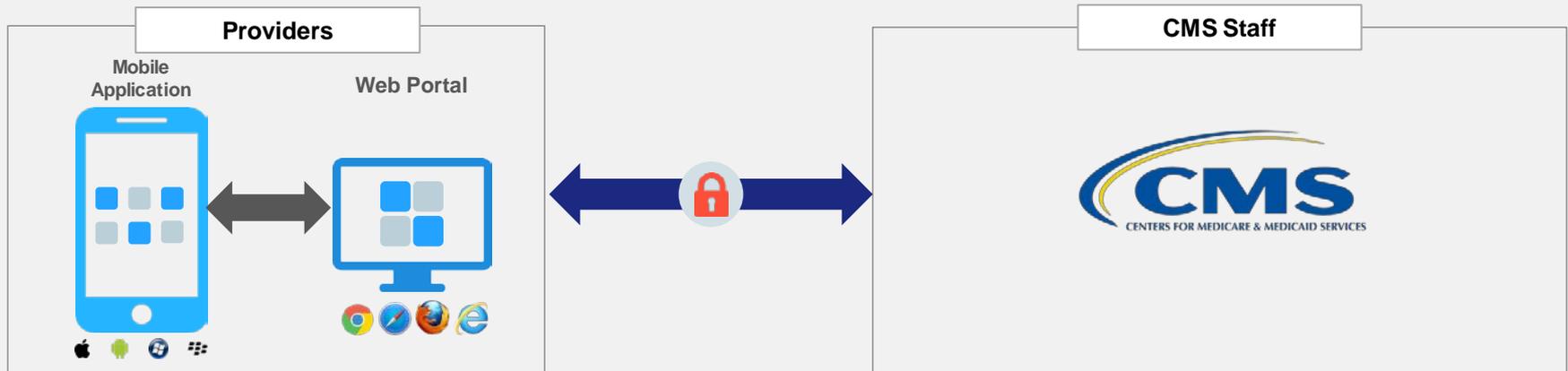
# Enabling Interaction with CMS



Our MIPS solution enables CMS staff to view key performance indicators for the provider community, and enables CMS staff to communicate with providers through the Chat & Forums feature (on the provider-facing mobile application and web portal)



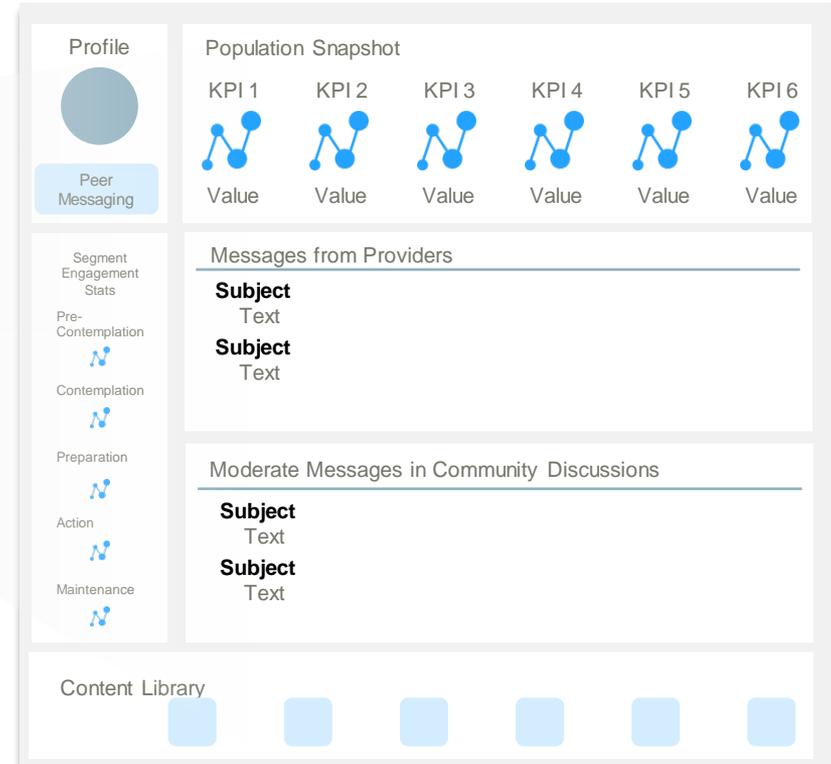
Providers can interact with CMS staff to communicate questions & feedback



# CMS Staff Web Experience



CMS staff can use the web portal to assess performance and communicate with providers



- CMS staff engagement tools include: **web portal**
- Web portal can be used to:
  - ✓ View key performance indicators
  - ✓ Track provider engagement metrics
  - ✓ Exchange secure messages with providers

# Provider Personas

# Persona 1: Meet Dr. Andrews



The mobile application is personalized to Dr. Andrew's case; thus, it offers specific information & enables features that are most helpful to him in transitioning to MIPS (as outlined in blue text below)



**Dr. Andrews, MD**

- **Primary care physician**
- Works primarily in **rural area**
- Eligibility for MIPS starts in **Year 1**
- **40% of patient population** are Medicare beneficiaries

Medium-sized Group Practice in rural area



Eligible for MIPS Program

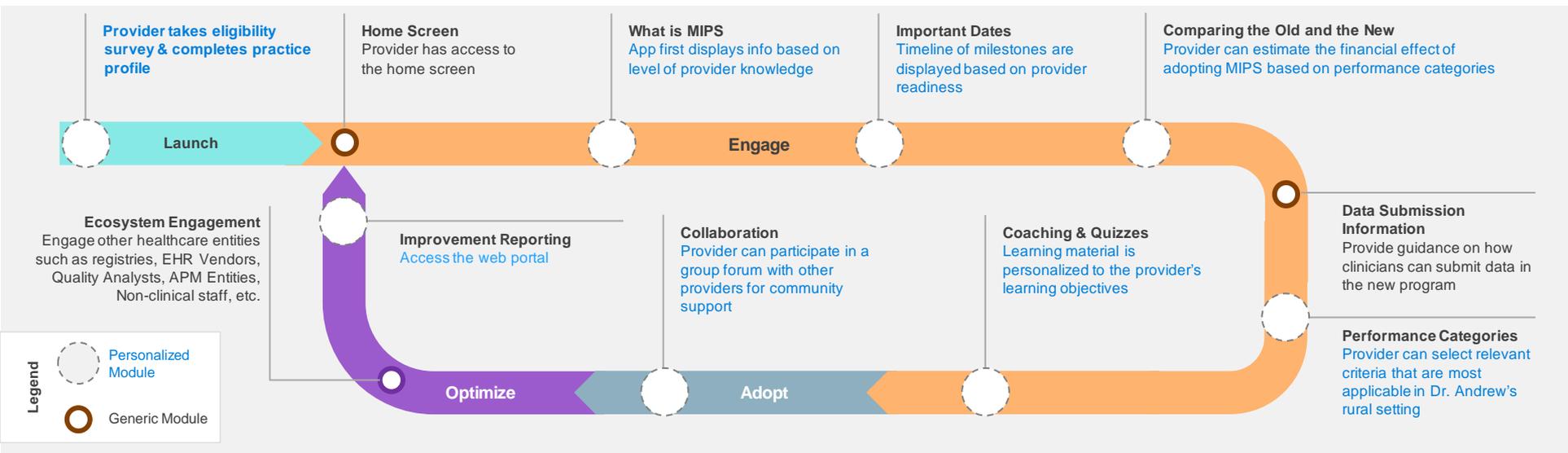


Has Limited to No Knowledge of MIPS



Has less than 2 years to transition





# Persona 2: Meet Dr. Beale



Although Dr. Beale is able to access all the same information about MIPS as Dr. Andrews, her choice to opt out of the personalization survey gives her direct but general experience of the app



**Dr. Beale, PsyD**

- **Clinical psychologist**
- Works primarily in **suburban area**
- Eligibility for MIPS starts in **Year 3**
- **70% of patient population** are Medicare beneficiaries

Small Group Practice



Eligible for MIPS Program in Year 3

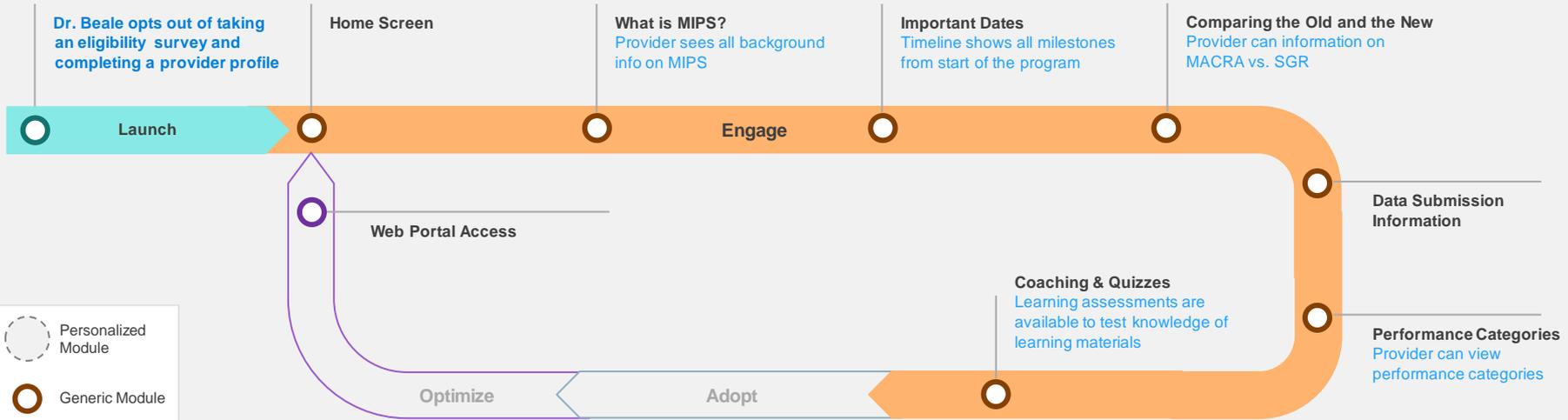


Aware of MIPS and Has Vision for Implementation



Has 3 Years to Transition





# Provider Focus Group Feedback

# Actual Provider Feedback



## What is MIPS?



### Personalized Experience

*"The content needs to be simple. I want information tailored for me, but also want to have access to everything for reference."*

### What is MIPS

*"It'd be great to watch informational videos or webinars, in lieu of an in-person info session."*

*"I've heard of changes in general, but don't know about MIPS specifically."*

## Important Dates



*"Yes, a timeline would be helpful."*

## Coaching & Quizzes



### Coaching & Quizzes

*"Self-assessment tools would be great."*

### Chat & Forums

*"I'd like to be able to ask questions to a CMS representative directly. I'd like to post questions to a CMS-moderated discussion board, and view what questions other people post. It'd be great to have communities by profession, such as primary care and specialty care."*

# Thank You!

