



# Building Meaningful Connections in the Community for You and Your Patients

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# Objectives

1. Understand the why, how and when of connecting with your community and how it relates to physician well-being
2. Learn the best tools and techniques for patient engagement and addressing Social Determinants of Health (SDOH)
3. Learn how to help your community during times of disaster
4. Develop a plan for patient engagement for your practice

# Why Connect with your community?



Quadruple Aim



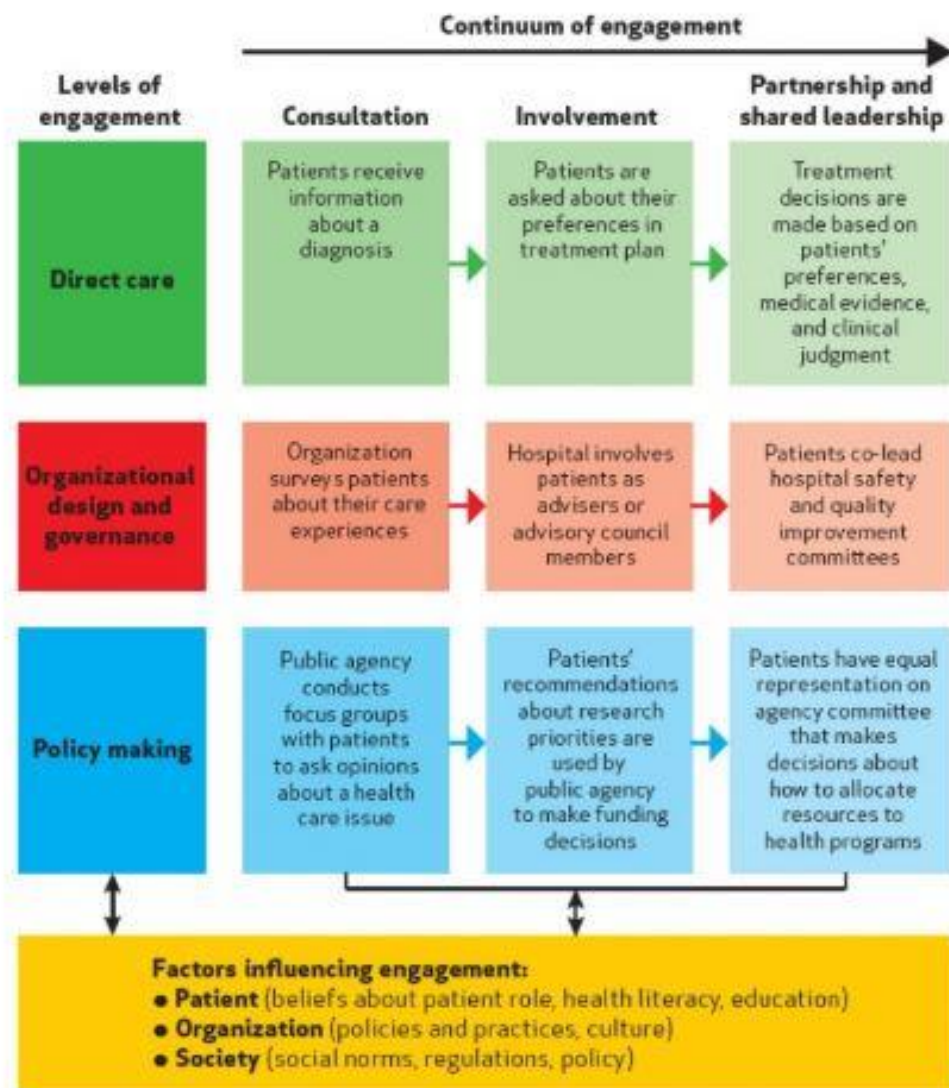
**CONNECT PEOPLE,  
CREATE IDEAS,  
COLLABORATE  
TO EMPOWER.**

# How do you build connections with your community?

- ▶ During the patient encounter
- ▶ Outside of the patient encounter - individually
- ▶ Outside of the patient encounter - multiple people
- ▶ With local organizations
- ▶ With medical professionals
- ▶ In real life vs. online
- ▶ At your workplace vs. outside your workplace



## A Multidimensional Framework for Patient and Family Engagement in Health and Health Care



# Patient Engagement

**SOURCE** Kristin L. Carman, Pam Dardess, Maureen Maurer, Shoshanna Sofaer, Karen Adams, Christine Bechtel, and Jennifer Sweeney, "Patient and Family Engagement: A Framework for Understanding the Elements and Developing Interventions and Policies," *Health Affairs* 32, no. 2 (2013): 223-31. **NOTE** Movement to the right on the continuum of engagement denotes increasing patient participation and collaboration.

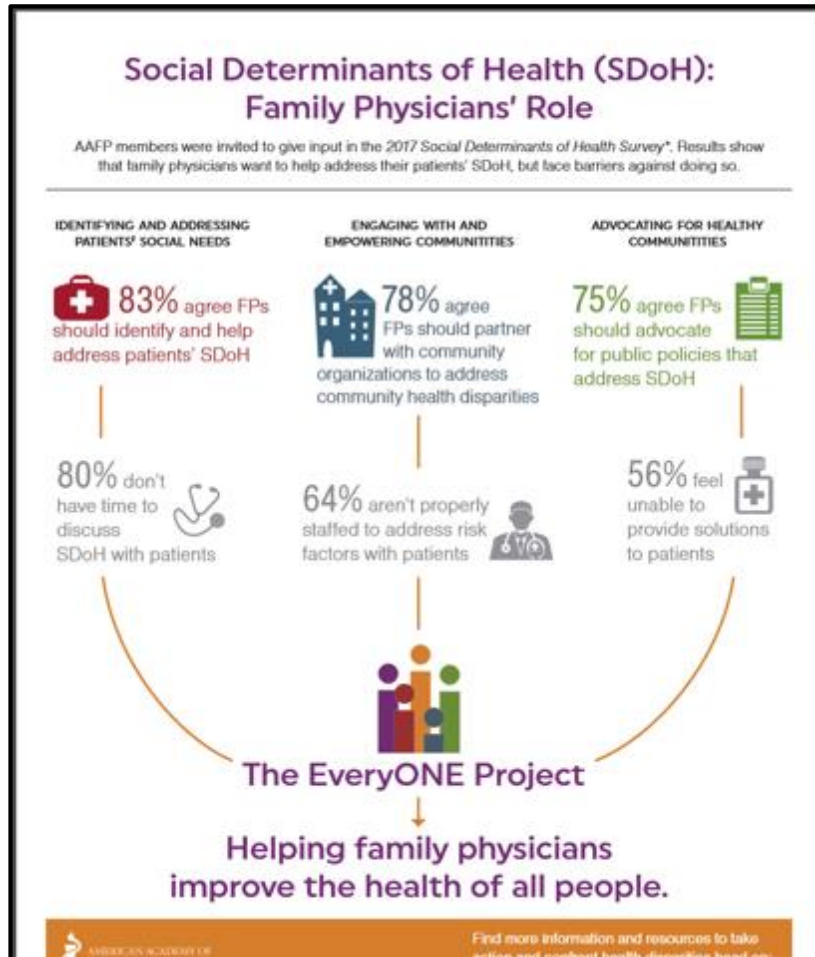
# 2017 Social Determinants of Health (SDoH) Survey

## About the Survey

- ▶ Purpose is to inform the AAFP of the prevalence of this issue among our members and the patients they serve
- ▶ Identifies
  - ▶ family physicians' perceptions of SDOH
  - ▶ activities of primary care clinics (screening, referral, advocacy)
  - ▶ barriers and needs

Results (Available at [www.aafp.org/everyone](http://www.aafp.org/everyone))

- ▶ Four in 10 indicated this is either an 'essential' or 'high' priority issue
- ▶ Nearly 60% are screening patients for SDOH and making referrals to social service resources
- ▶ Family physicians are establishing high impact partnerships to address the issue with the help of:
  - ▶ community-based organizations (35%)
  - ▶ health insurers (13%)
  - ▶ philanthropic organizations (15%)



# SDOH - Three tools to screen for social determinants of health

- ▶ 1. **The National Association of Community Health Centers' Protocol for Responding to and Assessing Patients' Assets, Risks, and Experiences tool**([www.nachc.org](http://www.nachc.org)) (PRAPARE) includes 15 core questions and 5 supplemental questions. The data can be directly uploaded into many electronic health records as structured data.
- ▶ 2. **The American Academy of Family Physicians** offers a social determinants of health screening tool, available in short- and long-form in English and Spanish, as part of The EveryONE Project. The short-form includes 11 questions.
- ▶ 3. **The Centers for Medicare & Medicaid Services Accountable Health Communities'** 10-question Health-Related Social Needs Screening Tool([innovation.cms.gov](http://innovation.cms.gov))

# Toolkit



## Advancing Health Equity Through Family Medicine

As the primary providers of health care for America's underserved populations, family physicians see the impact of social determinants of health every day in their practice settings. The AAFP launched The EveryONE Project to promote diversity and address the social determinants of health, in an effort to advance health equity in all communities. This toolkit can help family physicians address social determinants of health in their practices and communities, to improve their patients' lives and help them thrive in a multitude of ways.

<https://www.aafp.org/patient-care/social-determinants-of-health/everyone-project/eop-tools.html>



# Neighborhood Navigator

**The EveryONE Project™**

*Advancing health equity in every community*



neighborhood  
navigator

As part of a continued commitment to help our members address social determinants of health (SDOH) at point of care, the AAFP's EveryONE Project offers tools for screening patients to identify social needs, and addressing health equity in your practice.

The Neighborhood Navigator provides the next step for improving social determinants of health among your patients.

As an AAFP Member, you can use this interactive tool at point of care to connect patients to resources and programs in their neighborhoods. This tool lists over 40,000 social services by zip code, including:

- Food
- Housing
- Transportation
- Employment aid
- Legal aid
- Financial

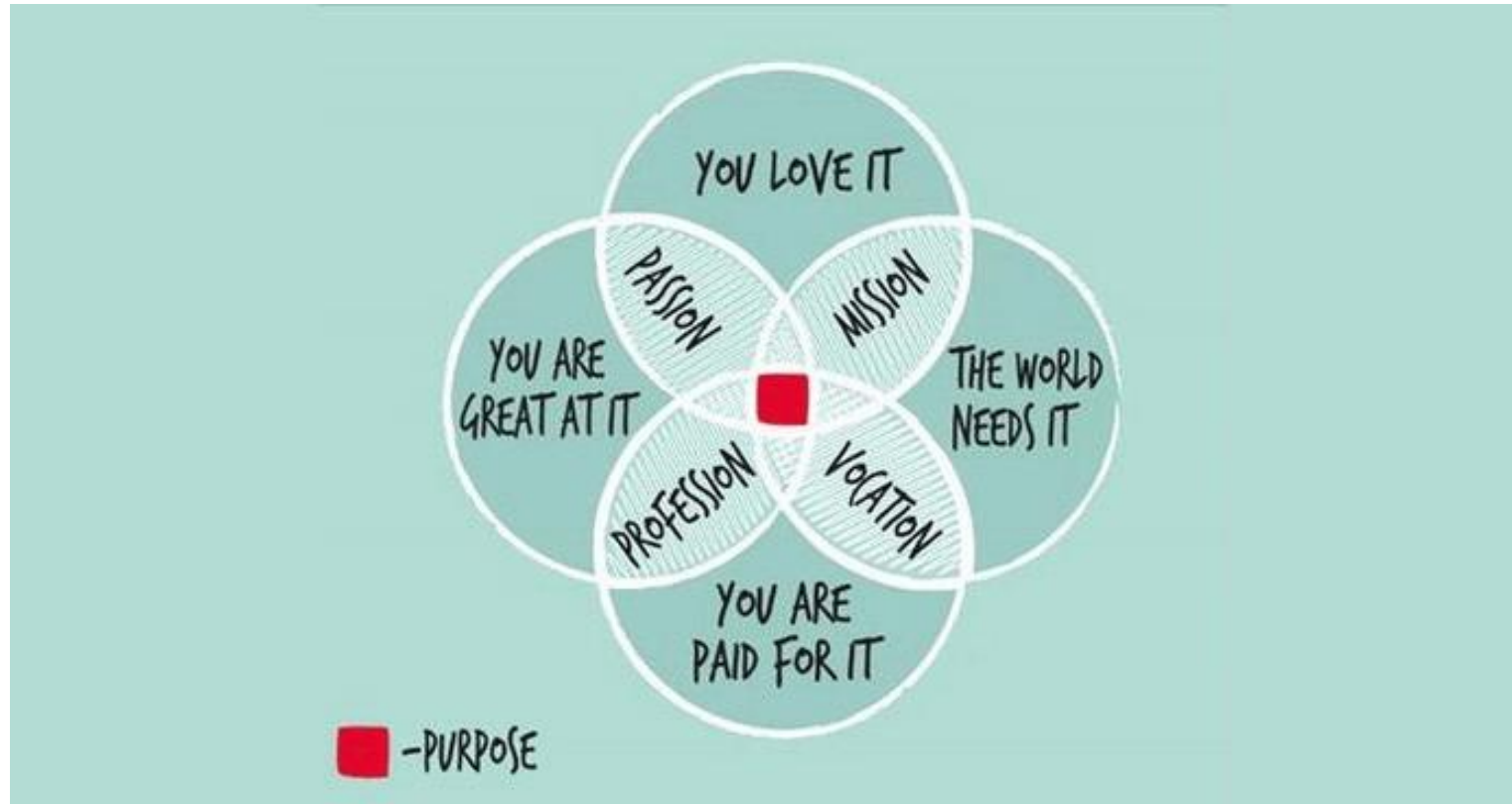
<https://www.aafp.org/patient-care/social-determinants-of-health/everyone-project/neighborhood-navigator.html>

# For your practice

- ▶ Think family engagement not just patient engagement
- ▶ Get to know your patients
- ▶ Consider the use of SDOH screening tools
- ▶ Host open house at your practice
- ▶ Host support groups
- ▶ Consider the use of social media
- ▶ Share helpful youtube videos
- ▶ Connect with local community groups
- ▶ Partner with local businesses
  
- ▶ Set Clear Goals and Pick one thing

# Timing

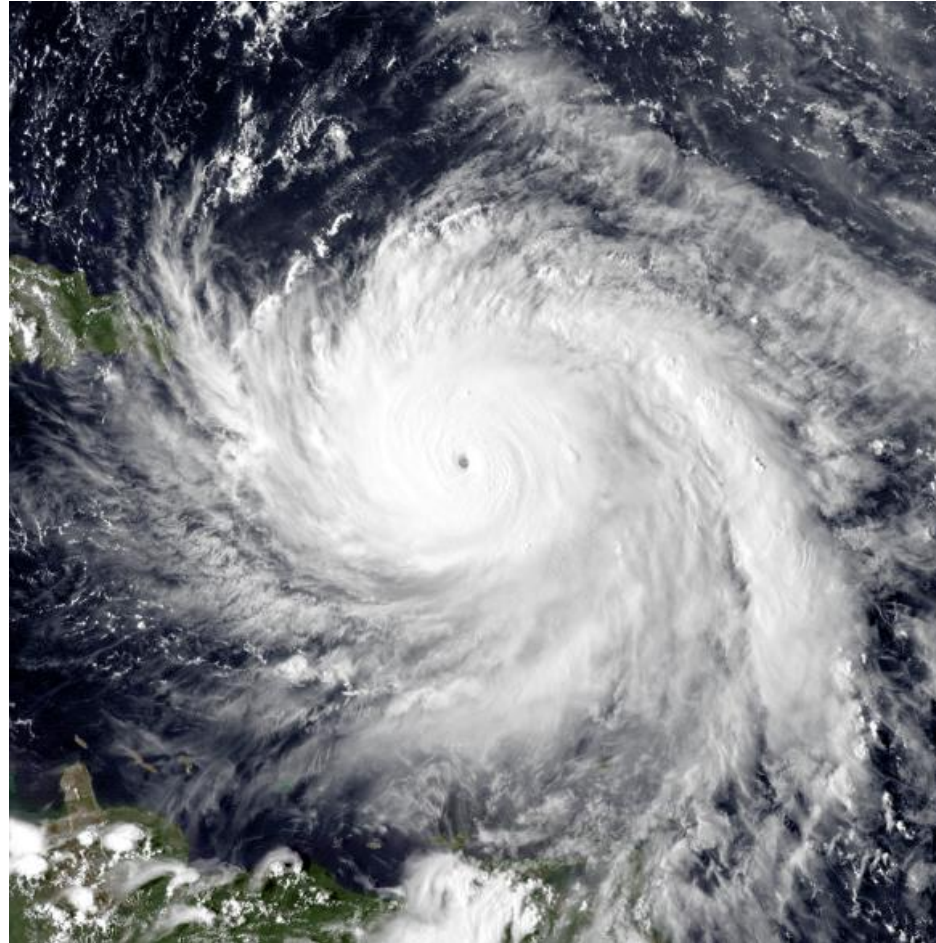
- ▶ Evaluate your own internal mission and vision
- ▶ Ikigai



- ▶ Timeline

# Building meaningful links in action

## ► Post Hurricane Maria

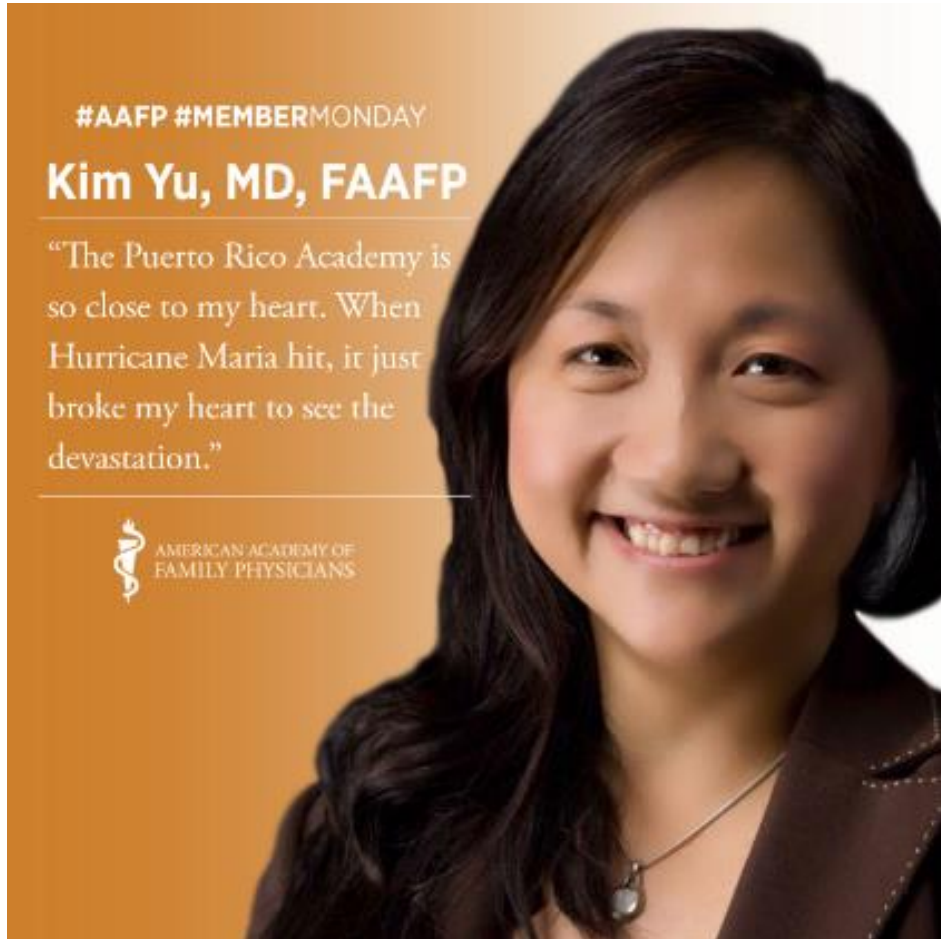


By The Naval Research Laboratory/ NOAA -

<https://www.nrlmry.navy.mil/archdat/test/kml/TC/2017/ATL/15L/visir/20170919.2015.GOES13.vis.15L.MARIA.ATL.png>, Public Domain,  
<https://commons.wikimedia.org/w/index.php?curid=63171633>



# Puerto Rico - Hurricane Maria - the importance of collaboration





# What started with one generator & one FB post



My dear friends...and especially my dear Family Medicine family. Would you consider buying a generator for our Puerto Rico Physicians? We are trying to organize for at least 20 generators to be sent ideally from Houston so if you are willing to buy one please post below or PM me! If just each of our chapters paid for one generator we'd have 50 generators to donate! I'm asking Ashley Saucier for space on her planes if we can get the generators! Please consider helping!! Here's a photo of Heila TC Heileene Torres from the Puerto Rico Academy of Family Physicians picking up the first shipment late last night of Medicines/supplies/food, and she will be back at the airport on Friday with more board of directors and officers Sonia Enid Ortiz-Flores, Jorge A. Meaux Pereda, Luis S. Perez Toro and more including their President Carlos Cestero to help pick up the next shipment! Please PM me if you're willing to help. Apologies as you'll see this message several times as I can only tag 100! #WeAreFamily #WeAreFamilyMedicine #FamilyMedicineStrong #Inspirecreatelead Heila TC please do share your



facebook



Led to more than \$103,000 being raised, 66 generators, food, supplies, medications, water



Including a \$25k donation from the AMA Foundation!





# Lives saved - thousands

60 tons of medicines, medical supplies & equipment to Puerto Rico mostly on private planes, airline donations, & purchasing on island. On the receiving end were hospitals, clinics, cancer centers, shelters, senior citizens, and group homes for children in 70 of the 78 municipalities of Puerto Rico, including the offshore islands of Vieques and Culebra.



ABC Channel 7 news  
WISC TC Channel 3  
news

Multiple radio and  
newspaper or magazine  
articles, blogposts,  
facebook live events,  
tweets, even Catholic  
World health news!

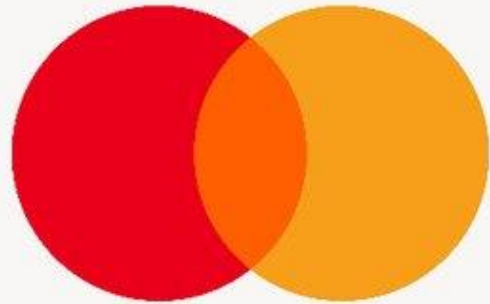


Jeep brigade traveled through closed roads  
delivering medications, supplies, food and  
water.

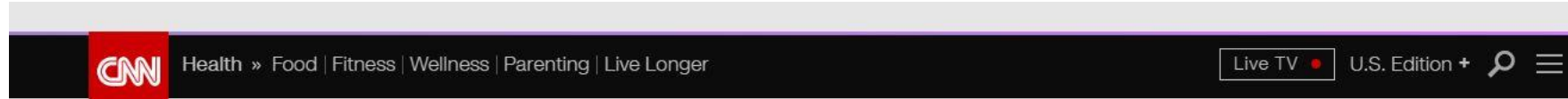


# Consequences of Building Meaningful Connections with your Community

Priceless



# Suicide Prevention



## Number of children going to ER with suicidal thoughts, attempts doubles, study finds

By Dr. Edith Bracho-Sanchez, CNN

Updated 11:37 AM ET, Mon April 8, 2019



### Suicide prevention network

Local physicians - FM, IM, Peds, Psych and more

Schools, psychologists, counselors, teachers, principals

Legislators, law enforcement, EMTs

Community organizations

National organizations

Public Health officers

Medical organizations

# CHASS - Southwest Detroit - FQHC

- ▶ Zumba
- ▶ Fruit and Veg Rx
- ▶ Teaching Kitchen to teach healthy recipes to patients
- ▶ Men wearing high heels walk or run a mile during "Walk a Mile in Her Shoes" fundraiser





# At your workplace



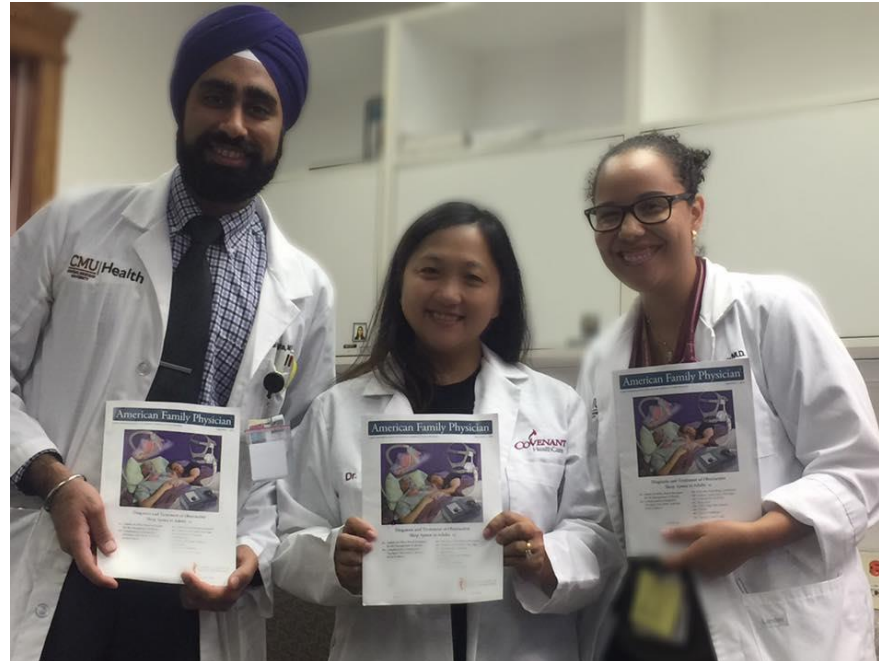
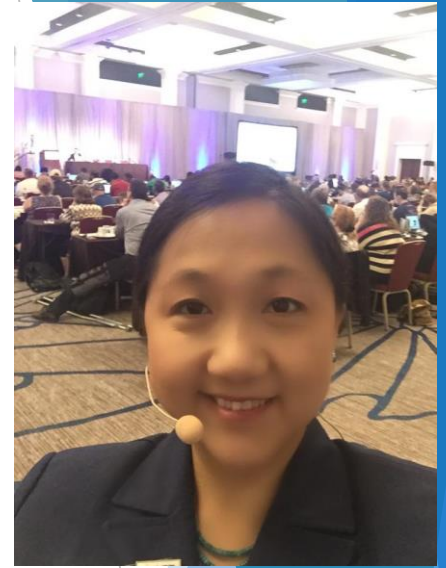


# Teaching

- Volunteer precepting for your local medical school
- Faculty - teach residents and students
- Online
- Write for journals
- High school mentoring
- ESL or other subjects



Sarah Sams, MD  
Core Content



# Engaging with physicians in your academy state chapter, nationally or internationally





# Advocacy

- ▶ Attending your local chapter Advocacy day
- ▶ Meeting with local legislators
- ▶ Running for office
- ▶ Volunteering on a school board
- ▶ Going to the AAFP summit



# Other ways to engage with your community

- ▶ Hosting a global 360 student
- ▶ Joining an AAFP Member Interest Group
- ▶ Joining an online facebook group eg. Physician Moms in Family Medicine, Physician Dads in Family Medicine, PMG etc
- ▶ Host a braintrust on a topic that matters to you - invite community members
- ▶ Think Global! Join WONCA!
- ▶ Social Media





# Global Community



## Improving Global Health: Focusing on Quality and Safety WONCA's Young Doctor Graduate



Dr. Kyle Haelebecker  
Poland



Dr. Muhammad Mahmud  
Al-Rai  
Jordan



Dr. Kenneth Valiente  
Al-Rai  
Jordan



Dr. Candan Kendir  
Yozgat  
Turkey



Dr. Rosanna D'Addato  
Yozgat  
Turkey



Dr. Maria Bakou  
Yozgat  
Greece



Dr. Tuncem Berkay  
Yozgat  
Pakistan



Dr. Oladunsi Oluwalanmi  
Yozgat  
Nigeria



Dr. Ana Karch  
Yozgat  
Greece



Dr. Ozden Goktemir  
Yozgat  
Turkey



Dr. Yasiemar Mariani



Dr. Yasiemar Mariani



Dr. Yasiemar Mariani



Dr. Yasiemar Mariani



Dr. Yasiemar Mariani



# Social Media



Social Media Ambassadors

#AAFP2014



WHERE HOW & WHY CONVERGE



#SoMeDocs Engage Meetups  
#FMRevolution



## The #AAFP CoD Influencers

### Top 10 by Mentions

@aafp	484
@dmikesevilla	466
@blackweldermd	384
@drkkyu	342
@mrsbrull	287
@jmeigsjr	252
@drwandafilor	242
@wonderpolaris	181
@khoedebecke	179
@dhenleyceo	160

Tweet 0

### Top 10 by Tweets

@dmikesevilla	309
@drkkyu	260
@mrsbrull	227
@familydocwong	157
@bfjordan	151
@drakelavender	148
@drisarrigher	143
@aafp	141
@zimmosaurus	132
@annemont	123

Tweet 0

### Top 10 by Impressions

@dmikesevilla	6,729,388
@aafp	2,942,156
@familydocwong	893,253
@thescientifik	772,094
@drkkyu	525,885
@mrsbrull	352,546
@2healthguru	281,046
@annemont	249,471
@elizabeth_wiley	173,659
@drisarrigher	116,035

Tweet 0

## The Numbers

15,303,190	Impressions
5,030	Tweets
395	Participants
70	Avg Tweets/Hour
13	Avg Tweets/Participant

Tweet 0

#AAFP CoD analytics for time period 09/27/2015 00:00 to 09/30/2015 00:00 (Pacific Time: GMT-0700) [change time period](#)

# Conclusion

- ▶ Building connections with your community starts with you but takes collaboration
- ▶ Assess your mission, ikigai and timeline to decide whether they align with your “why, how and when” of community engagement
- ▶ Decide on one thing to start with, you can always add if your time allows.
- ▶ Use resources available to you (see references)
- ▶ For your patients, do access the toolkit at the AAFP EveryOne Project website and especially the Neighborhood Navigator





- ▶ Alone we can do so little, together we can do so much  
Helen Keller



Thank you so much!



# References

- ▶ <https://www.aafp.org/patient-care/social-determinants-of-health/everyone-project/eop-tools.html>
- ▶ <https://www.aafp.org/patient-care/social-determinants-of-health/everyone-project/neighborhood-navigator.html>
- ▶ <https://www.aafp.org/afp/2019/0415/p476.html> SDOH a Family Physicians' Leadership role.
- ▶ <https://www.globalfamilydoctor.com/groups/SpecialInterestGroups/HealthEquity.aspx>
- ▶ <https://www.aafp.org/membership/involve/mig.html>
- ▶ <https://www.pcpcc.org/resource/what-we%E2%80%99re-learning-engaging-patients-improves-health-and-health-care>

# Contact Info

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