

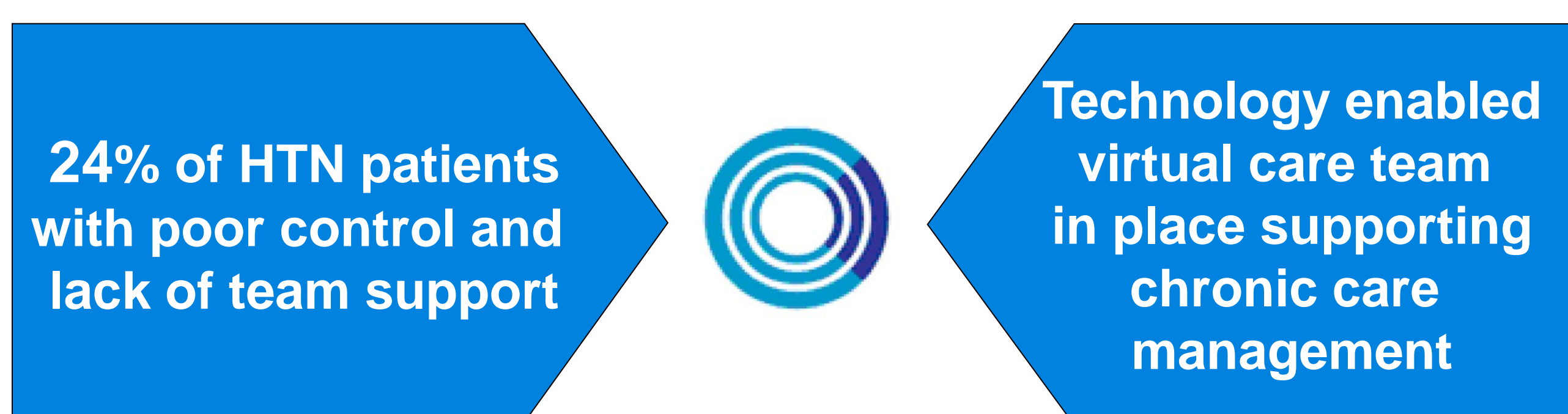
# California Health Improvement Project (CHIP)

## Improving Blood Pressure Control with Technology Enabled Virtual Care

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### Problem Statement and Underlying Causes

Despite a robust, technology-enabled care delivery platform, greater than 24% of One Medical patients with hypertension are not well controlled per current JNC 8 guidelines. One Medical Group does not have a systematic, scalable program to engage patients and support providers to optimally manage chronic disease such as hypertension and diabetes.



### Project Description

This project will identify and develop the necessary technology tools and virtual care systems (teams and processes) to fully implement a practice-wide virtual care platform for managing patients with hypertension.

### Goal and Objectives

**Goal:** To improve blood pressure control and decrease adverse health outcomes for One Medical Group patients with hypertension.

#### Output-oriented Objectives:

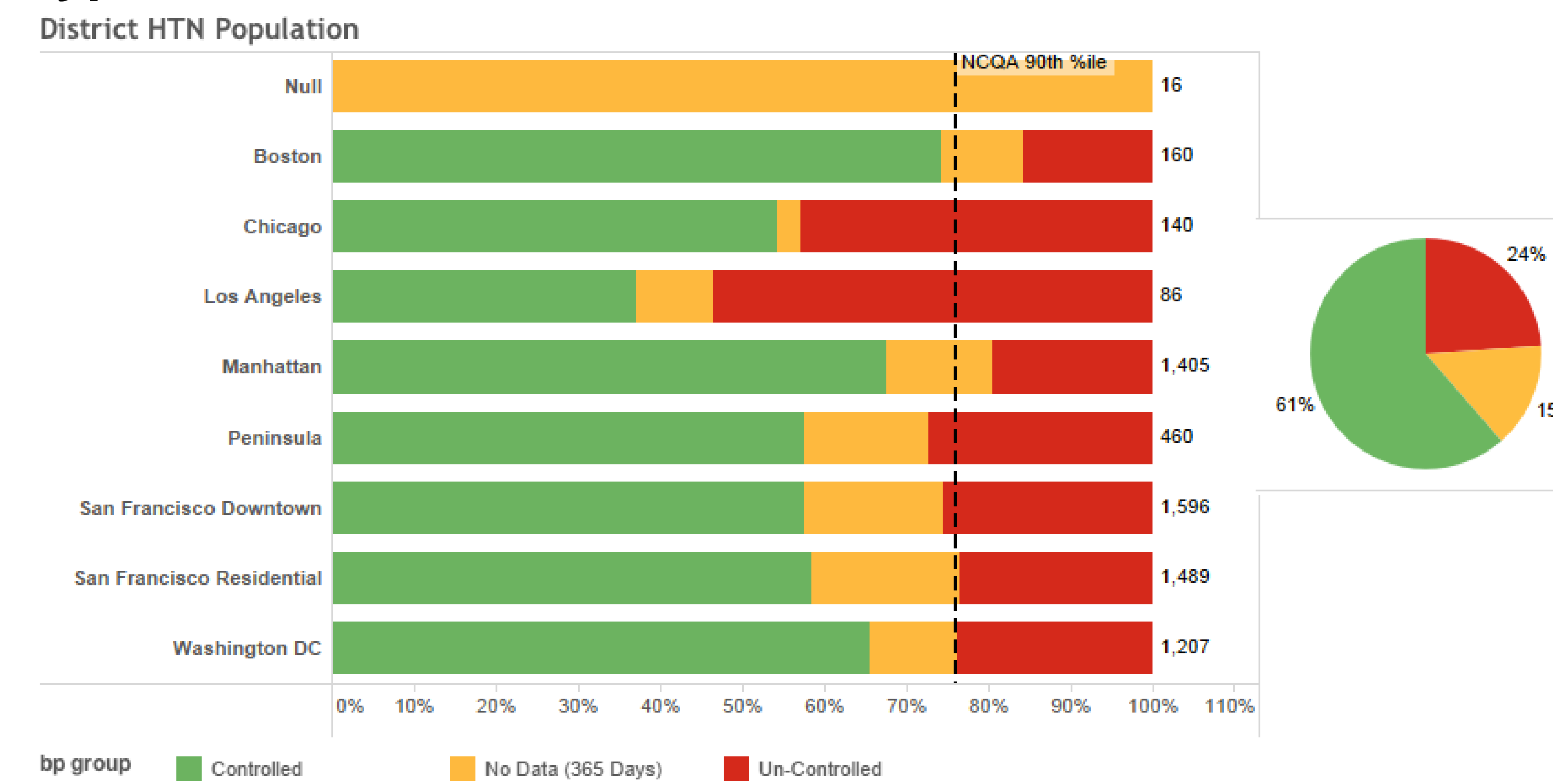
- Develop a dashboard to help primary care providers identify their patients with uncontrolled hypertension by January 2014.
- Conduct focus groups with 20 patients to explore patient engagement and behavioral obstacles to managing blood pressure by June 2014.
- Create an early product design prototype for a HTN mobile app by August 2014.
- Develop clinical protocols and algorithms for virtual care implementation by December 2014.

**Outcome-oriented Objective:** Pilot a virtual care team to support 100 patients with uncontrolled hypertension through virtual team support and use of a new mobile app by January of 2015.

### Outputs & Outcomes

#### Outputs Achieved

##### Hypertension Dashboard



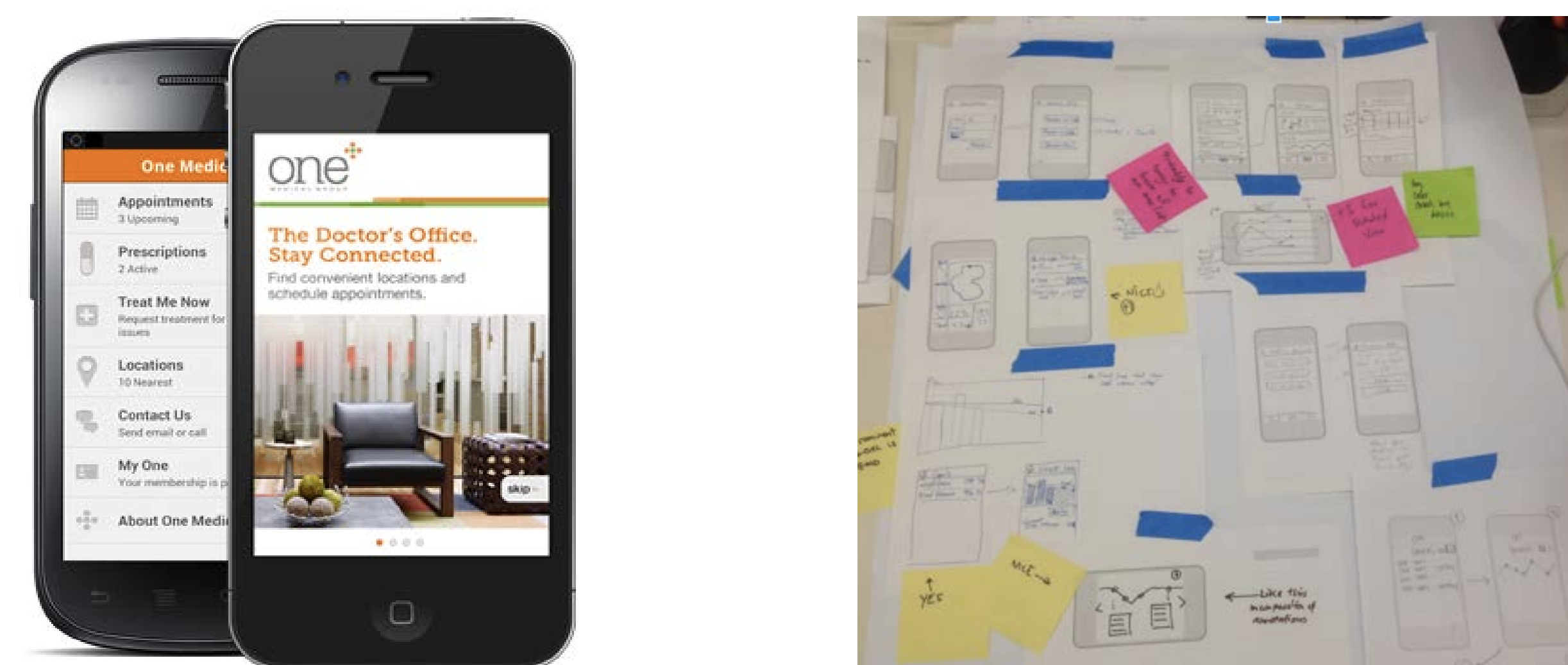
##### Focus Group Results

- Conducted 4 focus groups of 13 patients total in June
- San Francisco—2 groups (6 patients)
  - New York—2 groups (7 patients)

##### Themes that Emerged:

- Personalization:** Likelihood of engagement predicated on customizing intervention to their specific and unique needs
- Control:** 90% would use remote monitoring synced to EMR if they had the option to control frequency and content of alerts and notifications
- Community:** 60% would engage in curated and moderated One Medical online community of patients with similar issues
- Provider generated information:** 95% expressed strong desire for understanding causal factors and wanted that information from their health care provider

##### Mobile App Design Prototype



#### Outcomes Achieved

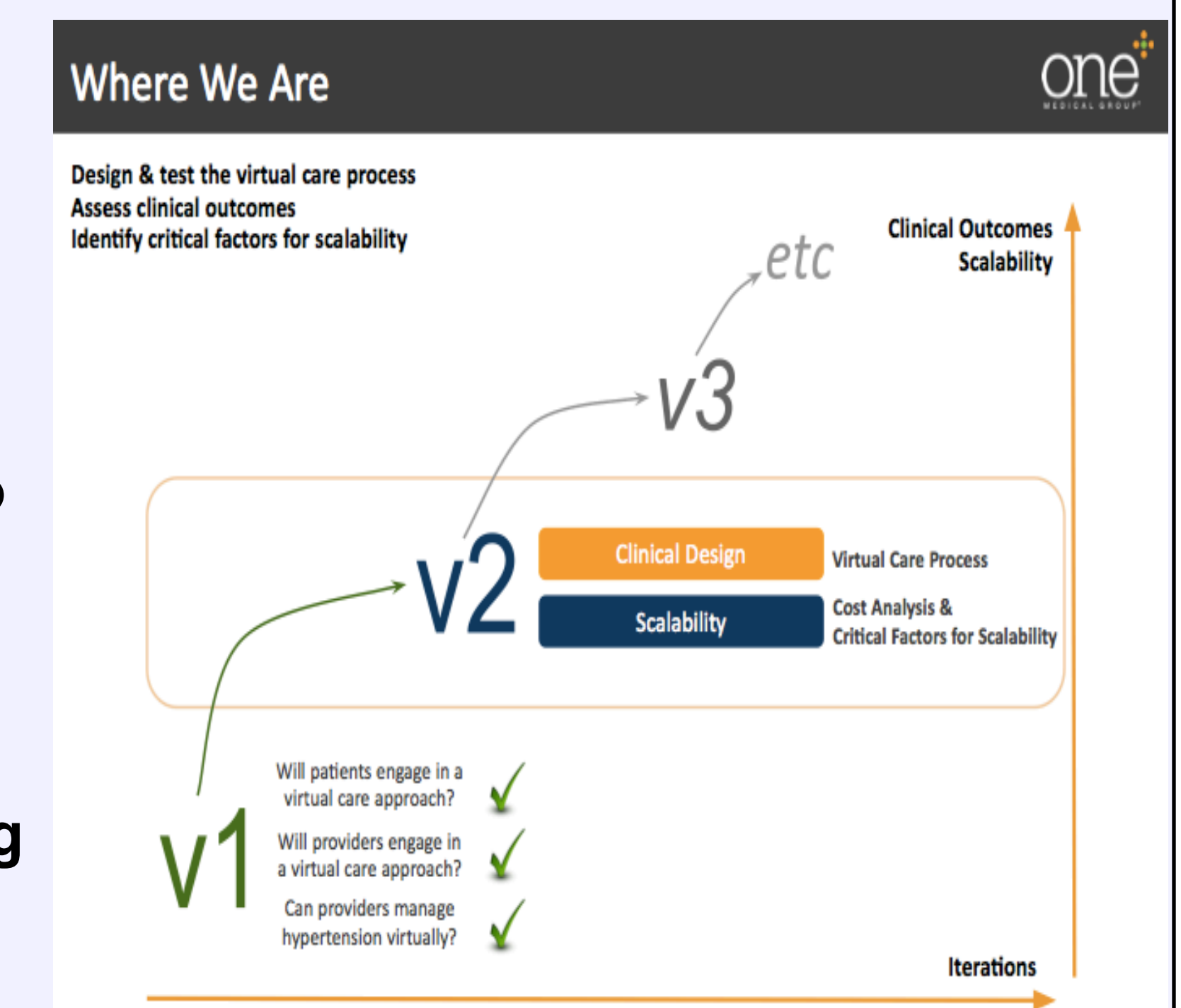
Mobile app feature and dedicated hypertension virtual support team slated to launch in January of 2015 to 100 patients with uncontrolled hypertension. Baseline blood pressures recorded at launch, and at 3 and 6 months will be compared with randomized control group of 100 similar patients not receiving virtual team support.

### Lessons Learned

Be realistic about scope and priorities relative to other company initiatives.

Outcomes and impact pertaining to behavioral health change and large populations are difficult to measure in short time frame.

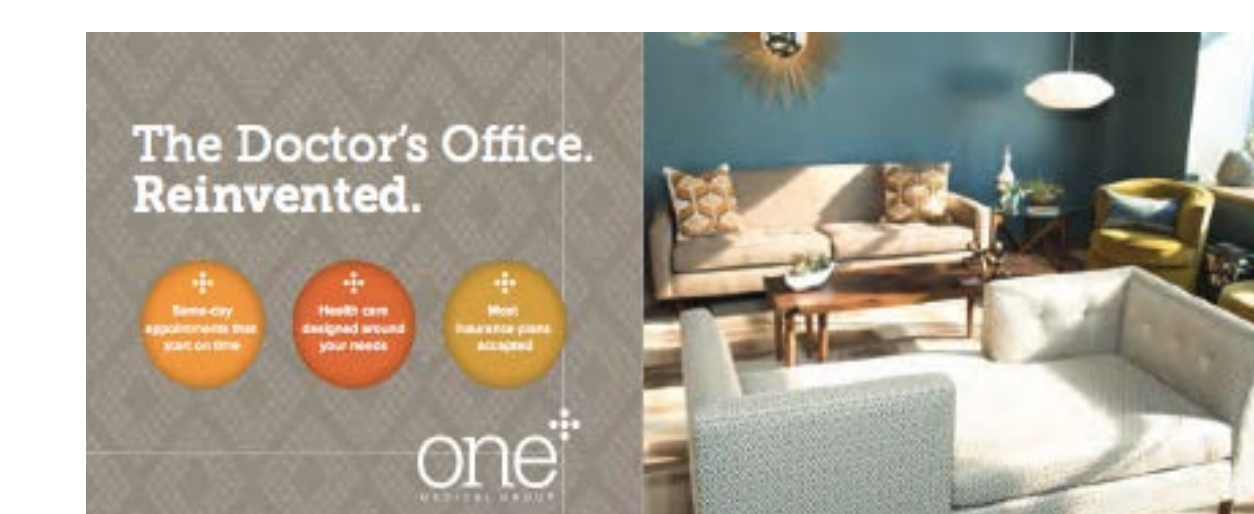
Understand resource limitations when designing technology solutions (understaffed product and engineering teams.)



### About My Organization

One Medical Group is an innovative primary care practice with 28 offices in 6 markets. We offer high quality, affordable primary care designed around the patient experience, including longer visits with providers, same-day appointment availability, and a technology-enabled care platform for virtual and mobile care.

We are committed to changing the primary care delivery experience for both consumers and providers. Our offices are located in high density urban settings, and we accept most major insurance plans.



### Contact Me

For more information, contact me:  
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