



# Patient Engagement

## Improving Health Outcomes



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# Agenda

## Topic I:

The Patient Experience

## Topic II:

Owning Your Health

## Topic III:

Strategies To Improve Health Outcomes

# The Patient Experience

- ✓ The Power Experience
- ✓ Innovative
- ✓ Collaborative
- ✓ Affordable
- ✓ Scalable

this year  
**50,000 PEOPLE**  
are expected to  
**DIE** of  
colorectal cancer

Screening could  
**SAVE** more than **HALF**  
of those lives\*

\*American Cancer Society *Cancer Facts & Figures 2013*



find out how  
the other half **LIVES** —

ask your doctor about a  
**colonoscopy**

American College  
of Gastroenterology  
[www.gi.org](http://www.gi.org)



# The Patient Experience

## COLON CANCER



Abdominal  
Pain

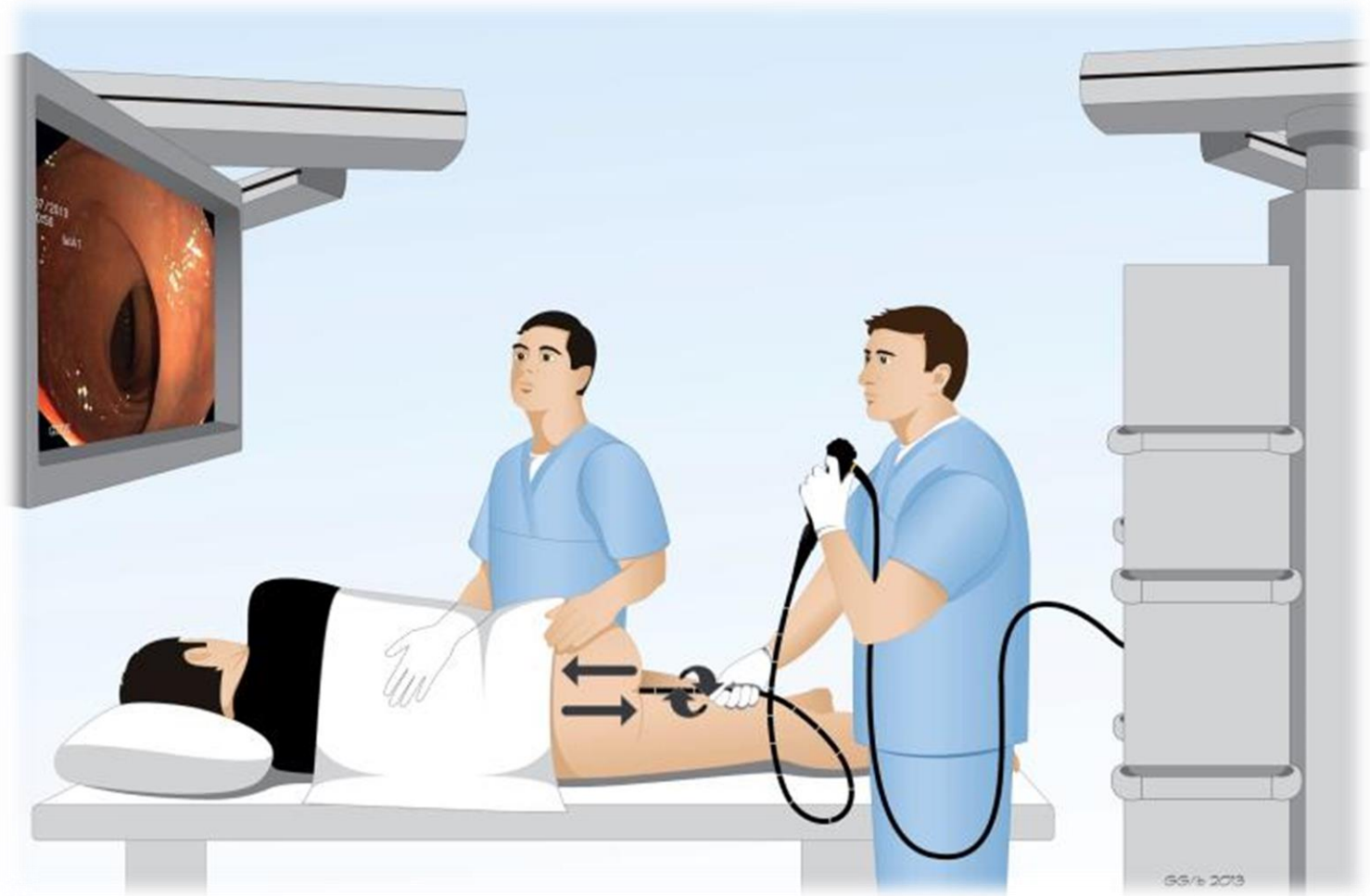
Bloody Stool

Change in  
Bowel  
Habits

Unexplained  
Weight Loss

General Signs & Symptoms

# The Patient Experience



# Patient Experience

- ✓ Screening Test for Colon Cancer
- ✓ 50 years or older
- ✓ Surveillance tool for patients w/ history
- ✓ Bowel prep
- ✓ Sedation
- ✓ Usually able to leave within 2-3 hours
- ✓ Need someone to drive you home



# Owning Your Health



## Health Check

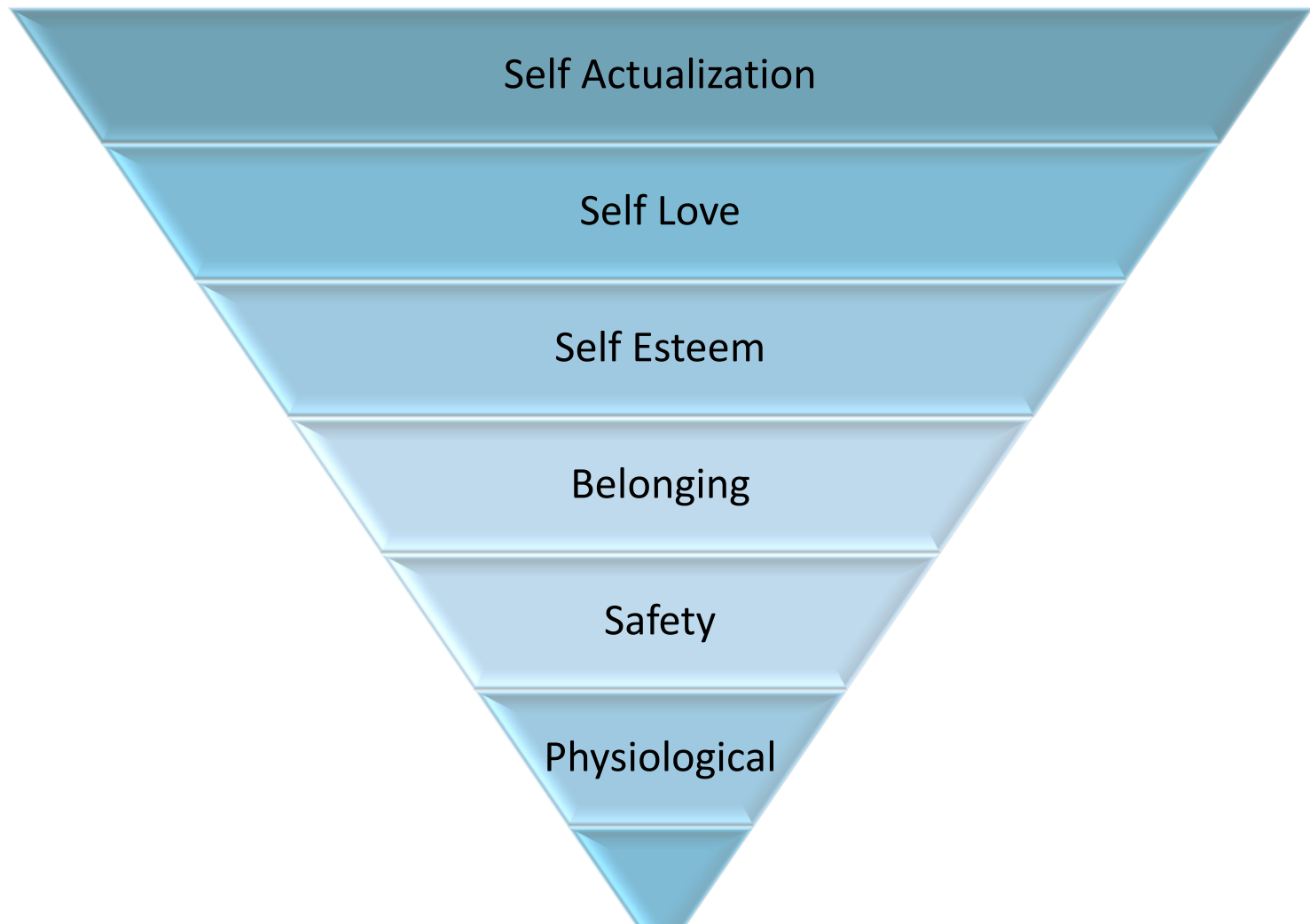
■ Perfect ■ Good ■ Normal ■ Bad



# Owning Your Health

- ✓ Recognize Risk & History
- ✓ Make The Decision
- ✓ Show Up
- ✓ Follow Through
- ✓ Ask The Big Questions

# A: Owning Your Health



# Strategies To Improve Health Outcomes



# Strategies To Improve Health Outcomes

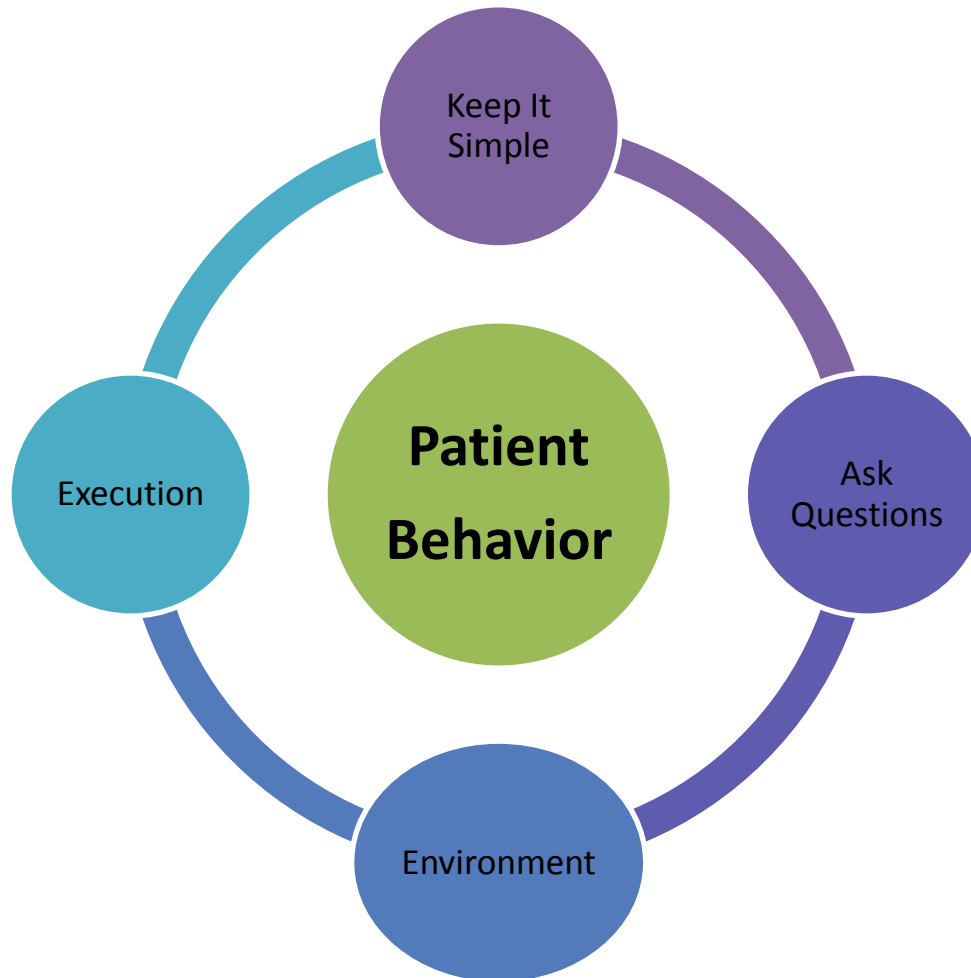
- ✓ Collaborative Effort
- ✓ Deliberate
- ✓ Accountability
- ✓ **SOMETHING BIGGER THAN YOURSELF**


**EASIER SAID THAN DONE**

# Strategies to Improve Health Outcomes

- ✓ Breaking Bad Habits
  - Motivation
  - Commitment
- ✓ Education about disease processes
  - The **BIG WHY**
- ✓ Know What Works
  - Barriers
  - Solutions
  - Modifications To Engage

# Improved Health Outcome Cycle





Thank You  
Your Health Is Your Wealth