Improving Compliance: An Opportunity for Every Practice Team

July 16 – 29, 2012

By

John Albers, DVM

AAHA gratefully acknowledges Pfizer Animal Health for their sponsorship of this web conference.

IMPROVING COMPLIANCE: AN OPPORTUNITY FOR EVERY PRACTICE TEAM

JOHN W. ALBERS, DVM

July, 2012

COMPLIANCE DEFINED:

Simply stated:

- Are the pets that come to your practice actually receiving all of the care that your healthcare team believes is best for the pet?
OUR OBJECTIVES

1. Review the data: what do we know about compliance in companion animal practices?
2. Assessing compliance in our practices
3. What are the barriers to high compliance?
4. What can we do to improve our compliance?

BUT FIRST…..

A TEST!
(Don’t Worry…
It’s Easy!)

RAISE YOUR HAND…..

IF YOU THINK THAT THERE ARE A LOT OF BAD DRIVERS ON THE ROAD
RAISE YOUR HAND.....
IF YOU ARE AN ABOVE AVERAGE DRIVER

NATIONWIDE SURVEY
>90% of us agree that there are a lot of bad drivers on the road
>90% of us believe that our own driving skills are above average

"SELF-POSITIVITY BIAS"

CONNECTION??
- Most healthcare teams surveyed believe that compliance in veterinary medicine is poor
- Most healthcare teams believe that compliance in THEIR practice is good
- It’s not! (Self-positivity bias at work!)
- Virtually EVERY practice has an opportunity to improve
Why is Improving Compliance Important?

It's all about quality of care!

Quality of Care

If we are a high quality practice:
All of our patients are in compliance with our recommendations for core vaccines
All of our patients are on year-round parasite control
All of our OA patients are getting the NSAID we prescribe and at the dosage and for the duration we prescribe

% of Dogs Purchasing HW Medication 2009

- Source: VetInsite Analytics

<table>
<thead>
<tr>
<th>State</th>
<th>% of Dogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>40.9%</td>
</tr>
<tr>
<td>California</td>
<td>44.3%</td>
</tr>
<tr>
<td>Texas</td>
<td>41.4%</td>
</tr>
<tr>
<td>Florida</td>
<td>43.4%</td>
</tr>
<tr>
<td>Washington</td>
<td>21.5%</td>
</tr>
</tbody>
</table>
HW MEDICATION COMPLIANCE

OF THOSE BUYING AT LEAST ONE DOSE:

- 12 Months: 32%
- 7-11 Months: 18%
- 6 Months: 32%
- Less than 6 Months: 18%

OVER 45,000,000 DOGS ARE INCOMPLETELY PROTECTED

LATEST AHS SURVEY...

- OVER 250,000 POSITIVE HEARTWORM CASES
- EVERY STATE EXCEPT ALASKA

American Heartworm Society

OTHER PUBLISHED DATA*

- Heartworm testing: 87% compliance
  >10,000,000 dogs untested
- Dental (grades 1-4): 38% compliance
  >50,000,000 dogs & cats need dental
- Chronic medication (e.g., NSAIDs, Thyroid, etc): 76% compliance

*2009 AAHA Compliance Follow Up Study
COMPLIANCE IN YOUR PRACTICE

% Compliance =

\[ \frac{\text{# of patients receiving a recommended procedure}}{\text{# of patients eligible for that procedure}} \]

EXAMPLE
- Practice recommends annual heartworm test for every dog
- 1,800 active canine patients
- Performed 1,316 HW tests in past 12 months
- Compliance = 73% (1,316/1,800)

ANOTHER OPTION
- Select 100 patient records at random
- (e.g., every 25th record in the file)
- Review each record to see if patient is in compliance with all practice’s preventive healthcare protocols
BIGGEST BARRIER TO COMPLIANCE

THE GAP!

THE GAP??

TWO BIG GAPS

1. The disconnect between what we believe we “tell” and what the client hears

2. The gap in what we perceive the client thinks or wants and what the client actually thinks or wants

What we say to dogs
Clean Crap!! Can we eat??
You stay out of the garbage!
Understand, Comrade. Stay out of the garbage or else!

What they hear
Stinkin’ Scamps! Get the stink off me, I’m on the garbage or the police will come!

Stinkin’ Scamps! Get the stink off me, I’m on the garbage or the police will come!
COMMUNICATION GAP

Numerous studies show gaps between:
- What healthcare teams say that they tell clients, and
- What pet owners report having been told

COMMUNICATION GAP

2002 Compliance Study
1. Only 43-71% of pet owners in 3 Southern states where HW is endemic recalled receiving a recommendation for preventative meds
2. Only 30% of owners of senior pets had been told about senior screening

COMMUNICATION GAP

[Graph showing practice informs vs. client receives]
PERCEPTION GAP

**2002 Compliance Study**
Veterinarians: Cost is the biggest barrier to compliance
Pet Owners: It's not about the money!
- 7% declined dental due to cost
- 4% abandoned tx diet due to cost
- 5% declined senior lab work due to cost

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PERCEPTION GAP

**WHY PET OWNERS SKIP PAIN MEDICATIONS***

- Cost of Medication
- Safety Concerns
- Forgot/Busy Lifestyle
- No Longer Needs; Better

*Proprietary Industry Study

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COMPLIANCE: PAIN MEDICATION*

- 65% of veterinarians believe non-compliance is an “issue” in their practice
- Veterinarians recommend continuous dosing for approximately 50% of patients with osteoarthritis
- Veterinarians estimate that only half of those comply
- Only 9% have a compliance program in place

*Proprietary Industry Study
“FRISBEE” CONVERSATION

What are the pet owner’s concerns?
What does the pet owner want relative to the pet’s activity?
Does the pet owner recognize the signs of OA?
Are there lifestyle or schedule difficulties that would preclude giving medication?

THE CONVERSATION

THE EDUCATION

Why compliance and adherence to dose and administration is beneficial to the pet
Drug safety issues
When to re-check
IMPORTANT: Clarify/confirm
“YOU KNOW, YOU REALLY SHOULD LOSE WEIGHT!”

“I’M REALLY CONCERNED ABOUT THE IMPACT OF YOUR WEIGHT ON YOUR HEALTH. IS THAT SOMETHING WE CAN TALK ABOUT?”

COMPLIANCE IMPROVEMENT

SIX STEPS
1. Set the strategic direction
   - Measure, decide
   - Leadership commitment and support
   - Compliance advocate
SIX STEPS
2. Gain buy-in from the entire healthcare team
   - Stress benefit to improving patient care
   - Demonstrate commitment
   - Consensus about guidelines and protocols
   - Set goals

SIX STEPS
3. Prepare for the client visit: the pre-arrival checklist
   - The one indispensable tool
   - Review record of every pet prior to arrival
   - Note areas of non-compliance
   - Healthcare team roles

SIX STEPS
4. Educate and communicate!
   - A shared responsibility
   - Communicating the need and the value
   - Multiple touch points
SIX STEPS
5. Follow up with clients
- Setting follow-up plan
- Set expectations for next visit
- Pet owner preferences for reminders
- Set reminders

SIX STEPS
6. Sustain the initiative!
- Ongoing and frequent team training
- Measure results
- Celebrate success
- Maintain the commitment
ADDITIONAL RESOURCES

AAHA PRESS

- Compliance: Taking Quality Care to the Next Level
- Six-Steps to Higher Quality Patient Care

ADDITIONAL RESOURCES

RESOURCE TOOLBOX

1. “The Opportunity”
2. Implementing the Guidelines
3. Communicating the Value

www.partnersforhealthypets.org
QUESTIONS?

Questions to the Speaker

Please email your questions to webconferences@aaah.net by Sunday, August 5, 2012.

Dr. Albers will provide written responses to all of the questions and they will be posted on AAHA's website by Friday, August 17, 2012.

Instructions for CE Certificate

1. To complete the evaluation, please go to the following website:
   http://www.keysurvey.com/survey/440445/f8eb

2. After completing the evaluation, you will automatically be linked to the Continuing Education Certificate. The CE certificate can only be accessed after the evaluation is completed.

3. Download the CE Certificate (in PDF format) to your computer and print enough copies for those persons viewing the web conference with you.

THANK YOU FOR YOUR PARTICIPATION!

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