

# VALUE ADDED

CVCR NEWSLETTER

THIRD QUARTER 2024

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## Third Quarter News

Welcome to this quarter's issue of Value Added!

The Center for Value-Based Care Research (CVCR) conducts novel research on interventions that improve value in healthcare. With a mission of making quality healthcare possible for all Americans by conducting research to identify value in healthcare, CVCR seeks to deliver the right care, at the right time, to the right patients, at lower costs. In this issue, we report on [patient and provider's attitudes on patient portal message billing](#).

We hope you enjoy this quarter's updates!



## CVCR IN THE NEWS

Please enjoy the adjacent articles written on the studies that are taking place in the Center for Value-Based Care Research.

## ONE-YEAR WEIGHT REDUCTION WITH SEMAGLUTIDE OR LIRAGLUTIDE IN CLINICAL PRACTICE

Hamlet Gasoyan, PhD, Elizabeth R. Pfoh, PhD, MPH, Rebecca Schulte, MPH, Phuc Le, PhD, MPH, W. Scott Butsch, MD, MSc, Michael B. Rothberg, MD, MPH

This paper has gained tremendous traction in the news media with [Fox News](#), [Medscape](#), [Healthline](#), [Newsweek](#), [U.S. News](#), [Daily Mail](#), [New York Post](#), and [more](#) covering the study!

## DISPARITIES IN TIME TO TREATMENT WITH ORAL ANTIMYELOMA MEDICATIONS

Hamlet Gasoyan, PhD, Faiz Anwer, MD, Jeffrey D. Kovach, MS, Nicholas J. Casacchia, PharmD, MS, Ming Wang, PhD, MS, Jason Valent, MD, Michael T. Halpern, MD, PhD, & Michael B. Rothberg, MD, MPH

This paper has been mentioned in multiple papers including [Targeted Oncology](#), [Med Page Today](#), [Blood Cancer Journal](#), and [more!](#)

## FEATURED PUBLICATION

### QUALITATIVE ANALYSIS OF PATIENTS' AND PHYSICIANS' ATTITUDES AND BEHAVIORS TOWARDS BILLING PATIENT PORTAL MESSAGES

BY: DR. JORDAN ALPERT

#### Q: What led you to study attitudes and behaviors toward billing patient portal messages?

A: I've researched patient portal messages over the years, and I've always been amazed by how much patients enjoy using it, and how the opposite is true for physicians. When Cleveland Clinic announced that they would begin billing for medical advice messages that took 5 minutes or more of a physician's time, patients were upset, and physicians were hopeful it would reduce message volume. Aside from these immediate, anecdotal reactions, I was curious to understand whether the policy altered beliefs and behaviors toward using messaging as it was implemented.

#### Q: What did you find?

A: We discovered that patients' initial irritation subsided once they understood that physicians were providing a service by responding to their medical concerns. Physicians appreciated the option to bill because it allowed them to be recognized for the care they provided. However, the billing criteria confused both patients and physicians, and their expectations for the service shifted. Patients anticipated prompt, detailed responses if charged, while physicians were concerned that patients could withhold crucial health information that they would ordinarily provide through messaging.

#### Q: Was there anything unexpected or novel about your findings?

A: It was surprising how most physicians were pleased that messages could be billed, but relatively few had billed patients or planned to bill. Physicians acknowledged that additional education and clarity about billing methods were needed. As a result, billing frequency may increase as it becomes more routine.

#### Q: Overall, what was the biggest impact from your results and how could the results impact care of the affected population going forward?

A: Implementing a new policy that may affect how patients and physicians communicate with one another is a significant change. Although billing messages was well-intentioned, we found that it can have a detrimental impact on patients' perceptions of Cleveland Clinic and may harm the patient-physician relationship. Our analysis also draws attention to patient portal messaging in general. Although physicians are overwhelmed by the volume of messages they receive, there are opportunities to utilize new technologies, workflows, artificial intelligence, and patient education to improve message quality, reduce volume, and transform messaging into a high-quality communication tool.

*"Although billing messages was well-intentioned, we found that it can have a detrimental impact on patients' perceptions of Cleveland Clinic and may harm the patient-physician relationship."*

#### Q: How can this topic be studied further?

A: In addition to qualitative interviews, we also surveyed over 200 patients and discovered similarities with our interview findings. We plan to publish these findings soon. On a larger scale, Dr. Elizabeth Pfoh is leading a study that will analyze message trends before and after the policy was implemented. In the future, we should monitor how usage, attitudes, and behaviors toward messaging evolves as billing becomes more prevalent.

## CELEBRATIONS

Please join us in celebrating Dr. Elizabeth Pfoh being awarded the Midwest SGIM 2024 Award for Excellence in Clinical Investigation! She has been recognized for her research accomplishments to enhance the delivery of primary care particularly depression screening and hypertension treatment.

Ben Mittman has been named a Clinical Abstract Bumpus Award Finalist for his abstract titled "What Constitutes High-Risk for Venous Thromboembolism? Comparing Approaches to Determining an Appropriate Threshold." The winner of this award will be announced on October 30th, congratulations, Ben!

Another celebration is the Ambulator Study, conducted by Dr. Michael Rothberg, has hit an enrollment of over **1,000 patients**. Congratulations to the Study Team for hitting this impressive benchmark!

Dr. Matthew Pappas has recently been named Vice Chair of Research for Hospital Medicine, congratulations, Dr. Pappas!

## RECENT PUBLICATIONS

- Sigmund A, Pappas MA, Shiffermiller JF. **Preoperative Testing**.
- Pappas MA, Feldman LS, Auerbach AD. **Coronary Disease Risk Prediction, Risk Reduction, and Postoperative Myocardial Injury**.
- Martinez KA, Deshpande A, Stanley E, Rothberg MB. **Antibiotic prescribing for respiratory tract infections in urgent care: a comparison of in-person and virtual settings**.
- Deshpande A, O'Brien J, Hamilton B, Pappas M. **Clinical Characteristics and Risk Factors for Clostridioides difficile Infection in the Hematopoietic Cell Transplantation Population**.
- Mroz EL, Alpert JM. **Palliative, hospice, and end-of-life care special issue introductory editorial**.
- Alkhoury N, Almomani A, Le P, Payne JY, Asaad I, Polanco P, Leff P, Kumar P, Nouredin M. **The prevalence of metabolic dysfunction-associated steatotic liver disease (MASLD)-related advanced fibrosis and cirrhosis in the United States population utilizing AGILE 3+ and AG-ILE 4 scores: analysis of the NHANES 2017-2018 cycle**.
- Mittman BG, Sheehan M, Kojima L, Casacchia NJ, Lisheba O, Hu B, Pappas MA, Rothberg MB. **Development and internal validation of the Cleveland Clinic Bleeding Model to predict major bleeding risk at admission in medical inpatients**.
- Pappas MA, Sun KJ, Auron M. **In search of evidence-based intraoperative red blood cell transfusion**.
- Kern-Goldberger AS, Bracy D, Szymczak JE, Gonzalez D, Rothberg MB, Gerber JS, Bonafide CP. **Drivers of Inpatient Subspecialty Consultation Among Pediatric Hospitalists: A Qualitative Study**.
- Blazel MM, Perzynski AT, Gunsalus PR, Mourany L, Gunzler DD, Jones RW, Pfoh ER, Dalton JE. **Neighborhood-Level Disparities in Hypertension Prevalence and Treatment Among Middle-Aged Adults**.
- Sankary LR, Rico V, Zelinsky M, Webster HS, Lerner AJ, Martinez K, Ford PJ, Tousi B, Leverenz J. **Building expert consensus regarding sharing of individual research results in Alzheimer's disease research: a Delphi study protocol**.
- Fiala M, Ji M, Shih YH, Huber J, Wang M, Johnson KJ, Gasoyan H, Wang R, Colditz GA, Wang SY, Chang SH. **Treatment Access among Younger Medicaid Beneficiaries with Multiple Myeloma**.
- Lopes RD, Atlas SJ, Go AS, Lubitz SA, McManus DD, Dolor RJ, Chatterjee R, Rothberg MB, Rushlow DR, Crosson LA, Aronson RS, Patlak M, Gallup D, Mills DJ, O'Brien EC, Singer DE. **Effect of Screening for Undiagnosed Atrial Fibrillation on Stroke Prevention**.
- Gasoyan H, Anwer F, Kovach JD, Casacchia NJ, Wang M, Valent J, Halpern MT, Rothberg MB. **Disparities in time to treatment with oral antimyeloma medications**.
- Gasoyan H, Deshpande A, Imrey PB, Guo N, Mittman BG, Rothberg MB. **Potential implications of using locally validated risk factors for drug-resistant pathogens in patients with community-acquired pneumonia in US hospitals: A cross-sectional study**.
- Olt CK, Hu B, Rothberg MB. **Upper Extremity Deep Vein Thrombosis: Incidence, Risk Factors, and Effectiveness of Chemoprophylaxis**.
- Mittman BG, Hu B, Schulte R, Le P, Pappas MA, Hamilton A, Rothberg MB. **What Constitutes High Risk for Venous Thromboembolism? Comparing Approaches to Determining an Appropriate Threshold**.
- Alpert JM, Amin TB, Zhongyue Z, Markham MJ, Murphy M, Bylund CL. **Evaluating the SEND eHealth Application to Improve Patients' Secure Message Writing**.
- Stanley EE, Pfoh E, Lipold L, Martinez K. **Gap in Sexual Dysfunction Management Between Male and Female Patients Seen in Primary Care: An Observational Study**.
- Singer DE, Atlas SJ, Go AS, Lubitz SA, McManus DD, Dolor RJ, Chatterjee R, Rothberg MB, Rushlow DR, Crosson LA, Aronson RS, Mills D, Patlak M, Gallup D, O'Brien EC, Lopes RD. **Atrial Fibrillation Burden on a 14-Day ECG Monitor: Findings From the GUARD-AF Trial Screening Arm**.

We'd love to hear from you!

Questions or comments? Email us at [research4c@ccf.org](mailto:research4c@ccf.org) or call 216-445-0719

To visit our website, click [here](#). To remove yourself from our mailing list, email Megan Merrill at [mer-rilm2@ccf.org](mailto:mer-rilm2@ccf.org).