

Optimizing Health Outcomes: A Comprehensive Approach to Chronic Kidney Disease (CKD) Management

Summary of Challenge

Chronic kidney disease (CKD) affects about 15% of the U.S. population and is steadily increasing in prevalence, causing significant morbidity and mortality. However, nine out of 10 people with CKD do not know they have impaired renal function. Like many chronic conditions, CKD can progress from one stage to another without a patient being aware of what's happening. There is reasonable evidence that primary care physicians can take specific actions to delay CKD progression and reduce mortality.

CKD is diagnosed in Black people three times as often as in white people, and there are further racial and socioeconomic differences. CKD is a more pronounced risk factor for cardiovascular disease, secondary to hypertension or diabetes, in Black and Hispanic individuals, in part because lower awareness of CKD and its risks leads to later office visits and diagnosis at a more severe stage.

Addressing Needs

Family physicians face challenges in staying updated on CKD guidelines, as well as in managing patient fears and complexities. Practice barriers, including time constraints and limited resources, hinder effective CKD management. Patient awareness and adherence remain critical hurdles in the fight against CKD.

Partnership Opportunities

Opportunity 1: For Physicians and Their Care Teams

Overview

The AAFP proposes a comprehensive education intervention to raise awareness, as well as to give family physicians and their teams the information, tools and resources that will allow them to implement optimal care for patients with CKD.

Goals

This comprehensive approach to give family physicians and their teams tools to enable better patient care will:

- **Equip physicians** to minimize preventable complications and morbidity by establishing screening and periodic evaluation protocols for at-risk patients, with a focus on shared decision-making and clinical risk factors (e.g., diabetes, hypertension, cardiac disease, or CKD-caused anemia).
- **Build patient-centered care skills** that enable physicians to effectively collaborate with patients in treatment decisions.
- **Integrate Motivational Interviewing (MI) techniques** when counseling patients about using MI-prescribed pharmacotherapy and lifestyle changes for better health outcomes.
- **Enhance care coordination**, ensuring seamless referrals to nephrologists and access to crucial resources.
- Identify strategies to **optimize equitable access** to care, **increase awareness** of policy updates, and **help patients connect** to federal, state, and local programs.
- **Drive practice success** by identifying and describing HEDIS and CMS measures of CKD screening and evaluation that can influence practice revenue so physicians and their teams can maximize success in value-based payment models.

Activities

- Develop accredited education on practice change recommendations and strategies for adoption.
- Create a practical toolkit tailored to AAFP Chapters that equips them to champion CKD awareness and action in their communities.
- Develop a physician-friendly resource on HEDIS criteria that allows physicians to navigate value-based model performance measures with ease.
- Utilize the AAFP's Inside Family Medicine podcast series and CME Bulletin to amplify awareness and bridge knowledge gaps on CKD challenges and common practice gaps, sparking action and improvement.
- Create a one-stop shop for CKD expertise with a dedicated CKD hub on AAFP.org that will house physician resources, clinical guidance, and point-of-care tools.
- Review and update existing conversation guides and infographics to ensure they are comprehensive and culturally appropriate, and that they enhance communication.
- Develop a treatment adherence conversation guide for physicians that empowers them to engage patients and maximize therapeutic success.

Estimated Cost: \$340,000

Opportunity 2: For Patients

Overview

The AAFP will create resources to address patient awareness of CKD and adherence to treatment.

Goals

Give patients a **single place** where they can find all the **education and materials on CKD** they need.

Activities

- Update the hub on AAFP's consumer website familydoctor.org devoted to CKD, centralizing all resources.
- Update and/or develop new resources for this hub, including resources related to medication and treatment adherence.
- Create infographics, videos and other visual tools for the hub.
- Organic social media plan to promote the hub and associated resources.

Estimated Cost: \$66,000