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Bells, Whistles and Communicating with Patients Beyond the Visit

Milestone 3 – Enhanced Access to Care

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Wisdom from Arkansas Early Adopters

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Poll

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On avg, what percentage of your patients in any given day merit a face to face encounter with you?

- 75-100%
- 50-74%
- 25-49%
- Less than 24%

Milestone 3

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- Create a multiplier affect for PC using non-visit based ideas
- Enhance old technology with team
- Use emerging technology to make old problems easier
- Use emerging technology with team to create new access points

Congrats!!

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Family Practice Management®

Apr 2004 Table of Contents

COMPUTERS

Online Communication With Patients: Making It Work

Find out what it takes to communicate successfully with patients online – and get reimbursed for it.

Joseph E. Scherger, MD , MPH

Fam Pract Manag. 2004 Apr;11(4):73-74.

The Internet has transformed the way most service industries interact with their customers, and it's likely to have the same effect on health care. Despite growing interest in online communication with patients, physicians' concerns about reimbursement issues, time demands and privacy have prevented many from trying it. The first article in this series discussed the availability of newer, more secure options for online communication with patients which may change that. (See "Want to learn more?") This article describes ways to overcome other barriers to online communication with patients by examining the reimbursement options available for this type of care and how to successfully integrate online communication into practice.

Reimbursement options

Refreshing Your Memory

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- Implement at least one type of opportunity for care provided outside of office visits. (e.g. patient portal, e-mail, text messaging, structured phone visit.) [No minimum threshold]

- Communicate a commitment to timely responses to asynchronous forms of communication (portal messages, email, text, voice mail)

Milestone 3 Options

Telephone Protocol

Secure Email/texting protocol

Secure Direct Email protocol

Online Patient portal with unstructured e-visits

Online Patient portal with structured e-visits

Online Patient portal with structured e-visits & synchronous video

Phone Visits

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Adoption Considerations

What We Do

- Structured calls
- Physician established protocols for common conditions. i.e. URI, UTIs
- BP f/u, Acute visit f/u

Upgraded to the 2014 Version?

Yes

No

Story from an e-patient

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Telephone Survey of E-Visit Users				
Respondent Summary	121 of 156 e-visit users	71.1% Women	86% employed	88% under age 60
Reasons for using e-visit	Convenience	Perception that symptoms did not require in-person physician contact	Lack of availability of timely office visit	
Findings	>90% reported findings adequately addressed	53.7 % received diagnosis and a prescription	33.1% received a diagnosis and action plan	3.3% received a diagnosis w/o need for follow up

Portal with Direct Email

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What We Do

- Fits and starts – navigating vendor dilemmas
- We built it…but they didn't come…rolling with ambivalence and patient apathy
- Practice workflow…better than we imagined.

Adoption Considerations

Guidelines for Marketing E-visits to Patients

(1) Print the Web Portal address on appointment cards, business cards, letterhead, and patient handouts

(2) Conduct a print and e-mail survey to inform patients of the new service and solicit suggestions on pricing and the types of conditions they feel are suitable for e-visits

(3) Emphasize the Web Portal on voicemail and telephone hold messages, including cues that might transfer calls for low acuity complaints to e-visits

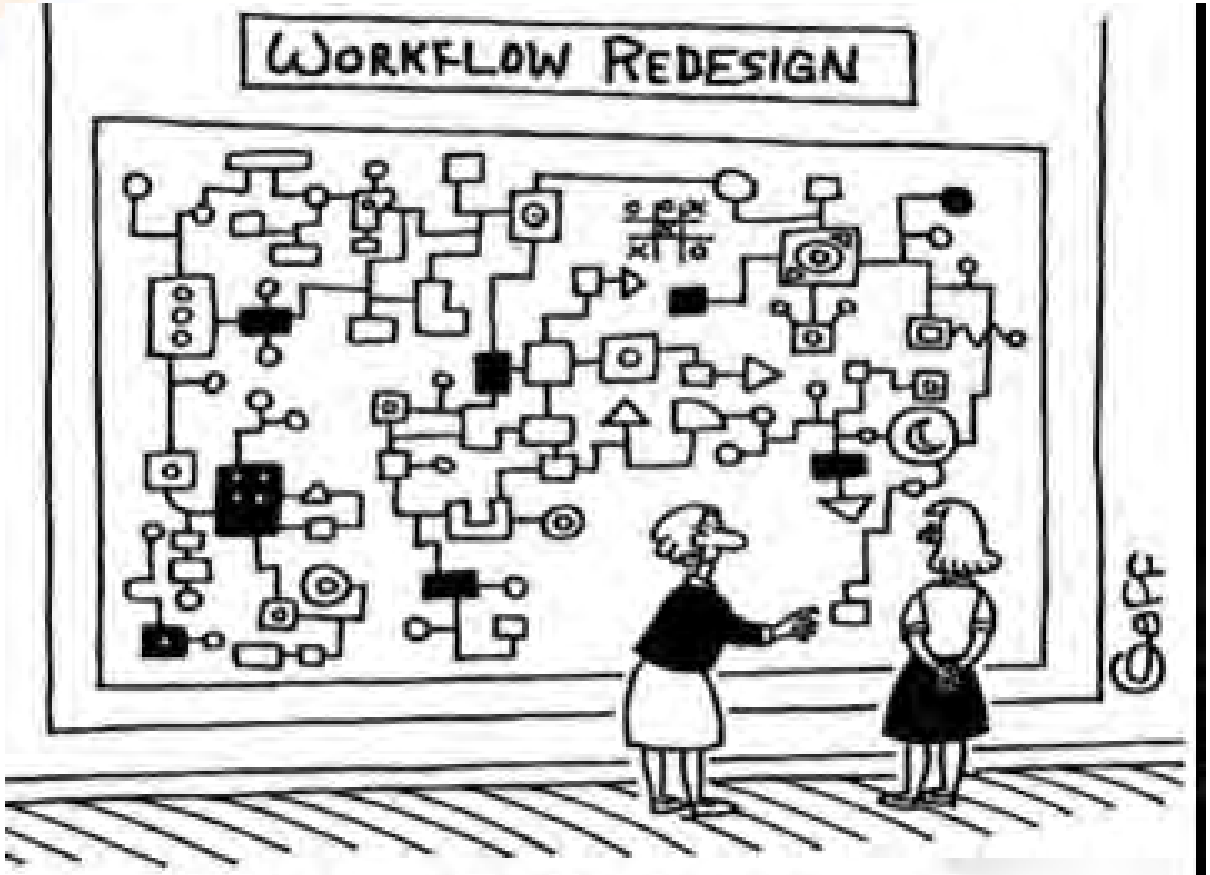
(4) Add a prominent clearly labeled link to the Web Portal Home page to quickly direct visitors to user friendly information on e-visits

(5) Send e-mail to patients explaining the new service and how they can benefit from it

(6) Duplicate the user friendly information on printed flyers that can be placed in the waiting area and handed to patients at check out

(7) Devote an issue of the practice's print or online newsletter to a focus on e-visits

(8) Produce brightly colored attention getting buttons or stickers for staff to wear and highlight the new offering



"And this is where our ED workflow redesign team went insane."

Action Plan for Monday

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- Select the highest value approach
- Tell your vendor what you need, by when
- Have Plan A **AND** B in mind
- Put Protocols in place
- Doodle the workflow and kick it around
- [Don't wait for the computer to be perfect….it never will be]

Questions – Jay Fetter

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- Just an e-mail away: jfetter@transformed.com

  (Promise a response in < 48 hours)

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