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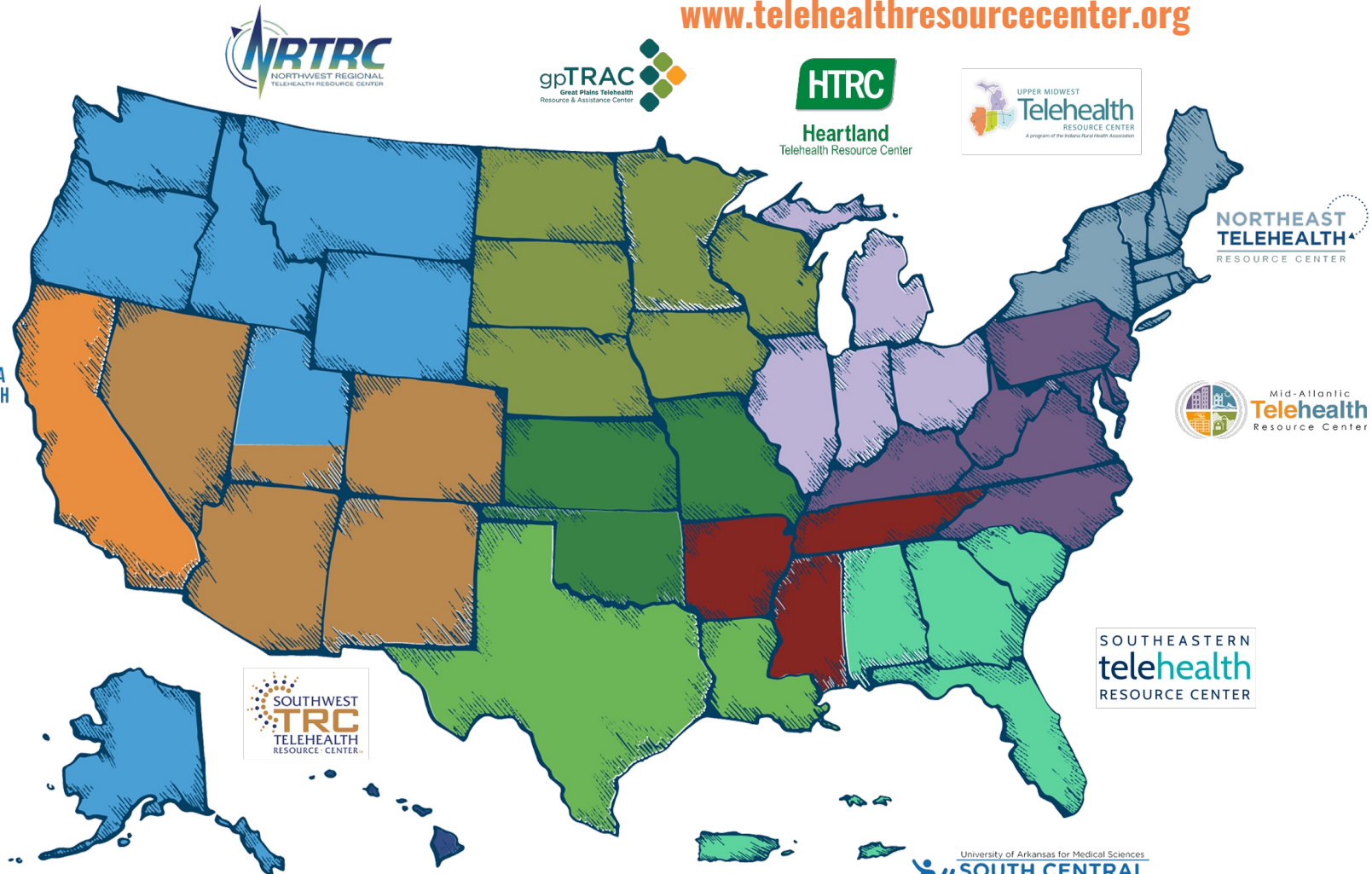
**Integrated Patient Portals and
Improving the Virtual
Experience**

May 19, 2022



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Integrated Patient Portals and **Improving the Virtual Care Experience**

May 19, 2022

Before We Get Started

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Meeting Agenda

01 Hybrid Virtual **Care Models**

05 Future of **Virtual Care**

02 Benefits of the **Patient Portal**

06 Design Solutions with the
Patient in Mind

03 Trends of **High-
Performing Health Centers**

07 **Questions**

04 MyChart **Virtual Visit Overview**

Meet Your Presenters



Robert Kay

Technical Program
Manager, **OCHIN**



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Improvement Advisor,
OCHIN



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User-Centered Design
Specialist, **OCHIN**

Hybrid Virtual Care Models



The COVID-19 pandemic provided a safety imperative for providers and patients to pivot to virtual options. It offered an ideal test case to **demonstrate the potential for virtual solutions to complement in-person care** in ways that expand clinical capacity, improve continuity of care, and dramatically increase access to quality care—particularly for underserved populations

The goal for healthcare is a **seamless patient experience** that does not distinguish between care delivery modalities. Evidence shows that clinical efficacy, patient preference and value of virtual care options, will allow patients and providers to choose the most appropriate virtual care option at any given point in the patient care journey as the new standard of excellence.

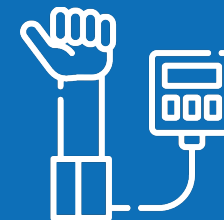
Supporting Patient Access

Patients with an activated patient portal can access its robust capabilities 24/7, **helping you enhance efficiency and the patient experience.**

Patients can:



Access lab results, after-visit summaries, common medical forms, and educational materials.



Attach photos to assist with messaging, submit questionnaires, or **remotely track biometrics** like daily blood pressure or glucose levels.



Get automatic alerts that remind them about preventive care and help manage upcoming visits.

Supporting Health Equity

Studies find that patient portal adoption generally correlates to **increased engagement, improved retention, and better overall health outcomes.**



Research suggests that **lower-income patients** are more inclined to use patient portals via smartphone to manage health care.



Other studies **indicate improved compliance** among individuals using patient portals.



This is particularly true for those with **chronic conditions** like asthma, diabetes, and congestive heart failure.

Reflecting Market Trends

You and your teams work tirelessly to provide the equitable, connected care your patients and communities deserve.



Activated patient portal **usage steadily increased over time.**



The COVID-19 pandemic **created a substantial surge** in virtual visits and patient portal usage.



The patient portal mobile app will soon become the provider communication/care management tool **used by the majority of patients.**

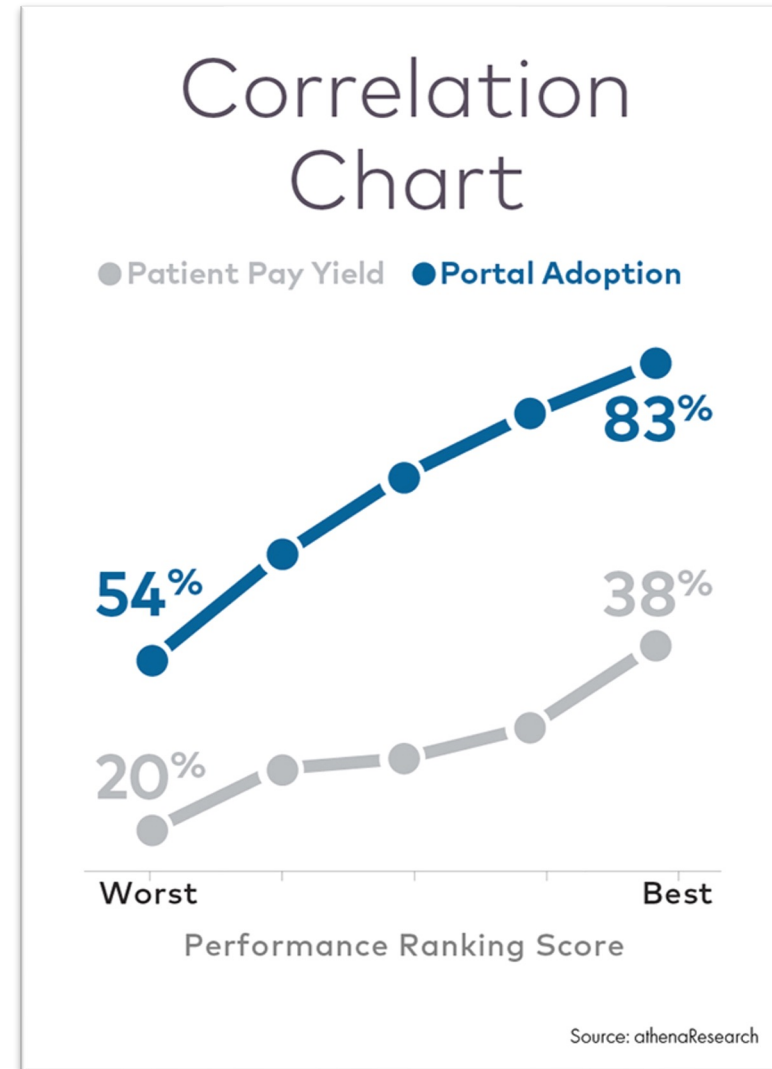


Patient Portals Payoff

Collect Payments Faster

An Athenahealth study found a **positive correlation** between greater portal adoption and patient pay yield.

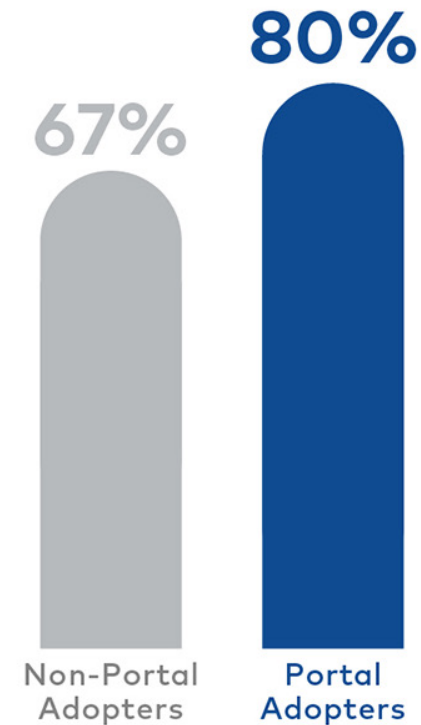
Practices that increased portal adoption rates by 20 percent over 12 months saw a median increase in patient pay yield or nearly five percent.



Build Patient Loyalty

A study found that after an initial visit to a primary care practice, **80 percent of patients with portal accounts returned for a second visit** within 18 months. In comparison, patients without portal accounts returned only 67 percent of the time

Portal adopters are
MORE LOYAL



18 Month Retention Rates

Unburden Staff

Practices with portal adoption rates above 60 percent report that portals can reduce workloads for providers and staff.

- 1. Save time:** Portal's secure messaging system can capture many patient questions formerly handled by phone
- 2. Controlling communications:** Providers like being able to respond to secure messages at an appropriate time in their schedule
- 3. Free the front office:** Portals allow patients to schedule their own appointments, submit their prescription refills, and request health records which can reduce the office's administrative call volume
- 4. Improve workforce satisfaction and stem turnover:** Portals build clinical capacity and alleviate provider burden



Generate Sustainable Revenue



Reimbursement for virtual care is evolving, and it is important for health centers to consider adjusting their menu of services to **expand virtual offerings** that prove to be both clinically effective and preferred by patients. Identify the virtual care solution that best fits your needs:

1. Remote patient monitoring activities can help manage patients with chronic conditions such as hypertension or diabetes
2. Patients with portal accounts tend to pay their medical bills faster
3. COVID-19 public health emergency lifted many restrictions on telehealth and expanded the number of allowable services that may be administered virtually

Boost Patient Enrollment and Engagement

MyChart adoption data for OCHIN Epic HCCN PHCs identified activation trends and characteristics of high-performing PHCs. Characteristics of PHCs with higher activation rates:



Patient demographics

PHCs with higher MyChart activation rates tend to serve a different patient population than PHCs with lower activation rates. They are also more successful reaching patients who tend to have lower activation rates.



Functionality enabled

Notably, PHCs with higher activation rates have a greater volume of opt-in functionality enabled. They've also chosen functionality that is correlated with higher activation rates (e.g., mobile bill payments and CareMessage).



Length of time with OCHIN MyChart

Interestingly, PHCs with higher activation rates also have had MyChart available to patients for a greater length of time (average ~5 years).

Patient Demographics

Demographics characteristics of patients served by the top 10 PHCs with the highest activation rates and compared those with characteristics of patients served by the 10 PHCs with the lowest activation rates and found distinct differences in demographic characteristics.

Preferred Language

PHCs with higher activation rates serve a predominantly English-speaking patient population (81% of their total patient population).

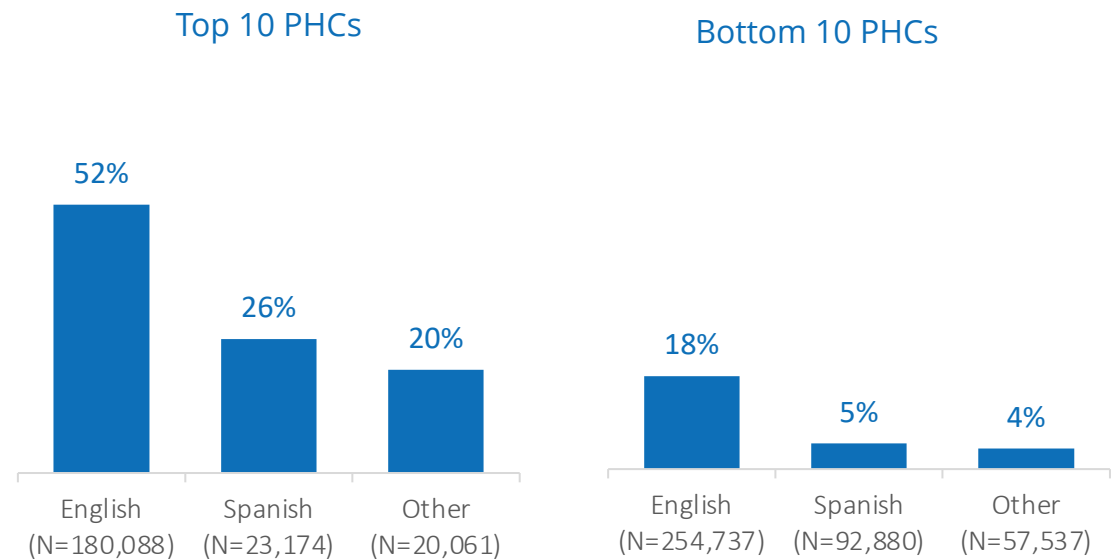
In contrast, low performing PHCs have a significantly higher proportion of patients who prefer a language other than English (p-value <.001).

Yet, as indicated in the bar charts to the right, PHCs with higher activation rates are also having more success in activating patients whose preferred language is not English.

Other Demographic Characteristics

Notably, PHCs with higher activation rates also have a higher proportion of patients in higher income ranges and a higher proportion of patients ages 20+ years old.

Percentage of patients with active MyChart accounts in each preferred language group (active MyChart patients / total patients in preferred language group)



Source: MyChart Adoption Rate Tableau, retrieved 9/7/2021.

Functionality Enabled

MyChart functionality enabled across OCHIN Epic HCCN PHCs and compared functionality patterns across the top 10 PHCs with the highest activation rates and the 10 PHCs with the lowest activation rates and found notable differences in functionality enabled.

The majority of OCHIN Epic HCCN PHCs have between seven and nine MyChart functions enabled. **PHCs with higher activation rates have more functions enabled.**

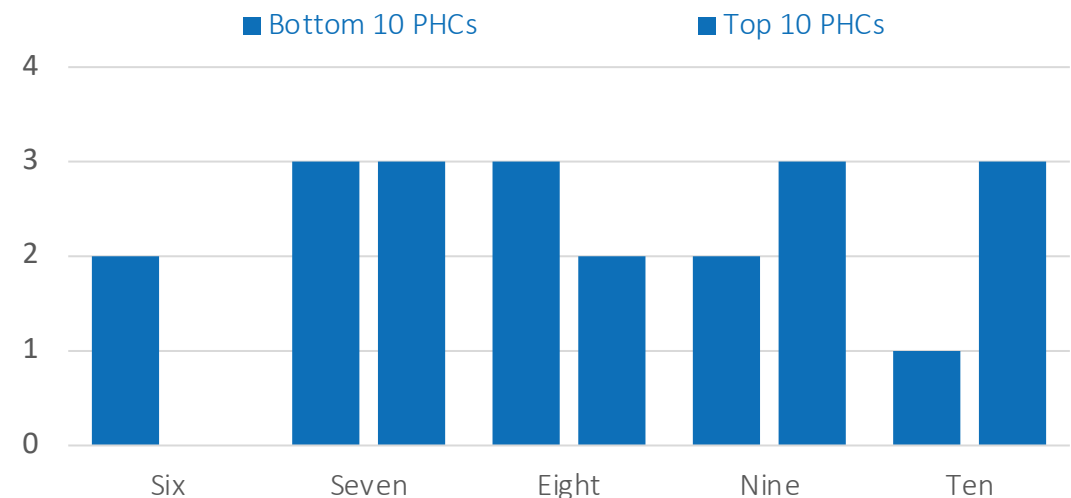
We found the number of MyChart functions enabled is statistically associated with MyChart activation. **On average, each additional MyChart function enabled is associated with a 3.9% increase in activation** (p-value = 0.0393).

As we looked closer at the impact of specific functions on activation rates, we found that the **payment function enabled is associated with an 8% higher activation rate**

We also found that PHCs with higher activation rates tend to be using **CareMessage**, as their mechanism for patient text and outreach.

While, on average, PHCs with customized branding implemented have higher activation rates than those who have not implemented, the difference was not significant (p-value = 0.76).

Total count of PHCs by number of MyChart default and opt-in functions enabled

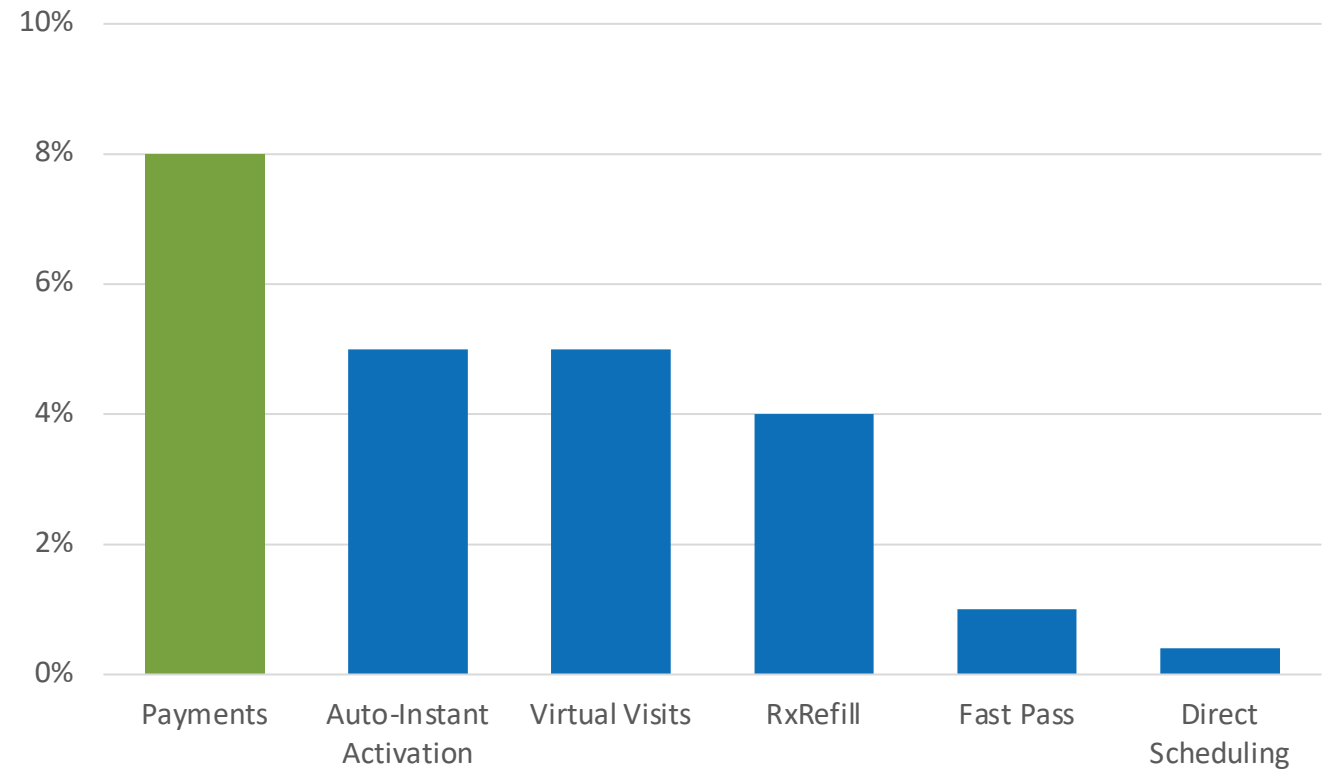


Note: This analysis evaluated ten MyChart functions, with each function given the same weight.

Source: MyChart Adoption Rate Tableau, retrieved 9/7/2021; OCHIN Epic Features List.

Having the **payment function** turned on is associated with an **8% higher** patient portal activation rate.

Average percentage increase in MyChart activation when functionality is turned on



Note: Calculated using linear regression of MyChart functionality. eVisits, Hello Patient, Shared Notes, and eCheck-in were excluded from this analysis because they are default functions without comparison groups. Source: MyChart Adoption Rate Tableau, retrieved 9/7/2021; OCHIN Epic Features List.

Advantages at-a-Glance

For Staff:

- ✓ **Reduced** no-shows
- ✓ **Fewer** phone calls
- ✓ **Reduced** mailings
- ✓ **Less time** at front desk



- ✓ **Easy** check-in
- ✓ **E-sign** forms
- ✓ **Online** bill pay
- ✓ **Cancel/** reschedule online
- ✓ **Online** test results

For Patients:

- ✓ **Access** to health info
- ✓ **Upcoming** visit reminders
- ✓ **Proxy** access
- ✓ **Vaccine** proof





Patients can interact with you through live video/audio on their preferred device.

Virtual Visits

- ✓ Delivered via **industry-standard Zoom** (web/mobile)
- ✓ **eCheck-In** gathers patient information
- ✓ **Technology check** improves patient experience
- ✓ **Enhances equity**, making care available to anyone with internet
- ✓ Patients can arrive **up to 30 minutes** before appointment
- ✓ **Supports multiple** providers/patients/proxies
- ✓ Send invitational **text messages** with links

Portals: Gateway to Virtual

Patient Portals enable staff and patients to **complete more** of the visit interactions than just video.

From checking in to following up, having **all the interactions** in one place saves the patients from sorting through their email inbox and losing information.

- 1. Adoption = Easier Virtual**
Patients who already have a portal account have 1 fewer steps to complete when they feel ill
- 2. Not Just A Video**
Patients share demographic and other check-in information + payments
- 3. Managing the 'Waiting room'**
Staff can communicate with patients – providers running late?
- 4. Following Up**
After Visit Summaries and patient messages are intuitively on the same platform

The Future: Meeting Patients Where They Are

When patients are seeking care, healthcare organizations should be prepared to meet them at the easiest venue of care for them.



Remote Monitoring

- Proactive
- Lightest touch



Patient Self-Serve

- Search for resources & information
- Web MD



Messaging

- Messaging care teams
- Text message initiations & reminders



E-Visits

- Algorithmic chats
- Guide patients to appropriate care
- Bright MD



Virtual Visits

- Complete, connected care
- Access
- Equity



In Person

- Highest touch
- Patient choice
- Complex care situations

Design Solutions **with Patients**



Focus on the **human experience**

Consider the actions & needs of patients who will use the portal, not just the technical aspects



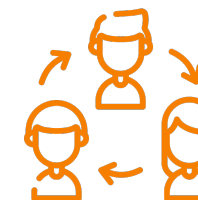
Consider **co-design**

Collaborate with your patients in order to deliver an impactful experience



Gather feedback at every stage of **the journey**

End users can provide feedback about the current iteration of the portal to inform future improvements that will meet their needs



Test, learn, **iterate**

User-Centered Design (UCD) promotes research, ideation, testing, and validation over and over to move to solutions and products that meet user needs

QUESTIONS?



Thank You



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Date: June 16, 2022

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