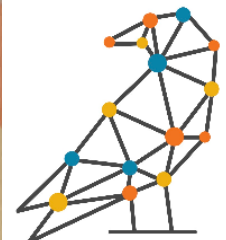




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INNOVATIONS

Texting for Better Health



Raven



Today's Agenda

1. Framing the challenges
2. Case – North East Valley Health Corporation
3. Case – Monterey County Clinic Services
4. Texting Landscape - CCI
5. Q&A/Discussion



Today's Faculty

1. Stephen Guiterrez, Chief Information Officer, Northeast Valley Health Corporation
2. Julie Edgcomb, Ambulatory Services Administrator, Monterey County Health Department
3. Adriana Velez, Outpatient Services Manager, Monterey County Health Department

The Challenges

- Using texting in conjunction with patient scheduling.
- Using texting to engage and manage a complex patient population between visits.
- Using texting as an outreach tool for targeted populations





Case – Northeast Valley Health Corporation



Northeast Valley Health Corporation

a californihealth⁺ center

Northeast Valley Health Corporation

Engaging patients using Text Messaging

What type of messages

- Appointment Messaging
- Gaps in Care Campaigns
- Interactive Self-Management
- General notifications

Appointment Messaging

- New Appointment confirmation with address
- Appointment reminders with response
- High Risk BA reminder with response
- Statistics:
 - Track messages sent (22,000/mo)
 - Track responses (9% response)
 - Track BA rate of respondents (12% vs 21%)
 - Track Cancel rate (2.3% cancels)

Gaps in Care Messaging

- Consider Appointment Access availability before outreaching to patients
- Consider patients in multiple categories may get multiple messages resulting in message fatigue
- Don't forget to consider confidentiality flags
- Statistic:
 - Q4 6639 patients for Pap, A1c and FIT kits

Interactive Self-Management Programs

- Some systems have the ability to interact using Artificial Intelligence with the patients by coaching on health plan

Statistics:

- Q4 80 patients used Smoking and Nutritional tips



Other Campaigns

- New managed care member welcome message
- Plan/Policy/Health Environment changes
- Hours of operations notifications



Future Ideas

- Medication refill reminders
- Provider unavailable for visit notification
- Appointment wait list notification

Keys to Success

- Platform must integrate into EHR
- Platform must be able to handle volume in a timely manner
- Platform must have ability to receive response
- Ease of response greatly increases response rate
- Brand your message so patient is not confused
- Capability to run status delivery reports
- Ability to allow patient to Opt-out of messaging

Cost Structures

- Cost per message is based on both messages sent and received
- Cost per patient with unlimited messaging incurs charges for patients who are not active
- Flat rate platform normally requires you to develop your own platform





Case – Monterey County Clinic Services





Monterey County Clinic Services

Texting Pilot Team

- Goal: Provide patients with new text messaging technology and voice reminders as back up
- September 2015 a work group was created to facilitate the piloting and go live of Confirmation texting in our nine sites.
- Prior to implementation the team met bi-weekly to defined the scope, approach, and determine the resources needed for this project.
- Our team was made up of members with various backgrounds, skills, knowledge of our EMR and day to day function.
 - Texting vendor assigned staff
 - Providers and team champion
 - Internal staff of different skill levels (Leadership, IT, operations, Call Center, Privacy officer, management, Site Specialist)
- The bi-weekly meetings served to brainstorm, plan, measure capacity and risks, and design the project from a technical aspect and operational perspective

Tips & things to think about when Planning & preparing

- As Part of the pre -implementation, we decided to survey patients to ensure this was the right technology needed to better serve our patients. We found that the majority of our patients had access to a smart phone, this gave us the confidence that we were moving in the right direction.
- We reviewed & talked to several vendors to ensure the software we chose would meet our needs and future texting goals (possible Bi-directional interface).
- After selecting and learning the software, we presented and communicated the upcoming texting pilot during our staff meeting, team times, and quarterly staff presentations. We wanted to make sure to answer any questions and get buy in from all. Staff appreciated being informed and feeling part of the upcoming pilot.
- Always think ahead and ensure to include everyone's needs
 - what is the future goal
 - what reports will you need
 - Who will be effected with the changes, do you have all the work flows and reports needed?, and do you have the right staffing?
 - how do you anticipate to expand this technology

Preparing for go live

- In order to ensure a successful go live staff began collecting and updating cell phone & home numbers a few months in advance of our texting go live.
- Assigned staff trained on the use and functionality of our selected software. Staff also trained and learned to monitor and maintain the texting portal and all any pertinent reports.
- Review and set up of Data abstraction from our EMR (no interface/ one directional) and created needed reports.
- Created internal work flows and developed easy and staff friendly training materials.
- Provided information to patients about texting technology thru our website, poster, and in hand flyers at our clinics. We wanted to make sure our patients became familiar with the new technology that would soon be offered to them.

Findings

After a successful Text Confirmation one directional go live, the following happened

- Decrease work load of front desk staff, allowing for more face to face interaction thus improving patient satisfaction.
- Front desk staff focus on registration, prep charts, billing inquiries, complete assigned work, provide excellent customer service.
- Standard text confirmation language in the same manner across all of our departments
- We continue to measure no shows rates, confirmed visits vs phone call confirmations

Future

- Since our original go live, We have worked with our internal team, vendor and our EMR to successfully implement a bi-directional interface for text confirmations.
- We are in the last phase of testing our bi-directional Outreach and Self Management programs with a tentative go live at the beginning of March 2019.
 - Programs include Self management for patients with Diabetes and hypertension.
 - We are now able to send outreach messages such as Flu vaccine clinic, you are due for _____, please give u call to schedule. And many more.



Texting Landscape

Solutions Gallery

Explore all solutions reviewed. Filter by category, or use the magnifying glass to search. **Also available in a table view.**

Filter Sort ...

The screenshot displays a 'Solutions Gallery' interface with five vendor cards. At the top, there are navigation options: 'Filter', 'Sort', and a search icon. The cards are arranged horizontally. Each card features a logo at the top, followed by the vendor name, a 'BRIEF DESCRIPTION FROM VENDOR' section, and a 'WEBSITE' link at the bottom.

- access.mobile**: BRIEF DESCRIPTION FROM VENDOR: access.mobile has an intelligent mobile engagement solution to improve patient care with a focus on underserved and multicultural ... WEBSITE
- Cipher Health**: BRIEF DESCRIPTION FROM VENDOR: CipherHealth provides one, flexible platform for engagement and care coordination across the continuum. WEBSITE
- SimplifiMED**: BRIEF DESCRIPTION FROM VENDOR: SimplifiMed acts like a 24/7, multilingual assistant to engage patients via SMS and record transactions directly in the EHR. WEBSITE
- twistle**: BRIEF DESCRIPTION FROM VENDOR: Twistle intuitively guides patients step by step through any journey by asking timely questions, replying with personalized answers, and ... WEBSITE
- CAREMESSAGE**: BRIEF DESCRIPTION FROM VENDOR: CareMessage empowers health centers through texting and mobile to reduce costs, increase revenue and, most importantly, improve ... WEBSITE

<https://www.careinnovations.org/resources/texting-landscape/>

Four takeaways from the texting landscape



Increased sophistication from all
players – from providers to solution
vendors



Rise of the wrap-around “patient communications” solution



Know your vendor's audience



Put yourself in your patients' shoes





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Questions?

Discussion



• Private partnerships
• Community
• "on interest areas"
• Project types based
• Goal limits
• Elements/Initiatives
• What are the key

How Using Postcard?
• It is not a plan for an app
• It is not a plan for an app
• It is not a plan for an app
• It is not a plan for an app
• It is not a plan for an app