



Healthier You. Healthier Communities.

# The Importance of Connecting Patient Engagement with Patient Portal

**Sade Crawford, Director of Patient Engagement**

# Introduction



- Federally Qualified Health Center- 9 Health centers, 12 homeless healthcare facilities
- Over 225 Providers- Primary Care, Specialty Care, Dentistry
- 100,000 annual patient population

[unityhealthcare.org](http://unityhealthcare.org)



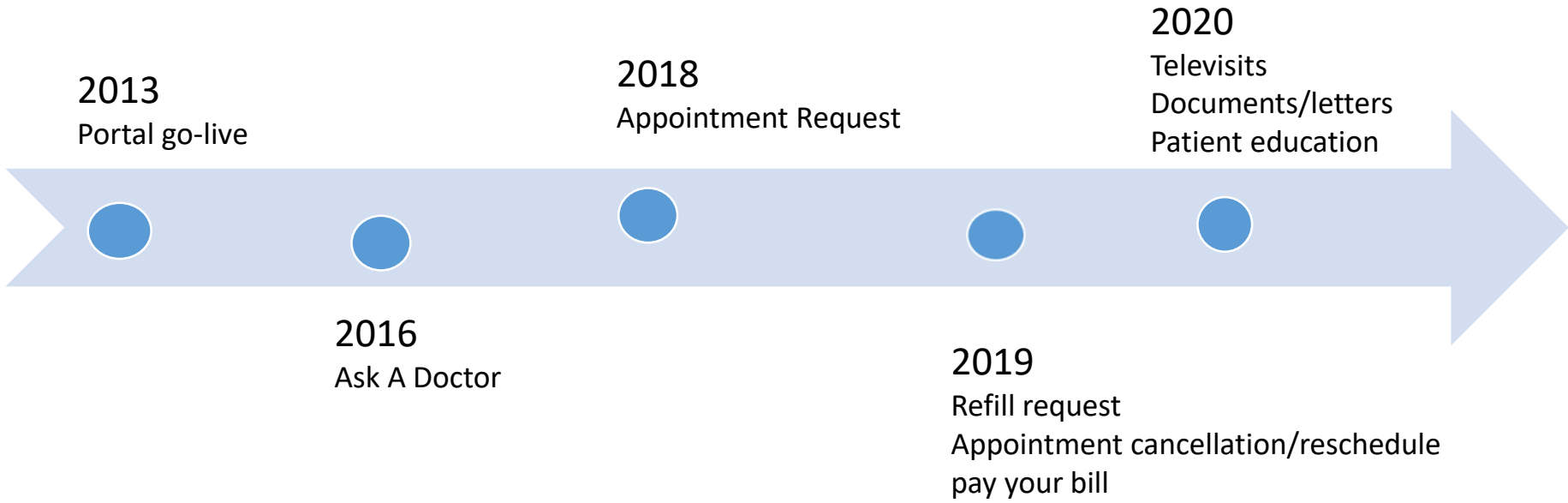
# Agenda

- Unity's patient engagement history
- Analyzing portal data
- Communication
- Education
- Improvements
- Next Steps

# Learning Objectives

1. The benefits of creating and evaluating portal analytics.
2. Why it is essential to get feedback from patients about the portal?
3. The benefits of incorporating Patient Navigators to help educate patients about using the portal.
4. Strategic methods of helping patients feel empowered about being engaged in their healthcare.

# Unity's patient portal history



# Other patient engagement initiatives

**Pediatric Well Child Visit:  
Two Month Reminder**

- **Messenger**

- Yearly visit reminder
- Pediatric Well Child Visits
- Lab reminder
- Hemoglobin A1c
- Rx notification
- Custom campaigns

**Email**

**Portal / App Notification**

**Text Notification**

**Voice Notification**



# Unity Health Care

1100 New Jersey Ave. S.E., Suite 500 , Washington, DC, Zipcode: 20003

Contact: 2027157900

Provider

Facility

Actual Providers: 256, License Providers: 294

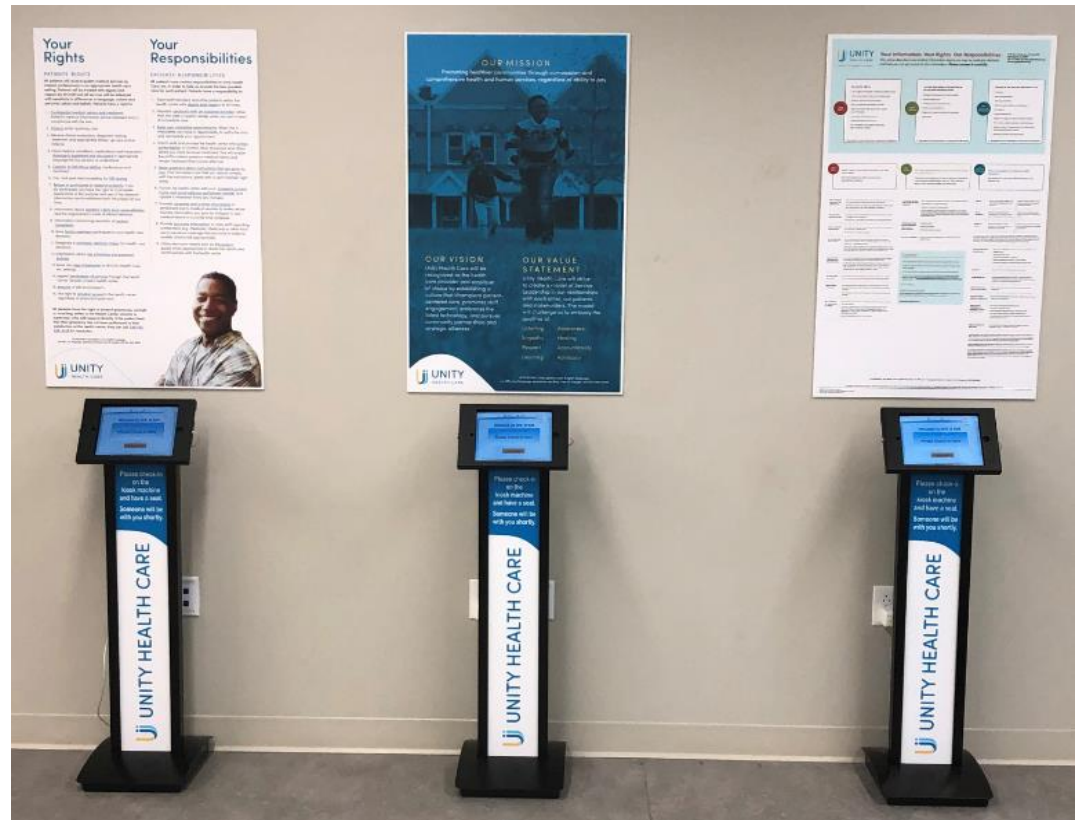
Close

+ Hemoglobin A1c Lab Reminder	Voice: 390	Sms: 315	Email: 0	Emessage: 146	Total: 851
+ Lab Reminder	Voice: 1145	Sms: 962	Email: 0	Emessage: 502	Total: 2609
+ Pediatric Well Child Visit: Eighteen Month Reminder	Voice: 40	Sms: 32	Email: 13	Emessage: 11	Total: 96
+ Pediatric Well Child Visit: Fifteen Month Reminder	Voice: 39	Sms: 28	Email: 10	Emessage: 9	Total: 86
+ Pediatric Well Child Visit: Four Month Reminder	Voice: 28	Sms: 21	Email: 7	Emessage: 6	Total: 62
+ Pediatric Well Child Visit: Nine Month Reminder	Voice: 37	Sms: 35	Email: 12	Emessage: 12	Total: 96
+ Pediatric Well Child Visit: Twelve Month Reminder	Voice: 37	Sms: 32	Email: 12	Emessage: 12	Total: 93
+ Pneumococcal Vaccination Reminder	Voice: 575	Sms: 440	Email: 0	Emessage: 118	Total: 1133
+ Yearly Visit Reminder	Voice: 10325	Sms: 6097	Email: 4006	Emessage: 3760	Total: 24188
+ Pediatric Well Child Visit: Six Month Reminder	Voice: 28	Sms: 21	Email: 11	Emessage: 10	Total: 70
+ Pediatric Well Child Visit: Two Year Reminder	Voice: 68	Sms: 46	Email: 15	Emessage: 16	Total: 145
+ Pediatric Well Child Visit: Two Year Reminder	Voice: 68	Sms: 46	Email: 15	Emessage: 16	Total: 145
+ High Priority Lab Reminder	Voice: 4	Sms: 3	Email: 0	Emessage: 4	Total: 11
+ Pediatric Well Child Visit: Two Month Reminder	Voice: 20	Sms: 9	Email: 6	Emessage: 6	Total: 41
+ Rx Transmission Notifications	Voice: 0	Sms: 27402	Email: 0	Emessage: 0	Total: 27402
+ ACO 32: Lipid Control with known Coronary Artery Disease	Voice: 0	Sms: 0	Email: 24	Emessage: 22	Total: 46

# Other patient engagement initiatives

## • Kiosk

- View and update demographics
- Sign up for portal
- Sign consent form
- Pay copay or acct balance
- Verify/update pharmacy
- Verify/update PCP
- Schedule an appointment
- Check-in for appointment





# Kiosk analytics

Month	Able to check in	Actually checked in	Total patients	% of kiosk usage
03-March	1554	775	1329	50%
04-April	1522	1115	1637	73%
05-May	1251	993	1744	79%
06-June	976	817	1493	84%
07-July	1081	988	1869	91%
08-August	1191	951	1942	80%
09-September	1058	770	1828	73%
10-October	1337	664	2001	50%
11-November	1143	416	1559	36%
12-Dec	1095	651	1746	59%
<b>Total</b>	<b>12208</b>	<b>7377</b>	<b>15064</b>	<b>68%</b>

# New role...out with the old, in with the new



# What is Patient Engagement?

- Patient engagement combines a patient's knowledge, skills, ability, and willingness to manage their own care with communication designed to promote positive behaviors and improve their health quality.



# Patient feedback

Community Advisory Board (CAB)



# Patient Satisfaction Survey

(21) Have you ever used the Unity Health Care online patient portal?

Yes  No  Don't Remember/Not Sure  NA

(A) [If Yes] How would you rate your overall experience using the patient portal? [Aided]

Poor  Fair  Good  Excellent  NA

(B) [If Yes] What is the likelihood that you will use the patient portal again? [Aided]

Very Likely  Somewhat Likely  Not Likely  Not Sure (Live out-of-town)

(C) [If No] Can you describe the reason why you have not used the patient portal? [Unaided; May select more than one]

Not aware of

Do not understand purpose

Don't know how to access

Other: \_\_\_\_\_

No internet connection

Privacy concerns

Prefer other communication

Too complex

Have no need for

○ \_\_\_\_\_ The Online Portal is dysfunctional, it presents options that I'm not able to choose.

○ \_\_\_\_\_ I read my results on the online portal, although I had a hard time logging in.



# Analyzing the data

Feb-19					
Health Center	no	yes	Grand Total	% of active portal usage	
Anacostia Health Center	911	920	1831	50%	
Brentwood Square Health	534	659	1193	55%	
CCNV Clinic	288	77	365	21%	
East Of The River Health C	277	242	519	47%	
Minnesota Avenue Health	1758	1367	3125	44%	
Parkside Health Center	401	414	815	51%	
Southwest Health Center	280	318	598	53%	
Stanton Road Clinic	154	170	324	52%	
Unity at Columbia Road He	195	331	526	63%	
Upper Cardozo Health Cer	2420	1611	4031	40%	
<b>Grand Total</b>	<b>7218</b>	<b>6109</b>	<b>13327</b>	<b>46%</b>	

Total Logins



# COMMUNICATION


[unityhealthcare.org](http://unityhealthcare.org)

# Account access

- Patients now have the option to reset their passwords over the phone
- Patients may log-in using their mobile number


LOGIN TO YOUR ACCOUNT


We will send verification code to confirm access to this number. Standard text messaging rates apply.

Using Mobile Phone 

OR

Enter the details below

 User Name

 Password

[Trouble logging in](#)

Login

We will send verification code to confirm access to below number. Standard text messaging rates apply.

\*\*\* - \*\*\* - 8316

\*\*\* - \*\*\* - 7928

[Return to Login Page](#)

Send Code

# Email Message settings

## Before

Subject: New Appointment Reminder

This serves as a reminder you have an upcoming appointment at *Unity Health Care*. To access the appointment details please log on to patient portal at <https://health.healow.com/Portal2974> and use the credentials provided by the practice.

If you have issues when clicking the above link, copy and paste it into your browser's address field.

You may also download the **Healow** app to access the portal from your smart phone. Healow is available on the Apple and Android market. Unity Provider code is ICAFAA.

Through the Patient Portal, you will be able to

- request referrals
- update personal information
- review published lab results,
- examine your current and past statements
- message your Doctor or Nurse
- view and print your Personal Health Record (PHR)

Unity Health Care

... all from the comfort of your home or cellphone, whenever it is convenient for you!

By using the Patient Portal you no longer have to call the office, leave a message, and wait for a response to get the results of your lab work; those results will be available to you on the Portal. You no longer have to call with a question or concern; you can send a message to the office through the Portal and expect a prompt reply.

Begin today to take an active role in managing your health care!

Sincerely,

Unity Health Care

## After

{{appnt\_facName}}

{{appnt\_facAddress1}} {{appnt\_facAddress2}}

{{appnt\_facCity}}, {{appnt\_facState}} {{appnt\_facZip}}

Map: {{google\_map}}

Dear {{pt\_firstName}},

You have an appointment scheduled at {{appnt\_facName}}.

Please review the details of your appointment below.

### Appointment Details



Date:

{{appnt\_date}}



Time:

{{appnt\_time}}

Location:

{{appnt\_facName}}

{{appnt\_facAddress1}} {{appnt\_facAddress2}} {{appnt\_facCity}}, {{appnt\_facZip}} {{appnt\_facPhone}}

Patient Name:

{{pt\_firstName}}

View the facility location using Google Maps?: {{google\_map}}

For more information regarding your appointment, please log on to your secure Portal at {{ptportal\_url}}.

If you are unable to make this appointment, it is important that you cancel or reschedule as soon as possible so we can make other arrangements. You may do so via the portal, or calling us at 202-469-4699

**Please remember to bring your ID, insurance card, and proof of income to your visit.**

We look forward to seeing you at your upcoming appointment.

# Portal usage details



## Messages sent vs received

SENT TO PATIENT ————— 2702 ↑ 27.69%

RECEIVED FROM PATIENT ————— 1064 ↑ 28.97%



## Labs published vs viewed

LABS PUBLISHED ————— 46445 ↑ 20.08%

LABS VIEWED ————— 2559 ↑ 23.27%



373 ↑ 27.30%

Refill Request





# EDUCATION

[unityhealthcare.org](http://unityhealthcare.org)

# Marketing

- Unity increased marketing strategies by:

UNITY HEALTH CARE

Don't get put on hold.

Get on the **PATIENT PORTAL!**

Connect with your provider using the Patient Portal for 24/7 access to your health information!

Get lab results

Request an appointment

Send a message to your provider

Request medication refills

Stay in control: download the Healow app. Ask the patient registration clerk at any Unity Health Care site for more information.

Review medical record and request referrals

... and much more!

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1. Portal posters placed in elevators, waiting rooms, exam rooms, etc.
2. Patient portal buttons
3. Added portal details to hold info on phone calls



unityhealthcare.org

# Patient Navigators



[unityhealthcare.org](http://unityhealthcare.org)



# WHERE ARE WE NOW?

[unityhealthcare.org](http://unityhealthcare.org)

# Televisits



[unityhealthcare.org](http://unityhealthcare.org)



# Unity's Patient Portal Data

June				
Health Center	Total web enabled patients	actively using the portal	no successful log-in	% of active portal usage
Anacostia Health Center	3373	2694	679	80%
Brentwood Square Health Center	3282	2677	605	82%
Cardozo Student Health Center	29	24	5	83%
CCNV Clinic	503	283	220	56%
East Of The River Health Center	1120	830	290	74%
Minnesota Avenue Health Center	5840	3703	2137	63%
Parkside Health Center	1803	1356	447	75%
Southwest Health Center	1346	1006	340	75%
Stanton Road Clinic	729	462	267	63%
Unity at Columbia Road Health	915	821	94	90%
Upper Cardozo Health Center	6247	4297	1950	69%
<b>Grand Total</b>	<b>25187</b>	<b>18153</b>	<b>7034</b>	<b>72%</b>

# Portal analytics

## FEATURES USAGE

All comparisons are to the previous month



### Labs published vs viewed

LABS PUBLISHED ————— 23705 ↑ 39.86%

LABS VIEWED ————— 2324 ↑ 35.12%



109 ↑ 41.56%

Statements viewed



### Messages sent vs received

SENT TO PATIENT ————— 65180 ↑  
1239.77%

RECEIVED FROM PATIENT ————— 2007 ↓ 4.88%



663 ↑ 18.82%

Refill Request

## NOTIFICATIONS

All comparisons are to the previous month



81719 ↑ 616.58%

Total Email Notification



9599 ↑ 0%

Appointment Reminder



63810 ↑ 1220.84%

Message Notification



4825 ↑ 6.61%

Lab Published Notification



1444 ↑ 17.40%

Access Credential Notification



1407 ↑ 10.79%

Visit Summary Notification

# Feedback from patients

- The corona virus has affected me a lot because I have thyroid and back problems. I reached out to UHC with a medical question through the patient portal and they always get back to me in a timely manner.
- I was able to make the appointment within 2 days online.
- Easier to find online how to schedule a virtual appointment.

[Telehealth Video] Ease of Connecting with Care Team			
	Counts	Percents	Percents
			0 100
Poor	3	2.4%	
Fair	11	8.8%	
Good	37	29.6%	
Excellent	74	59.2%	
Totals	125	100.0%	
Mean	86.4		

[Telehealth Video] Overall Quality of Care By Provider			
	Counts	Percents	Percents
			0 100
Poor	0	0.0%	
Fair	3	2.4%	
Good	18	14.6%	
Excellent	102	82.9%	
Totals	123	100.0%	
Mean	95.1		



# NEXT STEPS

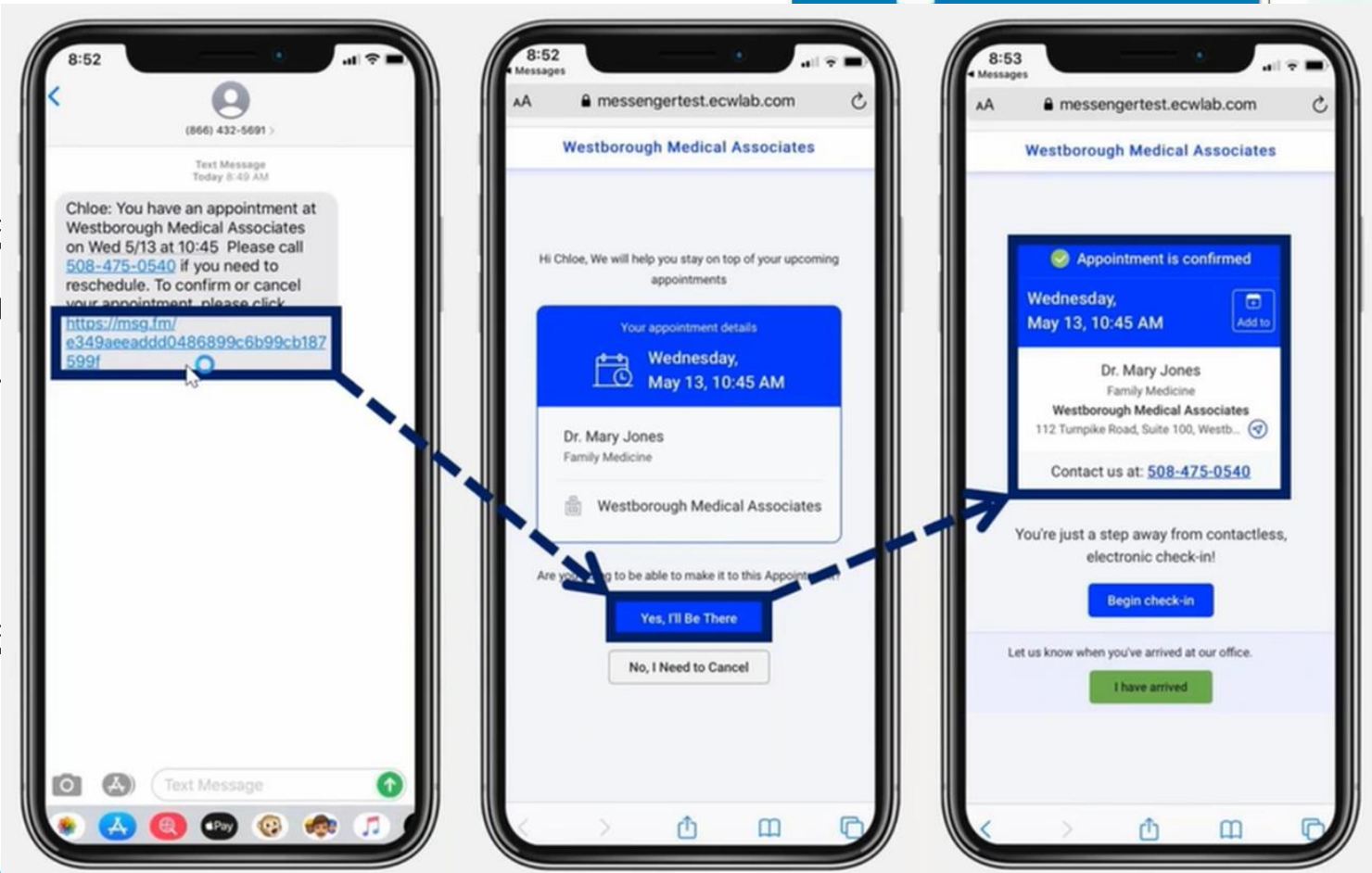
[unityhealthcare.org](http://unityhealthcare.org)

# Coming soon

- Healow e-Check-in



- Patient
- Online
- In
- Patient



healthcare

# Questions?

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