Spreading Solutions That Work

2018-19 Outcomes Celebration Webinar

TEXTING SOLUTIONS

Harbor UCLA Medical Center
Kheir Center
Planned Parenthood Los Angeles
Vista Community Clinic

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Spreading Solutions That Work

In partnership with Blue Shield of California Foundation, CCI supports the spread and implementation of five successful solutions:

- ❖ Patient Portal Optimization
- ❖ Medical Scribes
- ❖ Group Visits
- ❖ Telephone Visits
- ❖ Texting Solutions

Texting Program Goals

Goal #1: By 2/28/19 Vista Community Clinic will reduce missed appointments/no show rate from 23% to less than 15% for GYN visits.

Goal #2: By 2/28/19, Vista Community Clinic will reduce the percent of open appointments from 11% to under 5% for Adult and Pediatric medical services.

Goal #3: By 2/28/19, Vista Community Clinic will increase the number of texting campaigns to 1 per month

Goal #4: By 2/28/19, Vista Community Clinic will increase the number of staff using Well Health to send messages by 10% from baseline.

Goal #1: By 11/15/18, Harbor-UCLA Medical Center will reduce the number of outbound calls to patients by 10% (from 500 calls/month).

Goal #2: By 12/15/18, Harbor-UCLA Medical Center will reduce the IHA no-show rate by 5% (from 35%).

Goal #1: By the end of 2018, Kheir Center will reduce the patient appointment no-show rate to less than 18%.

Goal #2: By the end of 2018, Kheir will receive a 30% response rate to appointment reminder texts from patients who have consent to receiving text reminders.

Goal #3: By the end of 2018, Kheir Center staff will contact 100% of scheduled patients 2 days before appointment date (text or voice).

Goal #1: By February 28, 2019, Planned Parenthood Los Angeles (PPLA) will reduce our 35% no-show rate by three to five percentage points using NextGen Electronic Data Interchange (NextGen EDI) automated confirmation services.

Goal #2: By February 28, 2019, 70% of PPLA patients will be enrolled to receive text message appointment reminders through signed, in-person consent after their first visit.

- Where We Are Located: Torrance, CA

- Number of Clinics in the Organization: 6 primary care clinics

- Total Number of FTE Providers: 228 providers (including trainees)

- Solution/Technology Implemented: text messaging

- Date Texting First Went Live: January 2019

- Texting Vendor: Twilio

- Target Population: new MediCal patients at Harbor-UCLA

Implementation Status

- Current phase of this work: Testing

6 Clinics

500 New Patients Monthly

228 Providers

Our Value Proposition

- *We will actively reach out to our new patients via text message to arrange a timely first visit with their primary care providers. This will improve our ability to successfully new patients within 90 days and improve our show rate for this first visit. This will improve our rates of active patients in the clinics.*

Total Patients
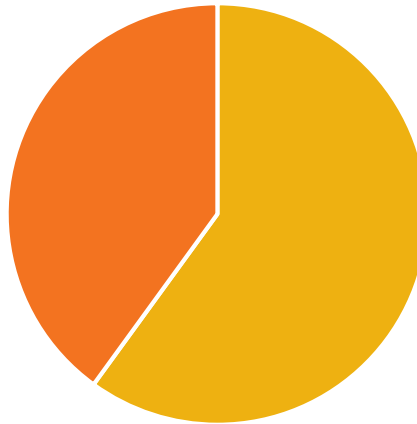
■ Active Patients (seen in the last 12 months)　　　■ Inactive Patients

What did you Accomplish?

- Our biggest win in this last year:

- *We completed all scripts and workflows for outreach to new MediCal patients.*

- *We created a linked FAQ website for all new patients.*

- *We successfully tested our texting workflow.*

Challenges and Solutions

Our biggest challenge (and solution) in this last year:

Our biggest challenge was 1) county programmer time/availability and 2) approval from County Counsel (legal team) from the Los Angeles Department of Health Services.

Text messaging for appointment reminders began at one of our sites in 2015, but had not been thoroughly discussed with County Counsel.

In September 2018 in the midst of several previously discussed and planned text messaging projects, County Counsel decided to hold several projects until a consent was built into the electronic health record system. This project was approved to continue.

After testing was complete, implementation was not allowed until County Counsel re-approved. This project is currently in the re-approval phase. We anticipate resolution in the next 1-4 weeks.

Tips for Making an Impact

- The biggest impact we've seen from this solution:

- Other key tips for an organization starting to implement?

Looking Forward

What are your 1-2 major next steps for this body of work?

- Full implementation of new patient outreach texting at Harbor-UCLA once further approved by County Counsel.

- Further spread of new patient outreach texting to all of LA DHS.

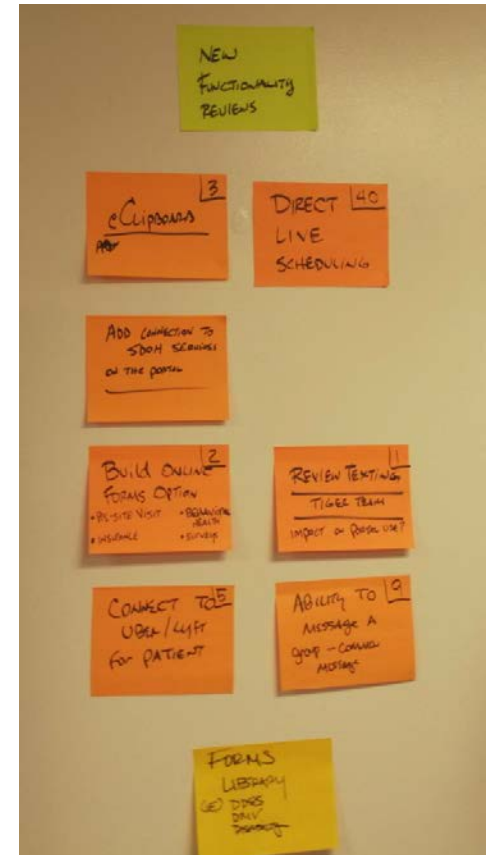- Develop a text message based "virtual assistant" to guide new patients at LA DHS.
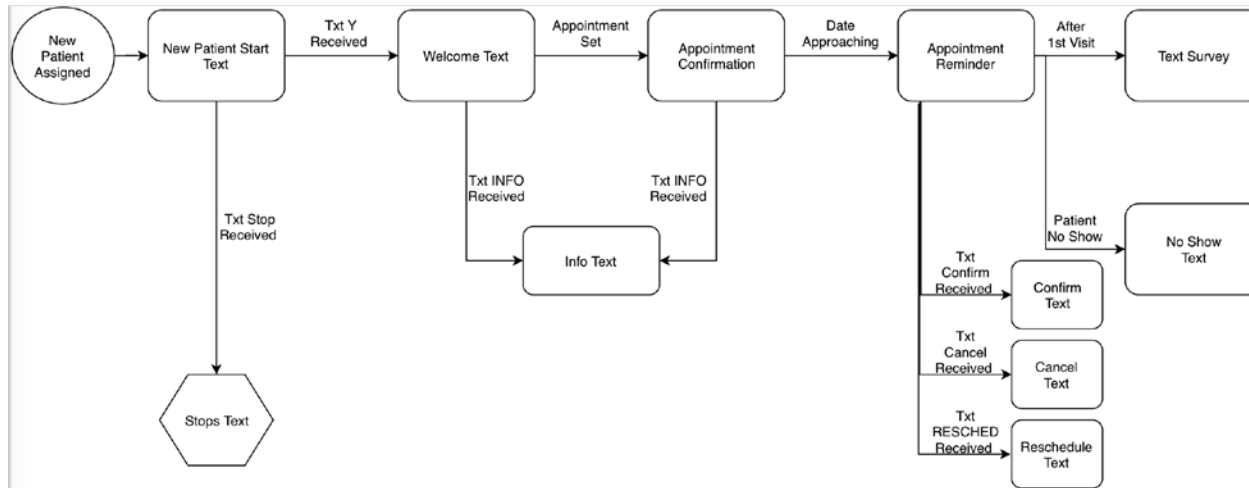
Thank you

Contact Information:

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Director of Digital Patient Engagement
Harbor-UCLA and Los Angeles
Department of Health Services

Who We Are:

- Where We Are Located: Los Angeles, CA (Koreatown)

- Number of Clinics in the Organization: 2 Primary Care clinical sites

- Total Number of FTE Providers: 12 primary care providers, 3 dentists, 1 optometrist

- Solution/Technology Implemented: Automated Appointment Text Reminders

- Date WELL Health First Went Live: August 2018

- WELL Health Vendor: Texting

- Target Population: All patients scheduled for clinical visits

Implementation Status

Current phase of this work: Appointment text reminders have been implemented for all clinical visits (primary care, labs, dental and vision). We are planning to expand texting to other departments within the organization. Currently working with WELL on expanding for our enrollment department.

- Original spread goal: Implement automated appointment text reminders for 2 clinical sites, across all providers (20 providers) and across all unique patient lives (11,519 unique patients in 2018).

- Current spread: We've successfully implemented automated text reminders for both clinical sites, across all providers. Last year, 61%, (7,010) of our unique patients provided consent to receive appointment text reminders.

4,509, 39%
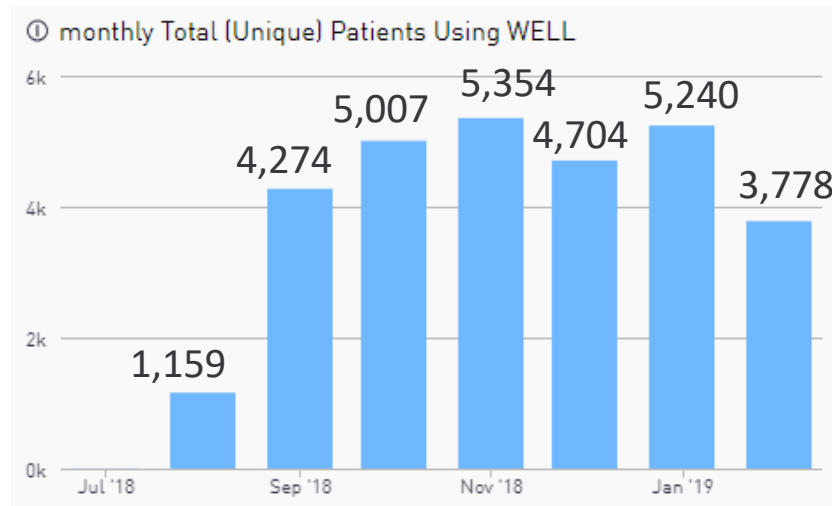
7,010, 61%
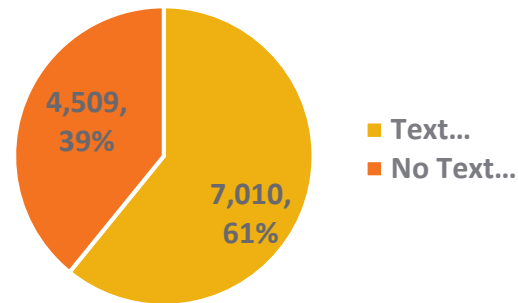
■ Text...
■ No Text...

Our Value Proposition

- *Provide patients with ease when they confirm, cancel or reschedule an appointment through texting.*

- *Improve communication between staff and patients through texting.*

- *Allow appointment reminder automation to give our staff more time to focus on other patient needs.*

Data!

monthly Total (Unique) Patients Using WELL

Values shown: 1,159 · 4,274 · 5,007 · 5,354 · 4,704 · 5,240 · 3,778 (Jul '18 – Jan '19)

Top 20 Kheir Center Users

	NAME	EMAIL	MANUAL SENT MSG COUNT	PRACTICE
1	Jean Byeon		4075	Kheir Center
2	Jocelyn Hernandez		3168	Kheir Center
3	Ji Hyun Lee		2284	Kheir Center
4	Jamie Lee		2271	Kheir Center
5	Ambar Ramirez		1597	Kheir Center
6	Jasmine Espinoza		1023	Kheir Center

What did you Accomplish?

Our biggest win in this last year:

- *We were able to implement a texting solution that has the capability of sending text messages in Korean.*

- *Successfully trained all of our call center staff on utilizing WELL Health.*

- *Our success in implementing texting for appointment reminders have sparked interest in other departments. We have plans to expand texting to our enrollment department and referrals department in the near future.*

Challenges and Solutions

Our biggest challenge (and solution) in this last year:

Our texting vendor (WELL) and our EMR vendor (eClinicalWorks) do not have a bi-directional HL7 interface. Appointment confirmations or requests to cancel or reschedule through WELL do not automatically updated in our EMR. We had to incorporate this into our training for or call center staff to ensure that visit statuses in our EMR are updated.

Tips for Making an Impact

The biggest impact we've seen from this solution:

- We saw a decrease in no-show rates from 18% to 15% since implementing automated appointment text reminders.

- We've also received positive feedback from patients stating that they feel their communication with our call center have improved with texting.

Other key tips for an organization starting to implement texting?

- Staff engagement/involvement from the start of implementation.

- Anticipate questions from both patients and staff on texting and create FAQs and make available prior to the go-live date.

Looking Forward

What are your 1-2 major next steps for this body of work?

- Campaigns to send preventive screening text reminders to patients.

- Implement texting for other departments in the organization.

Thank you

Christine Phung, Practice Development & Quality Improvement Manager, christinep@lakheir.org, 213-427-4003

Who We Are: Planned Parenthood Los Angeles

- Where We Are Located: Los Angeles, CA

- Number of Clinics in the Organization: 19 clinics

- Total Number of FTE Providers: 62.5

- Solution/Technology Implemented: EDI

- First Went Live: November 2018

- Vendor: NextGen

- Target Population: All patients booking appointments

Implementation Status

- Current phase of this work: Spread

    - Original spread goal:
      - all 19 centers were involved in the go-live
      - 11% of patients with an appointment received a reminder during the first week of implementation

    - Current spread:
      - 58% of patients with appointments received a reminder after 3 months of implementation

Percentage of appointments receiving a reminder
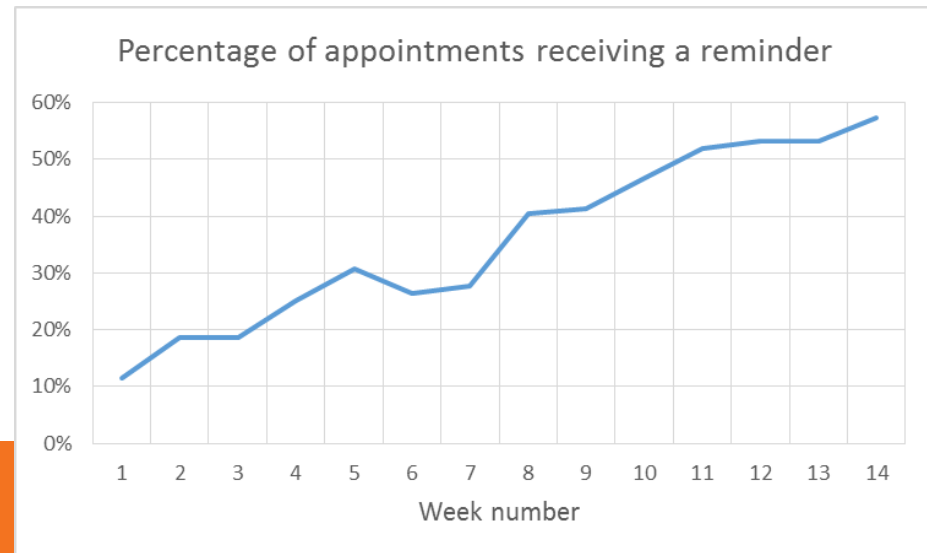
Our Value Proposition

- The text reminder system is a effective and efficient way to decrease the appointment no-show rate

- Texting is a way of communication very familiar to our patient population and it guarantees that the patient receives the message we deliver

Data!

- 71 % of our patients have enrolled!

- All medical staff in 19 Health Center as well as our Call Center Team are offering this service to patients.

- This has assisted in saving time for Health Center/Call Center staff that used to have to call patients to remind them of their appointments.

- Great feedback from patients.

What did you Accomplish?

Our biggest win in this last year:

- *Our no show rate went from 36% to 32%*

- *72% of our patients are using this feature.*

Challenges and Solutions

Our biggest challenge (and solution) in this last year:

- Initially having staff become familiar with offering this new feature to patients consistently (slow start)

    - Management provided tools/scripts to staff to provide consistency across the board. This allowed staff to include this into their flow at patient check in and/or appointment booking.

Tips for Making an Impact

- The biggest impact we've seen from this solution:

  - Decrease in no-show rate

  - Patients appreciate receiving appointment confirmations.

- Other key tips for an organization starting to implement

  - Pilot it at one site to have a smooth flow process, then roll it out to multiple sites (if applicable)

Looking Forward

What are your 1-2 major next steps for this body of work?

- Continue to keep a high enrollment percentage.

- Continue to improve our No Show rate.

Thank you

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Texting Program Goals

Goal #1: By 2/28/19 Vista Community Clinic will reduce missed appointments/no show rate from 23% to less than 15% for GYN visits.

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Goal #3: By 2/28/19, Vista Community Clinic will increase the number of texting campaigns to 1 per month

Goal #4: By 2/28/19, Vista Community Clinic will increase the number of staff using Well Health to send messages by 10% from baseline.

- Where We Are Located: San Diego, Riverside and Orange Counties

- Number of Clinics in the Organization: 8 clinical sites

- Total Number of FTE Providers: 78

- Solution/Technology Implemented: Text Messaging

- Date <Solution> First Went Live: Sept 2017

- <Solution> Vendor: WELL

- Target Population: All clinic patients

Implementation Status

Current phase of this work:

- Original spread goal: All 8 sites, all appointments, but not all relevant staff were engaged (Call Center, Front Office, etc.)

- Current spread: All sites, all appointments, 153% increase in staff engagement/utilization

Our Value Proposition

- *Patients LOVE text messaging – we wanted to increase staff engagement and utilization to meet our patients' expectations.*

- *Decrease no show rates by having timely, direct communications with patients. Give the patient easier access to cancel and reschedule.*

- *Indirectly we also hoped this would improve staff efficiencies with communication, but also patient flow (patients text us when running late, and we can "jockey" the schedule real-time to accommodate).*

- *Ultimately, we hope by engaging patients with more text message campaigns we would positively affect our patients' health.*

Data!

Decrease of no show rate for GYN specific appointments 23% to 20%
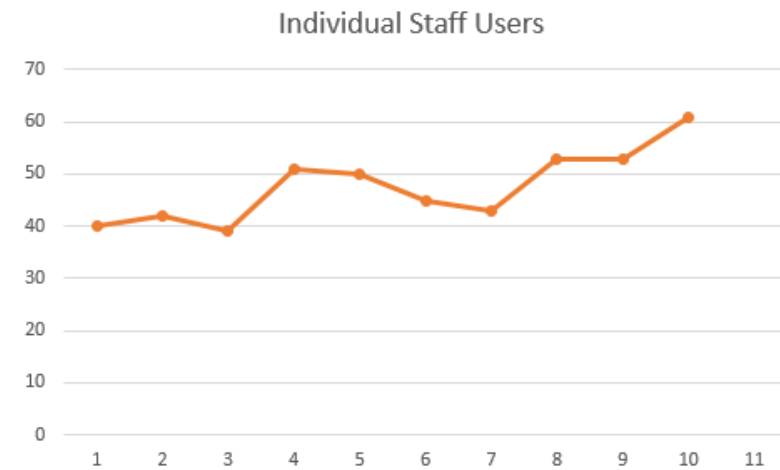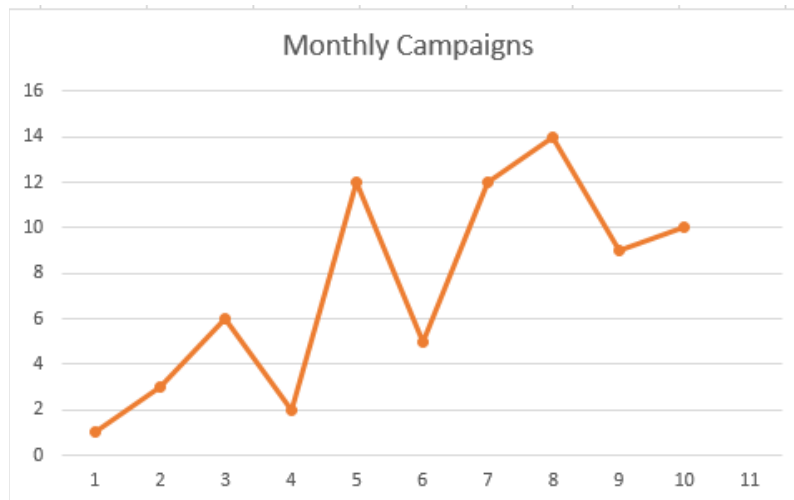
What did you Accomplish?

Our biggest win in this last year:

- *Increase of monthly campaigns from 1/month to an average of > 10/month*

  - *Patient recalls (immunizations, physicals, etc.)*

  - *Flu shots*

  - *Info about new services*

  - *Past due mammos*

  - *And, a bunch more*

  We don't have analytics, but we have anecdotal info that patients are responding and scheduling appointments.

Challenges and Solutions

Our biggest challenge (and solution) in this last year:

Getting "on the floor" staff engaged to utilize WELL to communicate with patients.

What strategies did you employ for these challenges?

• Auto-load WELL when they log into Windows

• Weekly staff incentive to the top 3 (non-Call Center) users

• Side by side training

• Expanding who can use WELL, (i.e. MAs, RNs)

Tips for Making an Impact

The biggest impact we've seen from this solution:

- Staff have to see the "what's in it for me". Example from staff survey comments:

  - "Everyday before chart prep I text patients... just in case I have a cancellation I wouldn't have to do their chart prep for the next day."

  - "I feel it benefits working patients that can't make a call, some people prefer texting over calling. When I mention text patients get happy we have that option."

  - "Greatly increased communication with patients... cancellations are easy to address"

Other key tips for an organization starting to implement texting?

- Just go for it, take advantage of the staff that are interested and use them to show others.

- Get staff feedback. Survey comments have been VERY helpful, they see what isn't working.

Looking Forward

What are your 1-2 major next steps for this body of work?

- Patient surveys to be completed; utilize their feedback to improve messaging.

- Analyze effectiveness of individual text messages to be considerate of what is working and what is not. Concerned about patients "opting out" and forever losing that texting opportunity.

Thank you

- Michelle Monroe, COO mmonroe@vcc.org

- Steven Gil, CIO sgil@vcc.org

- Nora Saunders, Nursing Services Manager nora.saunders@vcc.org

- Yolanda Vargas, Call Center Manager yolanda@vcc.org

A few words from the CCI team...

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