

STRATEGIES FOR MAKING CONNECTIONS WITH PATIENTS ELECTRONICALLY

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Medical Director

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West County Health Centers



TransforMEDSM

Patient Centered Medical Home



A continuous relationship with a personal physician coordinating care for both wellness and illness

- ◆ Mindful clinician-patient communication: *trust, respect, shared decision-making*
 - ◆ Patient engagement
 - ◆ Provider/patient partnership
 - ◆ Culturally sensitive care
 - ◆ Continuous relationship
 - ◆ Whole person care

Access to Care and Information

- ◆ Health care for all
- ◆ Same-day appointments
- ◆ After-hours access coverage
- ◆ Lab results highly accessible
- ◆ Online patient services
- ◆ e-Visits
- ◆ Group visits

Practice Services

- ◆ Comprehensive care for both acute & chronic conditions
- ◆ Prevention screening and services
- ◆ Surgical procedures
- ◆ Ancillary therapeutic and support services
- ◆ Ancillary diagnostic services

Care Management

- ◆ Population management
- ◆ Wellness promotion
- ◆ Disease prevention
- ◆ Chronic disease management
- ◆ Care coordination
- ◆ Patient engagement and education
- ◆ Leverages automated technologies

Continuity of Care Services

- ◆ Community-based resources
- ◆ Collaborative relationships
 - ◆ Hospital care
 - ◆ Behavioral health care
 - ◆ Maternity care
 - ◆ Specialist care
 - ◆ Pharmacy
 - ◆ Physical Therapy
 - ◆ Case Management

Practice-Based Care Team

- ◆ Provider Leadership
- ◆ Shared mission and vision
- ◆ Effective communication
- ◆ Task designation by skill set
- ◆ Nurse Practitioner / Physician Assistant
- ◆ Patient participation
- ◆ Family involvement options

Practice Management

- ◆ Disciplined financial management
- ◆ Cost-Benefit decision-making
- ◆ Revenue enhancement
- ◆ Optimized coding & billing
- ◆ Personnel/HR management
- ◆ Facilities management
- ◆ Optimized office design/redesign
- ◆ Change management

Health Information Technology

- ◆ Electronic medical record
- ◆ Electronic orders and reporting
- ◆ Electronic prescribing
- ◆ Evidence-based decision support
- ◆ Population management registry
- ◆ Practice Web site
- ◆ Patient portal

Quality and Safety

- ◆ Evidence-based best practices
- ◆ Medication management
- ◆ Patient satisfaction feedback
- ◆ Clinical outcomes analysis
- ◆ Quality improvement
- ◆ Risk management
- ◆ Regulatory compliance

Find out more at www.TransforMED.com

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Purpose of Primary Care

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- We are a Service Industry – NOT a product industry – coaching, teaching, partnering are central – pills and procedures supportive.
- Changes what we think we do, who we hire, how we train, how we structure, how we reward, and how entire system is constructed as a system.
- We must optimize relationship – personal, trusting, accountable – minimize barriers.



I. RELATIONAL CARE

- At its core, all of health care is relational
- Primary Health Care must offer a continuous, trusting, non-judgmental, “first-name” relationship over time
- “Every interaction creates opportunities for empowering patients and staff to build healthy lives and communities.”



Relational Care

“It is much more important to know what sort of patient has a disease than what sort of disease a patient has.”

-William Osler

Preserving the relationship





Coaster Call®

- Rechargeable NiMH battery
- Custom labels available (optional)
- Patented stack charging
- Shock-absorbing rubber bumper
- Available in Red, Green, and Blue



Alphanumeric Coaster

- 250 character LCD display
- Rechargeable NiMH battery
- Multiple alert modes
- Patented stack charging
- Durable rubber bumper
- Available in Red and Blue



Adver-Teaser®

- Rechargeable NiMH battery
- Double-sided space for promotional inserts
- Four-Light message notification
- One-piece construction means no broken paddles

Patient Paging

Long Range Systems has been helping care since 1993 with our on-site paging patient flow, improve staff efficiency a

They also help healthcare facilities ad confidentiality. Just hand a pager to a silently when the physician, nurse or a

LRS pagers are ideal for any facility ar

- Hospitals
- Medical Offices
- Admissions
- Day Surger
- Emergency
- Physical Th

Family Paging

Give family members peace-of-mind. V the waiting area. They can visit the cal the confidence of knowing they can be

Being able to find family members quic when caring for a patient. If a physicia send a silent page instead of waiting fo This is especially important in critical c minute counts.



Web SMS

Send your SMS online.
Just log on and start sending.



SMS Messenger

PC software, everything
you need is at your
fingertips



SMS API

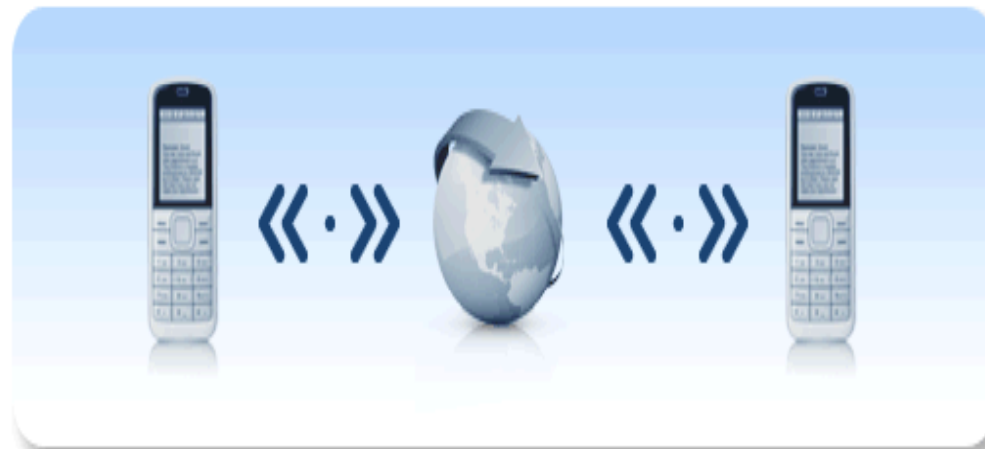
Developer-friendly APIs
and a 100% reliable
SMS gateway



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service as your
messaging gateway

Outlook SMS



ONLINE TEXT MESSAGING SERVICES FOR AMERICAN BUSINESSES

Our Web SMS solutions allow you to send and receive texts online, you just logon, then start sending text messages directly from the Web SMS interface. It's perfect for connecting with customers, staff and other stakeholders.

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II. ACCESS TO CARE

- “OPEN DOOR” Principle
- All barriers to timely access to this “first name” relationship should be removed



WEST COUNTY HEALTH CENTERS

"Caring for our communities"



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[Help- Patient Portal](#)



Patient Portal

West County Health Centers is pleased to offer you our Patient Portal.

The Patient Portal is a tool that will allow you to communicate with your provider and Care Team using secure e-mail, request and view appointments, and change your personal demographic information, view your medical history, and fill out questionnaires before your visit.

The Patient Portal is for communicating NON-URGENT medical needs or concerns.

If you have a true medical emergency, call 911 or call your local police or fire department.

If you have a need or concern requiring immediate attention from your provider or Care Team, please call the office directly.

To sign up for the Patient Portal, please contact your medical office or ask your provider or Care Team during a future appointment.



Contact Us

[Russian River Health Center](#)

Main Phone: (707) 869-2849
16319, 3rd Street
P.O. Box 226
Guerneville, CA 95446

[WCHC Mental Health Services](#)

Main Phone: (707) 869-2961
16312, 3rd Street
P.O. Box 226
Guerneville, CA 95446

[Russian River Dental Clinic](#)

Main Phone: (707) 869-2933
16312, 3rd Street
P.O. Box 226
Guerneville, CA 95446

[Occidental Area Health Center](#)

Main Phone: (707) 874-2444
3802 Main Street
P.O. Box 100
Occidental, CA 95465

[Sebastopol Community Health Center](#)

Questions/Concerns

 Ask Doctor

Messages

 Inbox

 Sent Messages

 Deleted Messages

Account Information

 Personal Information

 Additional Information

Intake Forms

 Questions/concerns for next office visit

 Past Medical History

 Surgical and Allergies

Review

 Current Statement

 Past Statement

 Referrals

 PHR-Complete Report

 PHR-View

Appointments

 New Appointment

 Current Appointment

[Questions/concerns for next office visit](#) | [Past Medical History](#)

Please enter your concerns or questions for your next office visit

Web Portal

I would like to discuss the following items at my next office visit: #1

talk about the portal

#2

my high blood pressure

#3

my dog

#4

my feet

#5

my medication

Submit

Changing the way we do business!



West County
Health Centers

Caring for our Communities





III. Team-based care

- Excellent care can only be offered when integrated Care Teams, with clearly defined roles, work to the top of their license
- Works most effectively with active transfer of trust among team members
- Effective care can only occur in the context of established community collaboration

WCHC CARE TEAM



CARE TEAM MEDICAL ASSISTANT



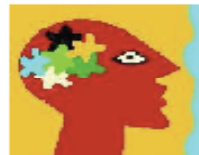
CARE TEAM MEDICAL PROVIDER



CARE TEAM REPRESENTATIVE



NURSE CASE MANAGEMENT

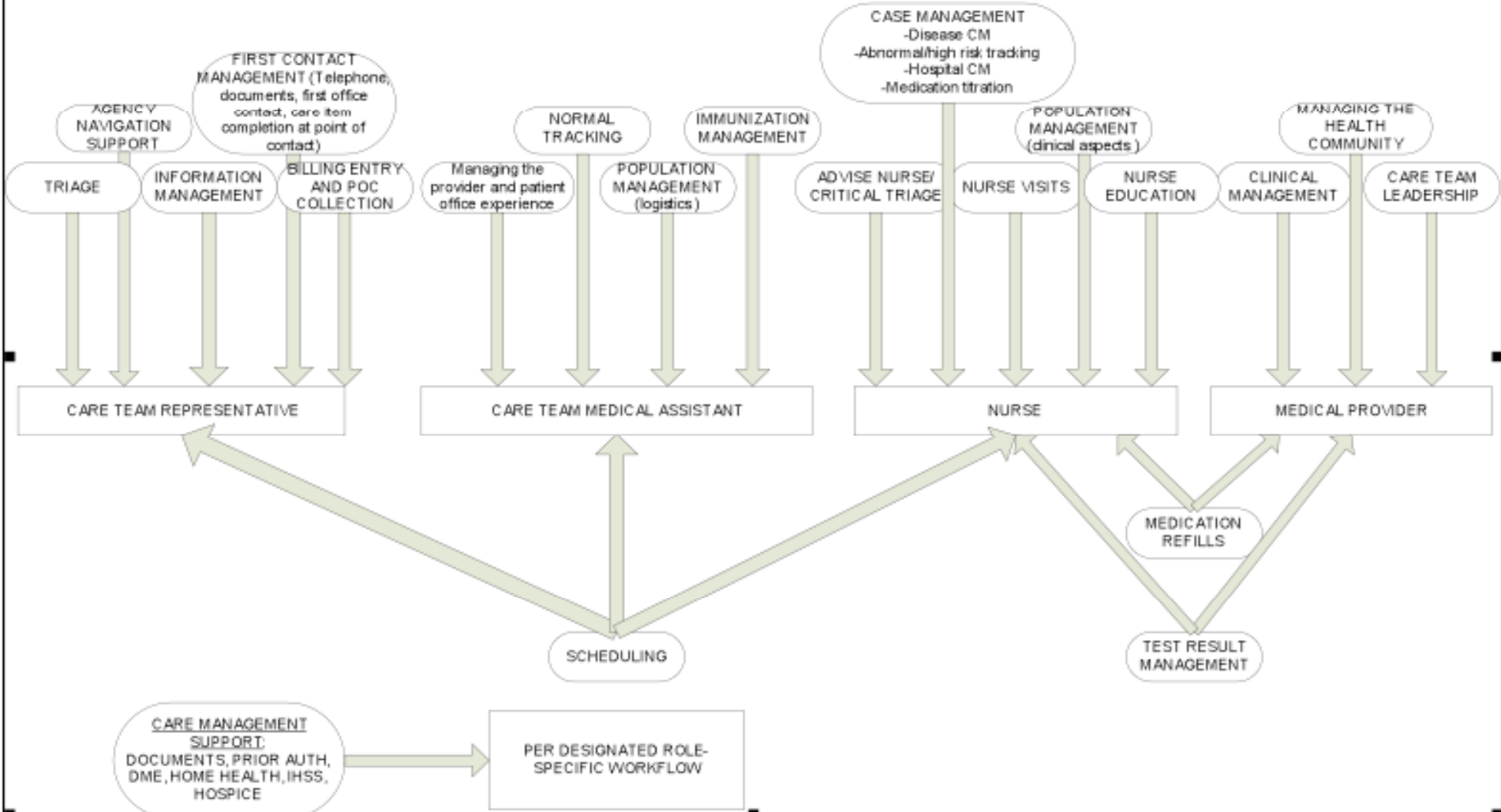


BEHAVIORAL HEALTH / MENTAL
HEALTH

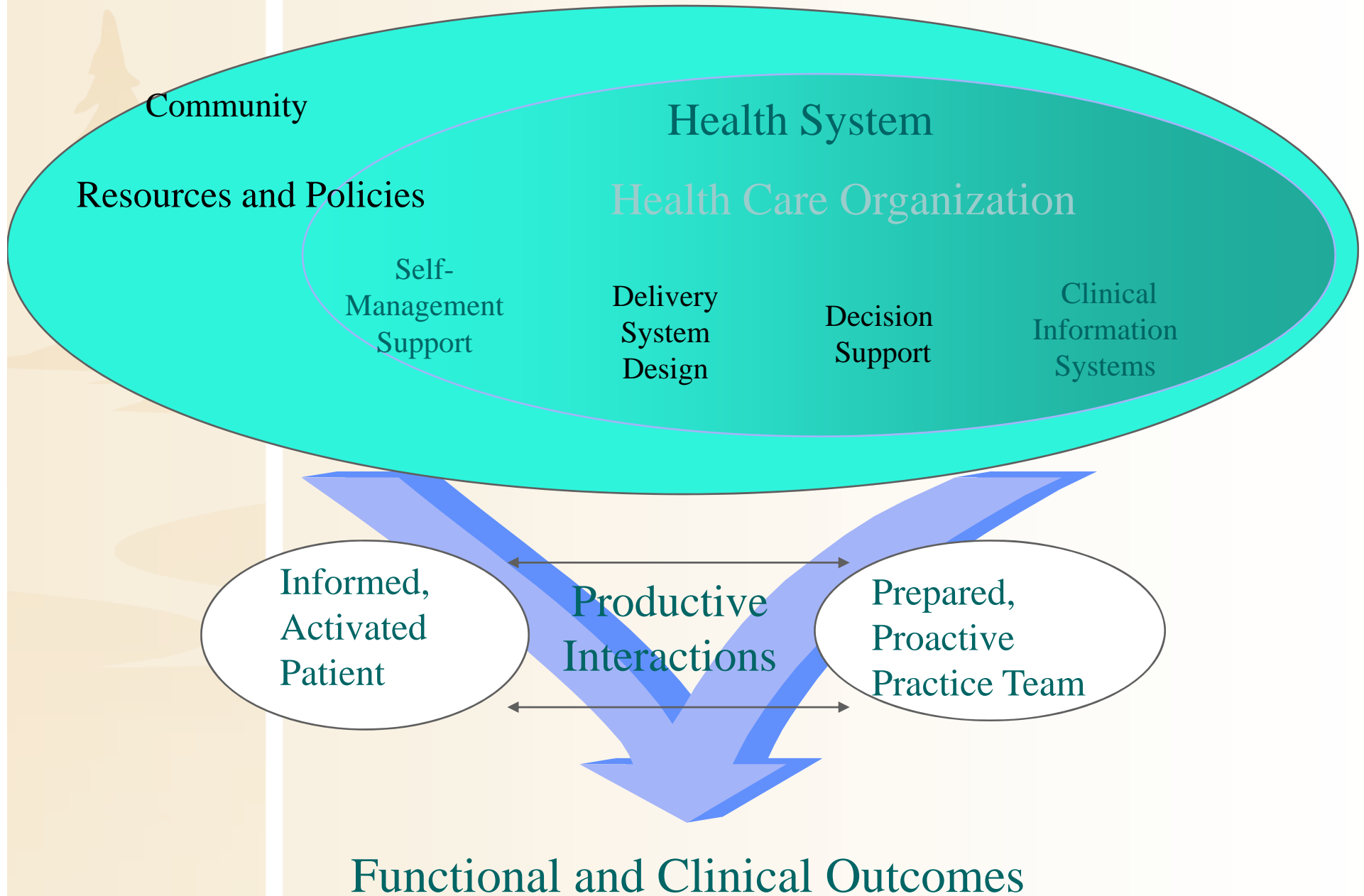


CARE TEAM BILLING STAFF

WCHC CARE TEAM WORK FLOW



Chronic Care Model



“Collaborating without Boundaries”



BROSIX
Secure Instant Messaging for Companies





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