Patient Portal Deployment Case Study Poster

The attached is a copy of a patient portal deployment case study poster.

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For further information about this resource please feel free to contact Jim Meyers, DrPH at jimmeyersdrph@gmail.com or 510-761-1609.

EVOLUTION OF THE

MCPN Patient Portal

HISTORY

The **MCPN Patient Portal** was originally launched in November 2011 and met with mixed results which led to sub par adoption by patients and staff. The Portal was virtually untouched until the fall of 2014 when a Portal Team was assembled by VP of Operations Michael Nugent. In early 2015 The Colorado Health Foundation and Full Circle Consultants played a vital role in Relaunch guidance which improved direction towards sustainability.

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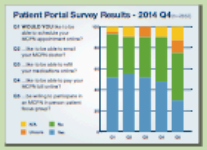
1 Portal Relaunch – Goals and Objectives:

CHARTER DEVELOPMENT CREATING GOAL OBJECTIVES

1. Create user friendly "safe" Patient Portal for Patients and Staff.
2. Increase usability by adding: Appointment Scheduling, Bill Paying, and Medication Refills.
3. Buy in on importance of Portal for ALL MCPN Employees.
4. Portal sustainability with persons responsible for content and improvements post charter.
5. Training videos on key web pages to simplify usage and promote quick adoption.
6. Video presentations aired on TV screens in MCPN waiting rooms showing portal benefits.
7. Increased efficiencies for staff due to expanded patient communication flow.
8. Faster external communication increasing patient/provider interface.
9. Less frustration for patients in trying to get appointments scheduled – wait time reduction.
10. Multi language ability endorsing MCPN's will to serve ALL people.

2 Patient Surveys and Sigma Six (LEAN) Events



2014 Q4 our Customer Care Center surveyed 2800+ Patients in regards to what Patient Portal features they would benefit from the most. Appointment Scheduling, Medication Refill, and Provider Communication were most prominent requests.

2015 Q1 in conjunction with Full Circle Consultants we held a ½ day event focusing on desired steps required to make the Patient Portal a sustainable entity. Key employees from all departments were involved in the event which served universally in developing our Project Plan.

3 Portal Marketing & Development

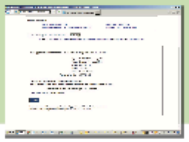
Efforts began in which MCPN Marketing Department began developing posters, displays and handouts showing patients the benefits of the Patient Portal. Video Productions were developed to embed within the Portal and displayed on television screens throughout MCPN Facilities.

Simultaneously Patient Portal enhancements began by making the Portal user friendly, simplifying Patient Registration process, adding multi language function and other requested features obtained in the surveys.

4 Appointment Scheduling Sigma Six (LEAN) Event

In July 2015 we assembled key Managers, Staff, and patients with main objective of developing a workflow pertaining to Patient Portal Appointment Scheduling, types of Appointments to include, and what it should look like. A key long term outcome was for us to realize that we had too many Appointment types (150+) and organizationally it needed reduction. **Today we have <20 Appointment types.**

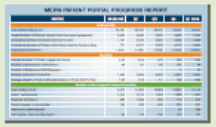
Online Appointment Scheduling Today:



5 Key Reporting Elements

Part of any sustainable project is to keep current with reporting functions. Part of our process has been to keep everyone up to date with our current status in order to reach objectives. For the Portal Project it has included development of a Patient Portal Project area within SharePoint for all employees to view 24/7. Weekly, monthly and quarterly reporting is also performed so we know status at all times.

It is very important we not only hit our registration goals but ensure Patients are using the Portal on a regular basis. We have increased Population Penetration **from <2% to slightly <14% in a 1 year timeframe.** Tracking of pages viewed and secure email communications is vital in identifying patterns for future growth.



6 Patient Portal Sustainability

Efforts are underway to develop a succinct plan which will ensure the MCPN Patient Portal is a "living entity" with a forward looking approach towards

1. Portal Administrator dedicated to development and enhanced Portal usage
2. Constant changes within media communications
3. Continued patient and staff involvement
4. Continuation of regular Patient Portal team meetings
5. Improved Portal interface particularly with mobile devices
6. Portal content designed to improve health disparities