

Communicating the Right Way: Engaging Patients with athenaCommunicator

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Agenda

Trends Impacting Patient Engagement & Experience

athenaCommunicator Functionality Review

Tips for Driving Impactful Patient Engagement

Audience Questions

Patient engagement is more critical now than ever...

Major trends affecting patient engagement in healthcare

- High deductible plans are on the rise, prompting a need for greater transparency and a rise in the “consumerism” of healthcare
- Explosion of digital health technologies and apps
- Patients are becoming more and more involved in their own healthcare
- Consumers’ experience in other industries shapes their expectations for healthcare
- The push towards Value Based Care means reimbursements are increasingly tied to quality and patient satisfaction

“Patient engagement is the **blockbuster drug of the century**”

Dave Chase, Forbes Magazine...2012

Patients using an online portal were **more likely to receive preventative tests and screenings**

Kaiser Permanente

“Nearly 60% of consumers **expect their healthcare digital experience to mirror that of retail.**”

NTT DATA Services

“...patient engagement strategies... have a peripheral benefit: **cutting healthcare costs and improving the hospital revenue cycle.**”

Sara Heath, How do Patient Engagement Strategies Cut Healthcare Costs, *PatientEngagementHIT*

Patient engagement encompasses a wide array of activities, but the goals usually boil down to:



Fee-For-Service Business Models

Value-Based Reimbursement Business Models

Driving patient engagement with athenaCommunicator

Four athenaCommunicator features that drive better patient engagement



Self Check-In



Patient Portal

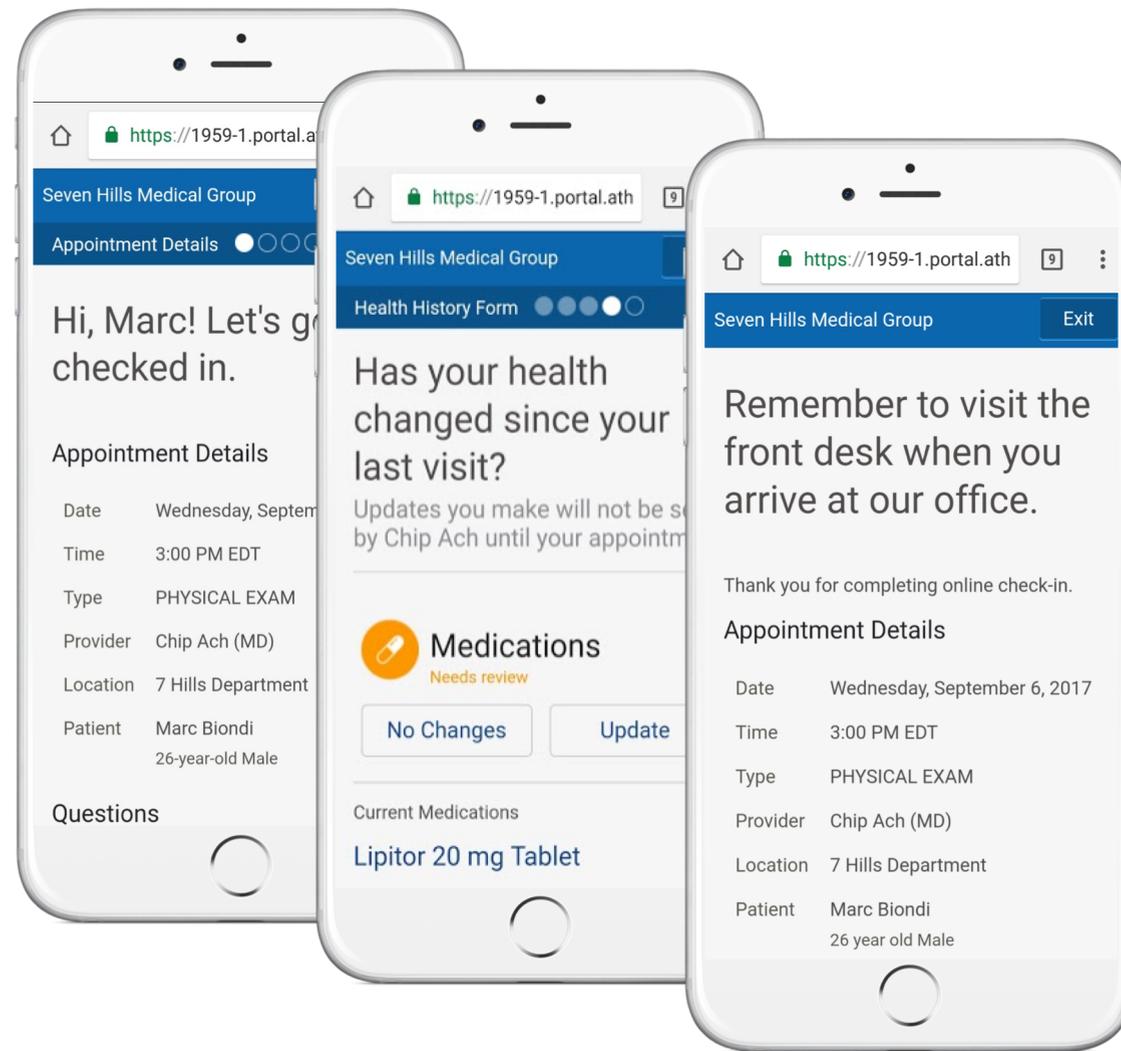


Online Payments



Automated Messaging

Self Check-in: Convenience for patients, less work for staff

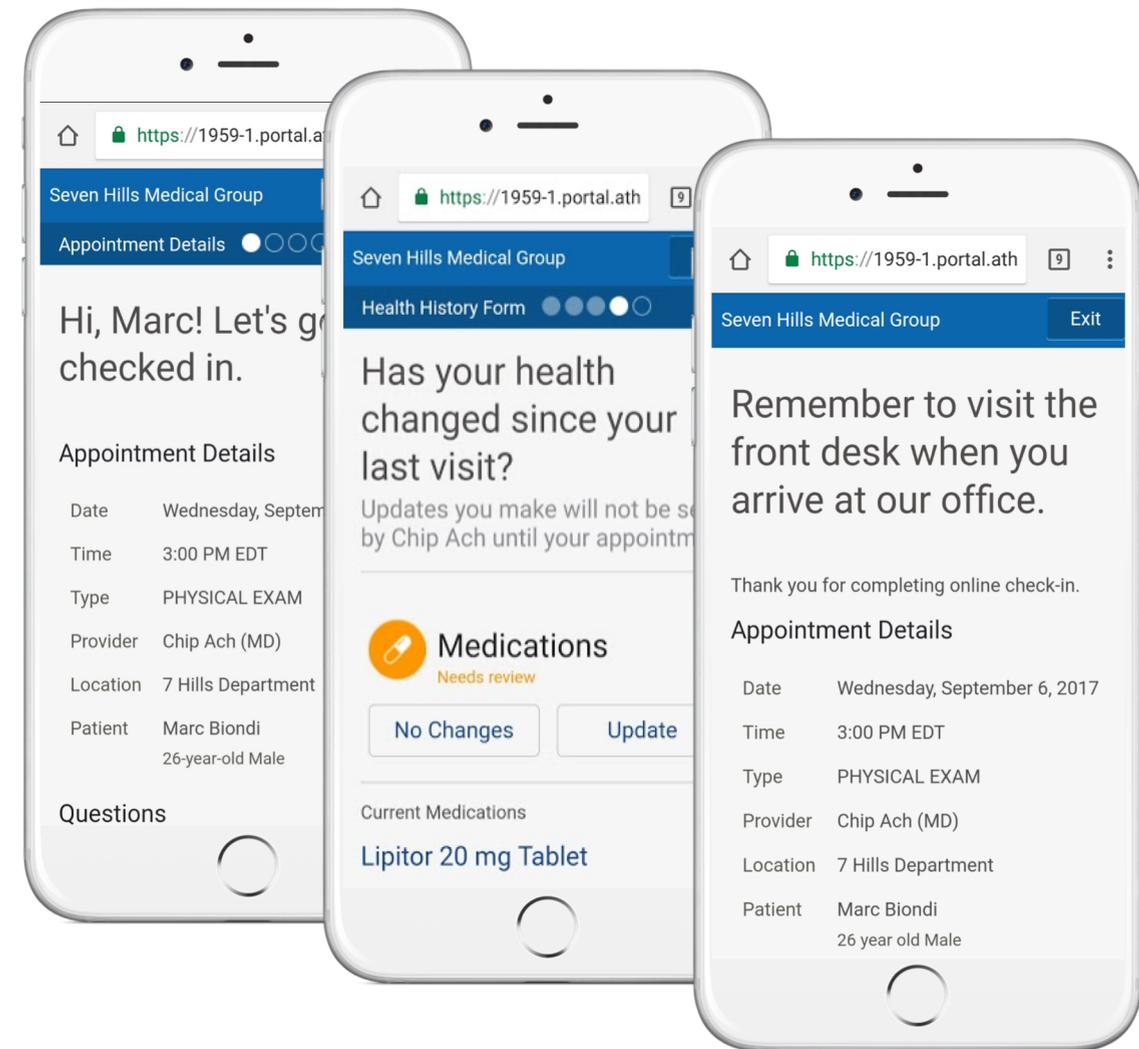


From the comfort of their own home, patients can:

- Review and update demographics
- Select preferred pharmacies
- Pay outstanding balances and anticipated copays
- Digitally sign consent forms
- Complete health history forms
- Register for the Patient Portal

Self Check-in: Convenience for patients, less work for staff

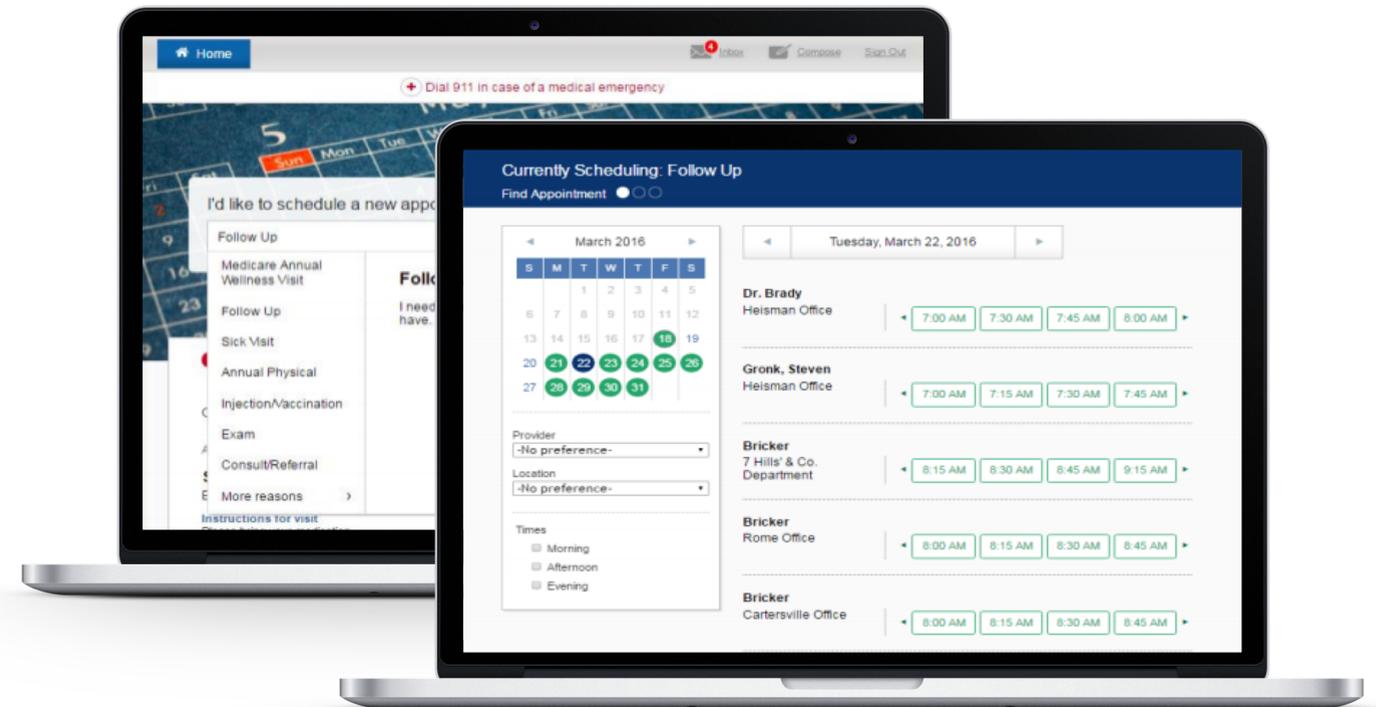
- **360,000** self check-ins completed each month
- Improved data collection and data accuracy
- Additional functionality in development, including **screening questionnaires** and an **in-office self check-in solution**



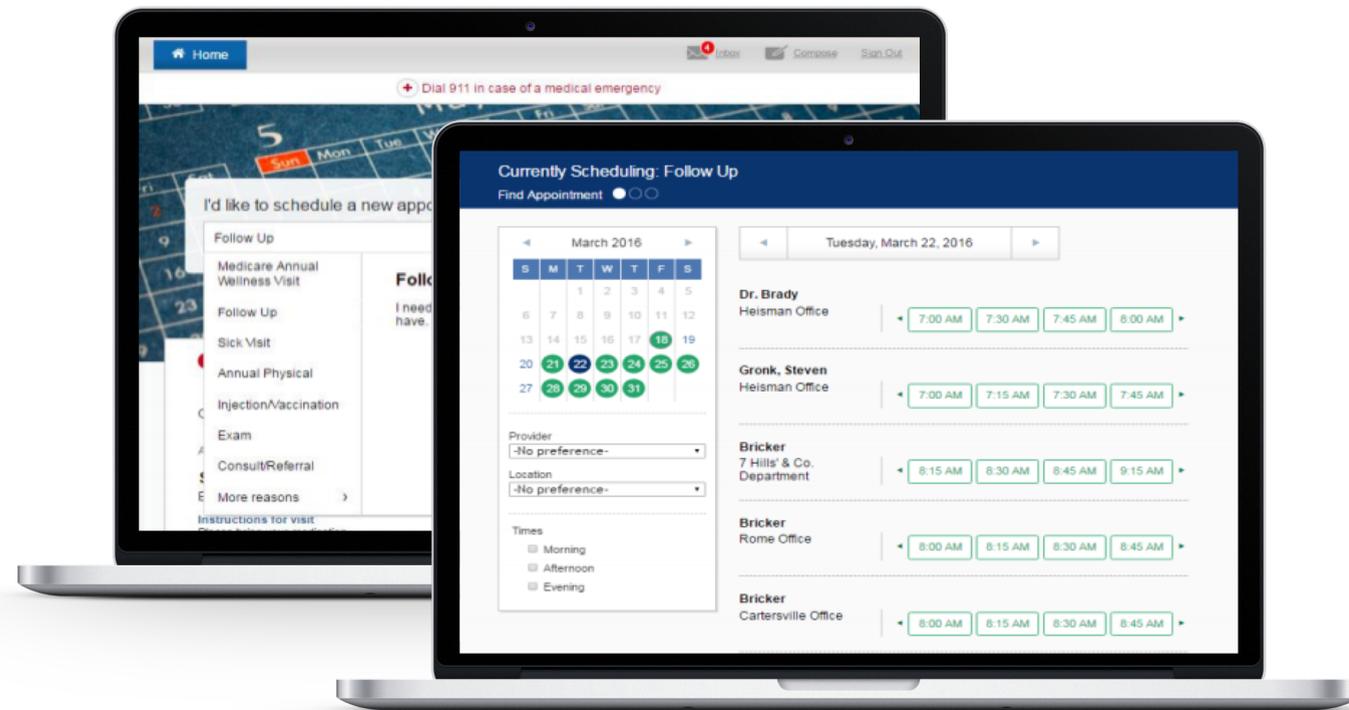
Patient Portal: Increase retention, remove barriers to care, and free up your front desk staff

Using athenahealth's convenient Patient Portal, patients can:

- Schedule and manage appointments
- View and print forms
- View and pay outstanding balances
- Securely message their care team
- View and download health records
- Check in for appointments online



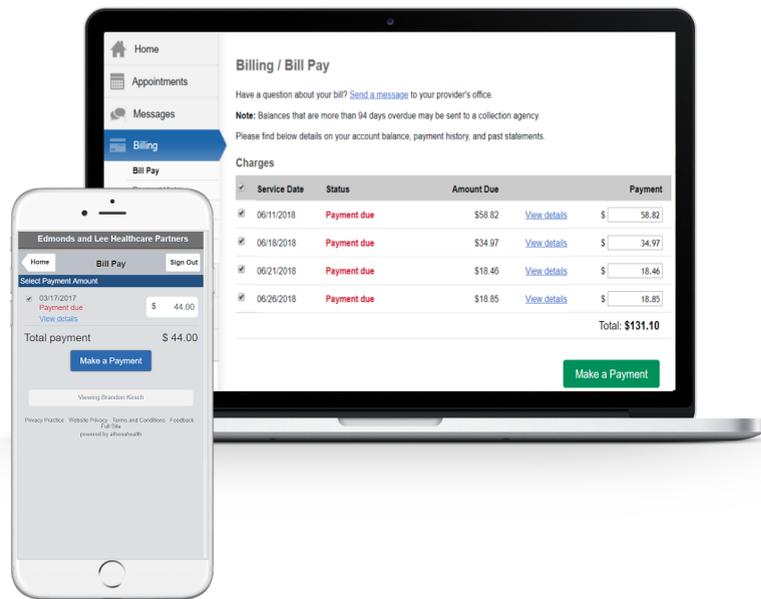
Patient Portal: Increase retention, remove barriers to care, and free up your front desk staff



- **42%** of patients say they will choose a provider based on the availability of web scheduling,¹ and patients who use web scheduling stay with their provider **4x** longer on average than those who do not²
- Web-scheduled appointments save providers an average of **5.5** hours of manual scheduling work per month² and result in nearly **6%** fewer no-shows³
- Patients who register for the Patient Portal are **13%** more likely to remain with a practice year over year²

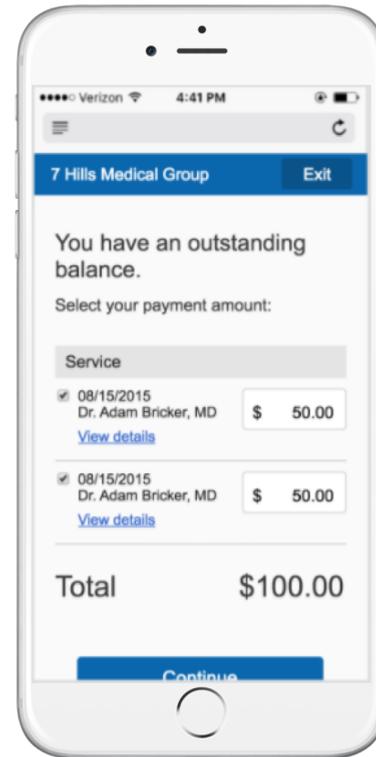
Online Payments: A suite of digital payment options to drive revenue and lower DAR

Patient Portal Payments



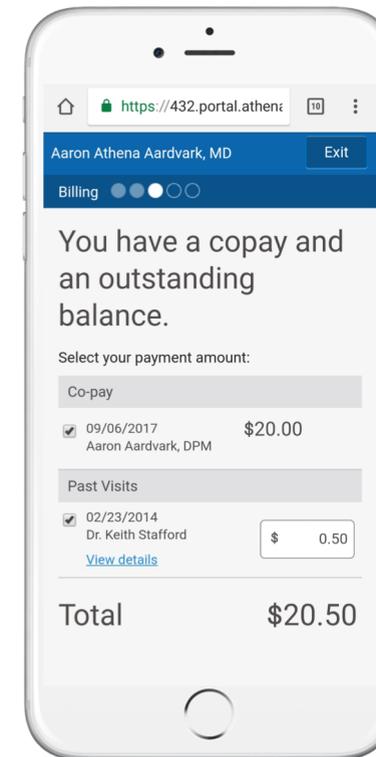
Online Convenience & Self Pay Reminders

Guest Payments



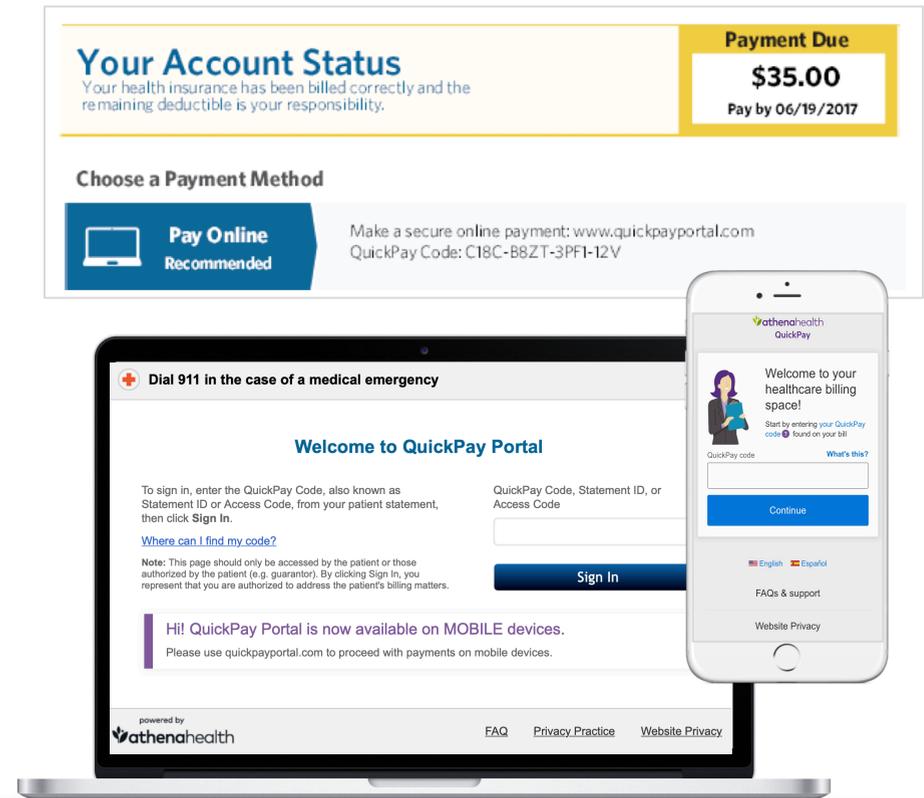
Faster Payments

Payment during self check-in



Reduce front office time on payments

QuickPay Portal Payments



Convenience for non-portal users

Online Payments: A suite of digital payment options to drive revenue and lower DAR

Patient Portal Payments

athenahealth practices with high portal adoption see **21%** higher payment yield rates and **29%** fewer days in accounts receivable on average

Guest Payments

Guest payments are typically received within **13 days**, vs. **83 days** for checks sent by mail, and have the highest full payment rate at **91%**

Payment during self check-in

Patients make a payment during Self Check-In **15%** of the time

QuickPay Portal Payments

In addition to being our most popular online payment channel, average QuickPay payments are **33%** higher than payment sent by mail

Automated Messaging: We message patients automatically so you don't have to

520M

Automated patient messages delivered annually¹

We **call, email, and / or text** patients to remind them of existing appointments and to schedule new ones, setting your patients up for their best health



Appointment Reminders



Cancellation Notifications



Results Calls



Tickler Calls



No Show Follow-Ups



Automated Wellness Outreach

* Based on athenaNet data as of May 2018

Automated Messaging: We message patients automatically so you don't have to



Automated Wellness Outreach:

- **18%** of patients contacted take action, driving **\$46M** in revenue across the network
- For some care gaps—like Medicare Annual Wellness Visits—scheduling rates exceed **27%**



No Show Follow-Up Messages:

- **20.5%** of these patients rescheduled their appointment compared to only 16.8% of patients who did not receive the follow-up reminder



Automated Tickler Reminders:

- Automated ticklers result in a newly scheduled appointment **22.7%** of the time



ResultsCall Notifications:

- In 2015, athenahealth sent notifications for **1.72M** results, achieving a **50.4%** view rate

Patient data: Your key to effective engagement



Collecting patient contact information isn't just important, it's critical

Percentile	Portal Adoption Rate	Email Collection Rate	SMS Opt-In Rate	Patient Pay DAR	Patient Pay Yield
0-24%	0% to 17.1%	28.3%	40.2%	6.03	62.0%
25%	17.1% to 32.3%	45.9%	41.9%	6.57	52.2%
50%	32.3% to 50.8%	63.3%	57.5%	6.04	58.8%
75-100%	46.5% to 100%	80.4%	60.7%	4.61	73.4%



Practices with the highest e-mail collection, portal adoption, and SMS opt-in rates also have the lowest patient pay DAR and highest patient pay yield

Helpful tips to set your organization up for success

Communicate clear goals

Set high expectations for collecting email addresses, mobile numbers, and consent, and explain why it's so important

Rally the team

Patient engagement improves clinical *and* administrative outcomes, so get your clinical staff involved as well

Every visit's an opportunity

Check-in is often the best time to capture and update patient contact information, so ask every time

Eliminate Ambiguity

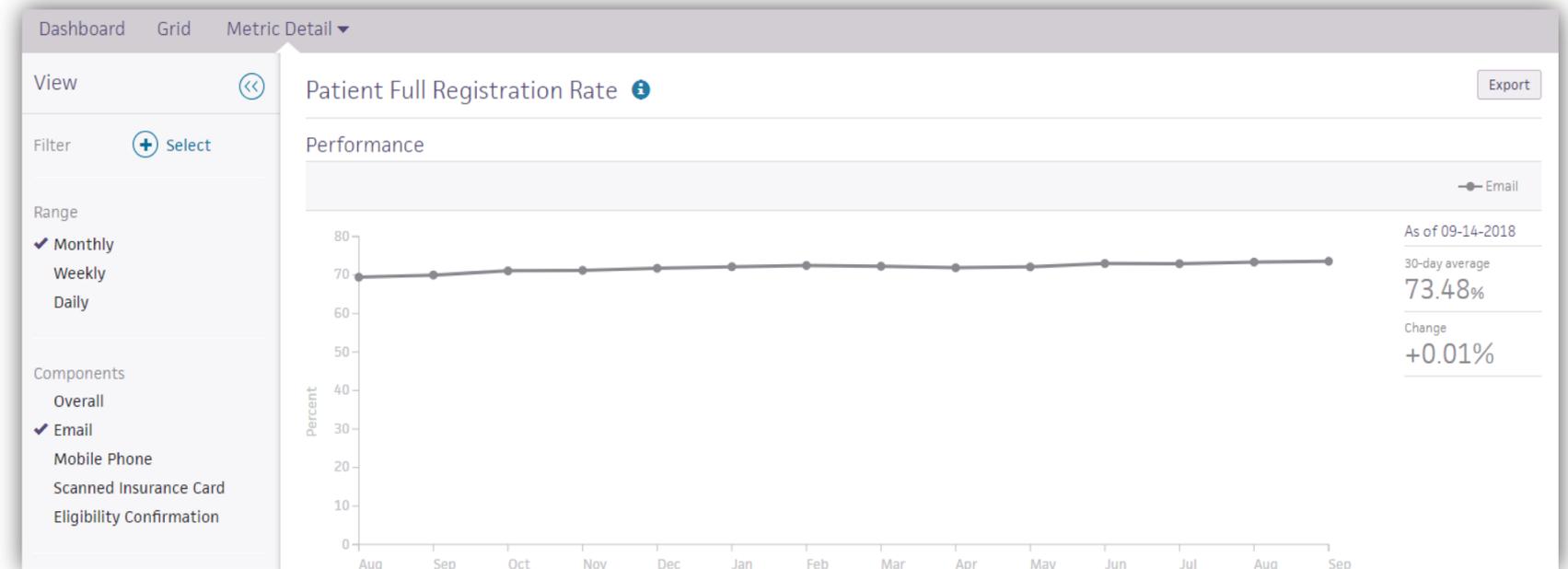
Guide staff with best practices on how to ask for patient information, and how to handle patient pushback



When performance is monitored, performance improves

Patient Full Registration Rate

Practice-level performance insights and trends



When performance is monitored, performance improves

Patient Full Registration Rate

Practice-level performance insights and trends



Email Collection and Portal Registration Report

User-level performance breakdowns

REPORT NAME: Email Collection and Portal Registration Print

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Name	Emails Collected	Max. Total	Percent Collected	Portal Accounts Registered	Max. Total	Percent Registered
Last name, First name	2	76	3%	0	87	0%
Last name, First name	86	959	9%	9	1143	1%
Last name, First name	0	8	0%	0	9	0%
Last name, First name	0	3	0%	0	3	0%
Last name, First name	0	7	0%	0	8	0%
Last name, First name	1	1	100%	0	0	-
Last name, First name	1	2	50%	0	1	0%
Last name, First name	0	9	0%	0	9	0%
Last name, First name	1	157	1%	0	211	0%
Last name, First name	0	36	0%	0	49	0%

Takeaways

1. Patient engagement continues to grow in importance.
2. athenaCommunicator's wide-range of integrated features help drive engagement and save time for providers and staff
3. Engage everyone in your practice to collect patient contact information to get the most from your patient engagement solution



Q&A

Thank you

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