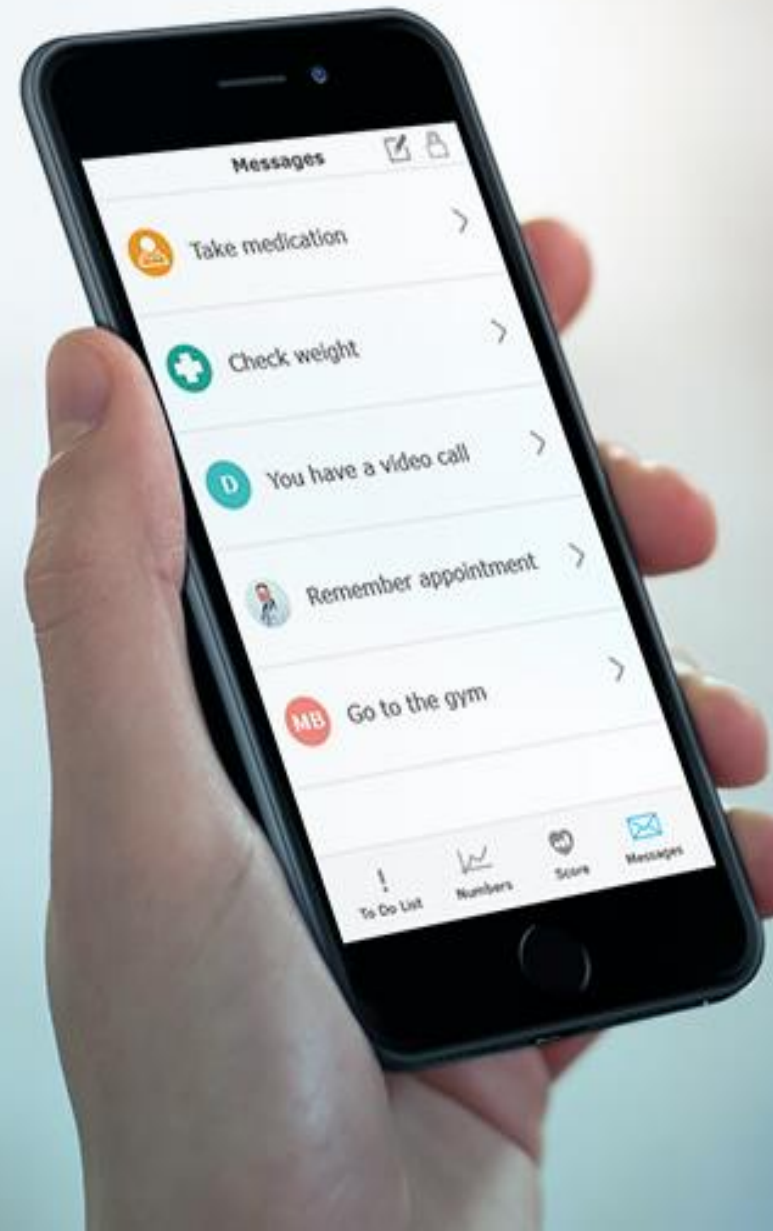# Reimagining Patient Engagement

About Monica Bolbjerg
MD, Serial Entrepreneur, CEO, CIO

- From Denmark, neighbor to Hamlet

- Created the World's first Patient Portal in 2001

- Patient Engagement tools used globally

- Speaker with McKinsey & Company at their global healthcare conferences

- Member of The Health Innovation Think Tank

- CEO and Founder of Qure4u

Changing the patient experience

Guide the patient – Capture more data – Reduce costs – Increase revenues
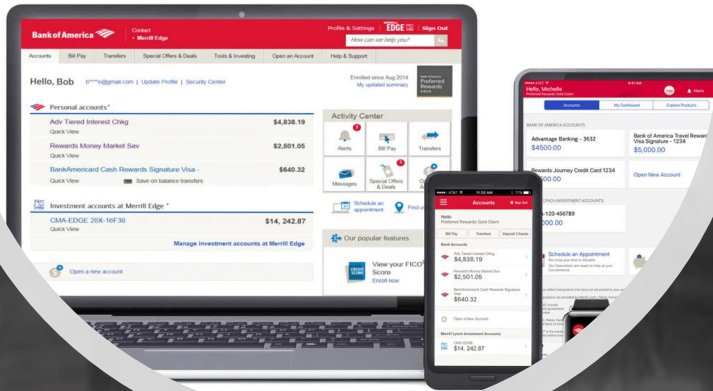

At home   +   In the office   +   From your phone

Why Change the Patient Experience

Self-serving patients = Increased revenues and reduced costs

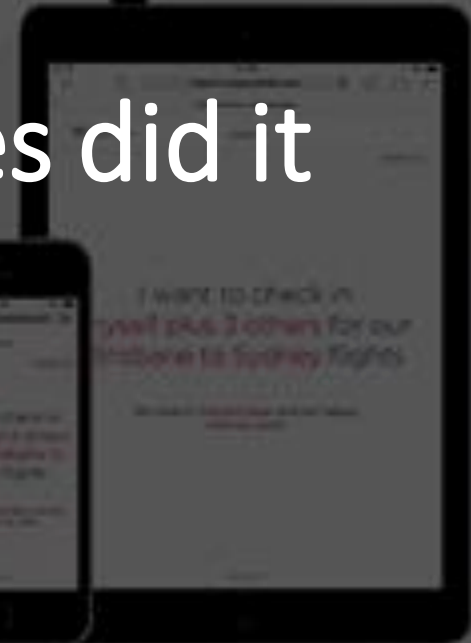Comprehensive care and Patient Empowerment

Value-based Care

Banks did it

Meet our new

Beat the airport rush online.

Airlines did it

Now Healthcare is doing it

Why Healthcare lags?

- No economic incentives

- Lack of mature technology

- Prejudice – 'My patients can't figure it out'

- Patients were not consumers - did not

  complain!

Today there are strong economic incentives

- Loss of income due to missing data or forms (consent forms)

- Demand for documentation slows down patient flow

- Value-based revenue incentives (Telemedicine, RPM)

- Cost of hiring staff to do calls and manual data entry is too high

- Physicians need to capture more data to get better contracts (PRO)

- Transition of care, bundled payments, BPCI

Effective Technology is finally ready

- Everyone has an EHR

- EHRs are opening up with APIs

- Integration standards are robust and mature

- Connected Home-monitoring devices are common

Patients are technology savvy

- Everyone has internet access

- ALL ages are using smart-phones or tablets
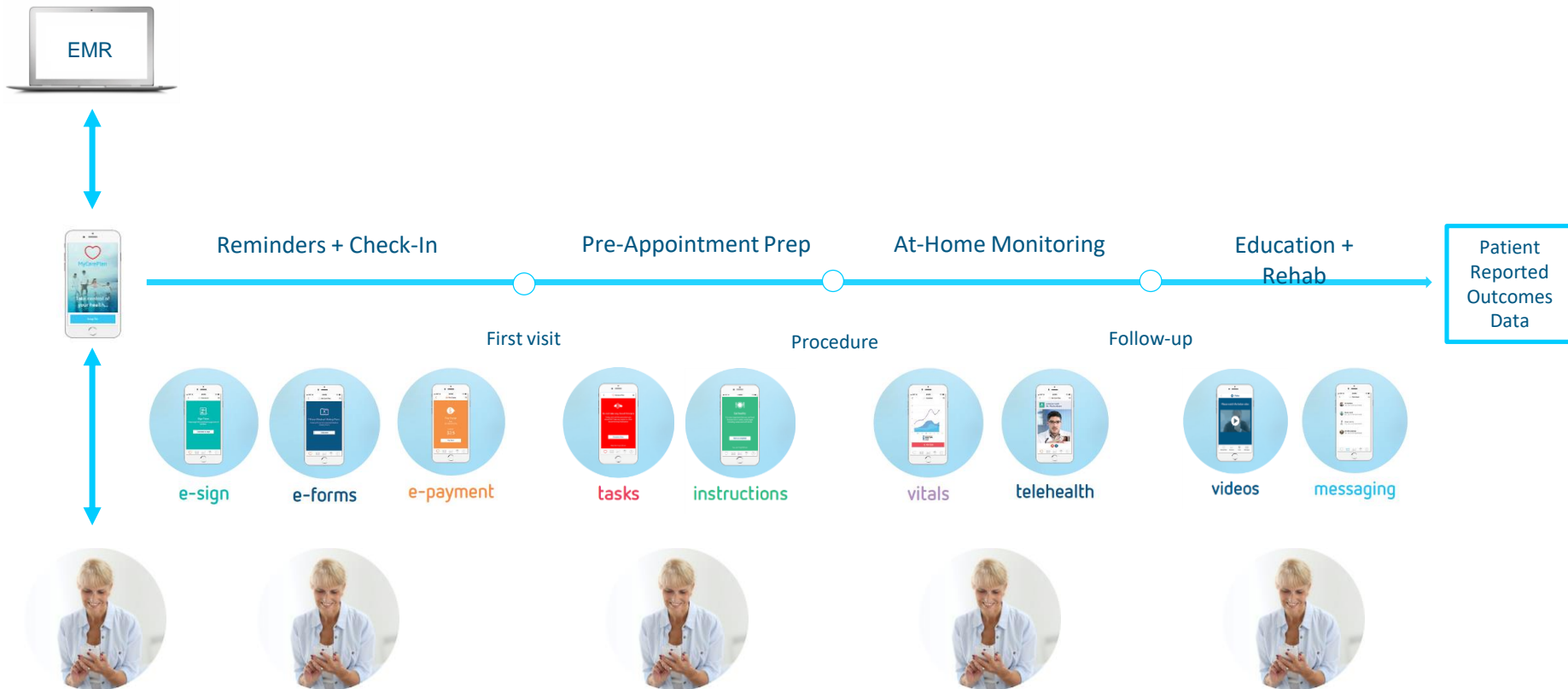
Consumerism has entered healthcare

- Online reviews

- Social media and availability

- 'Modern look'

- Accessibility: Online scheduling, messaging, telehealth

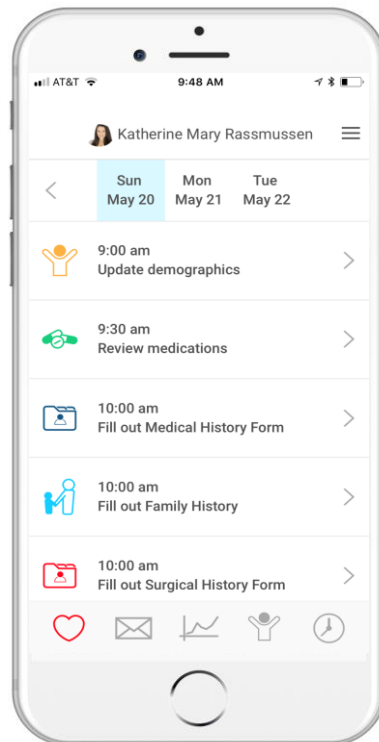# Patient Engagement Strategies That Work

20 years experience…

Get an all-in-one solution for the entire patient journey
Guide the patient – Capture data – Monitor outcome - Document results

EMR

Reminders + Check-In   Pre-Appointment Prep   At-Home Monitoring   Education + Rehab

Patient Reported Outcomes Data

First visit   Procedure   Follow-up

e-sign   e-forms   e-payment   tasks   instructions   vitals   telehealth   videos   messaging
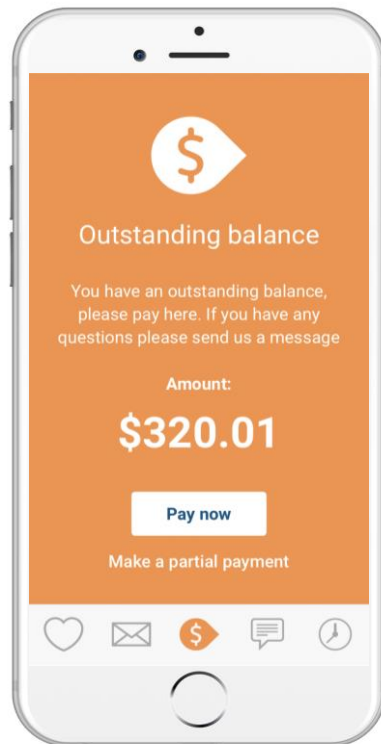
Check-in from home
Digital Front Door

- Pay copay

- Sign documents

- Review medication

- Upload insurance card

- Update demographics (incl. UDS)

- Health history forms

- Clinical questionnaires

- Current symptoms

Copays and Outstanding Balances
Paid from the patient's phone or tablet

Outstanding balance

You have an outstanding balance, please pay here. If you have any questions please send us a message

Amount:

$320.01

Pay now

Make a partial payment

- Pay anytime from any device

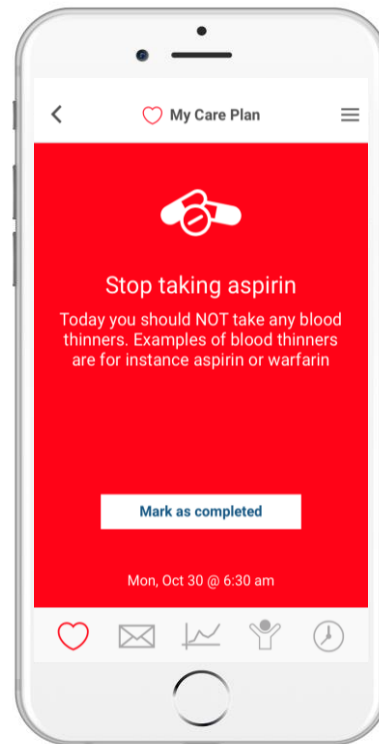- Family balance

- Partial payment
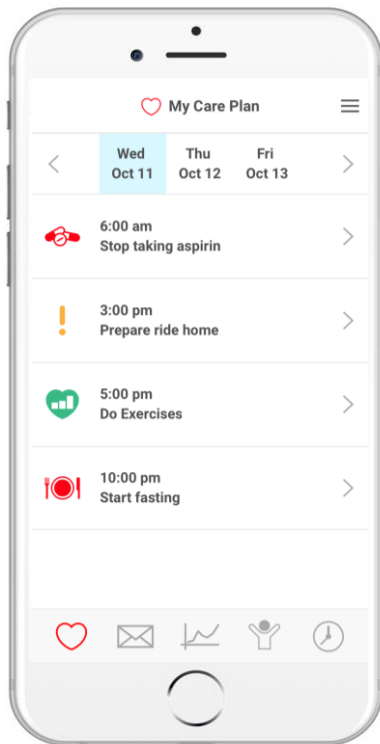
- App notifications

Educational content and news feed
Your content delivered directly to your patients' phones
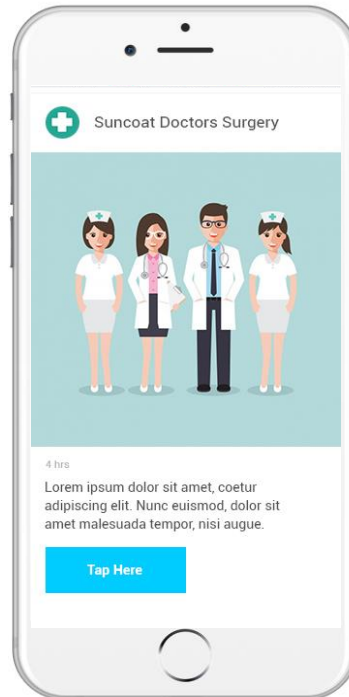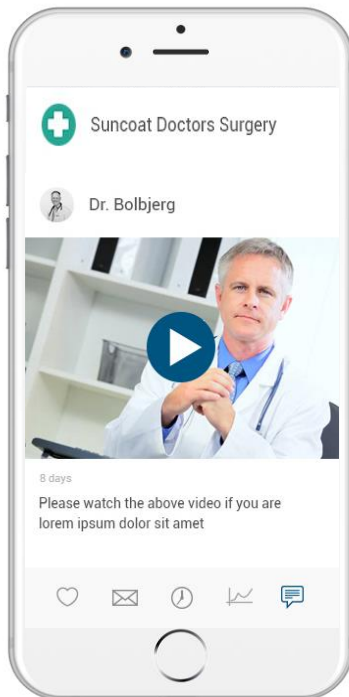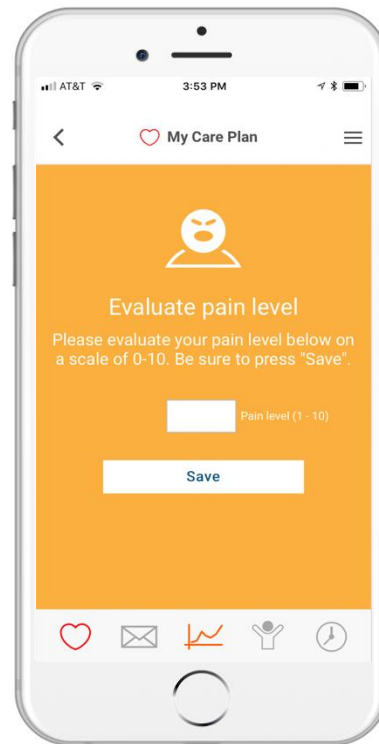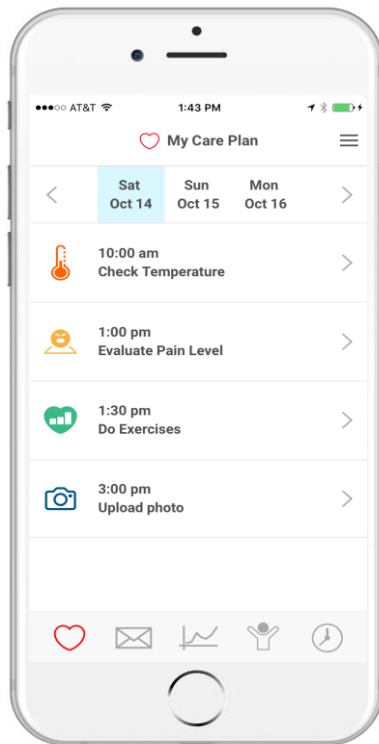
Pre-procedure preparation
Instructions – Education - Monitoring

- Procedure specific protocols

- Triggered by appointment type

- Tailored to the patient

- Automatic enrollment of patients

- Monitoring of compliance

Post-procedure monitoring
Patient Reported Outcome data collection

- Automatic and uniform data collection

- Vitals, adverse events and more

- Patients at risk are flagged

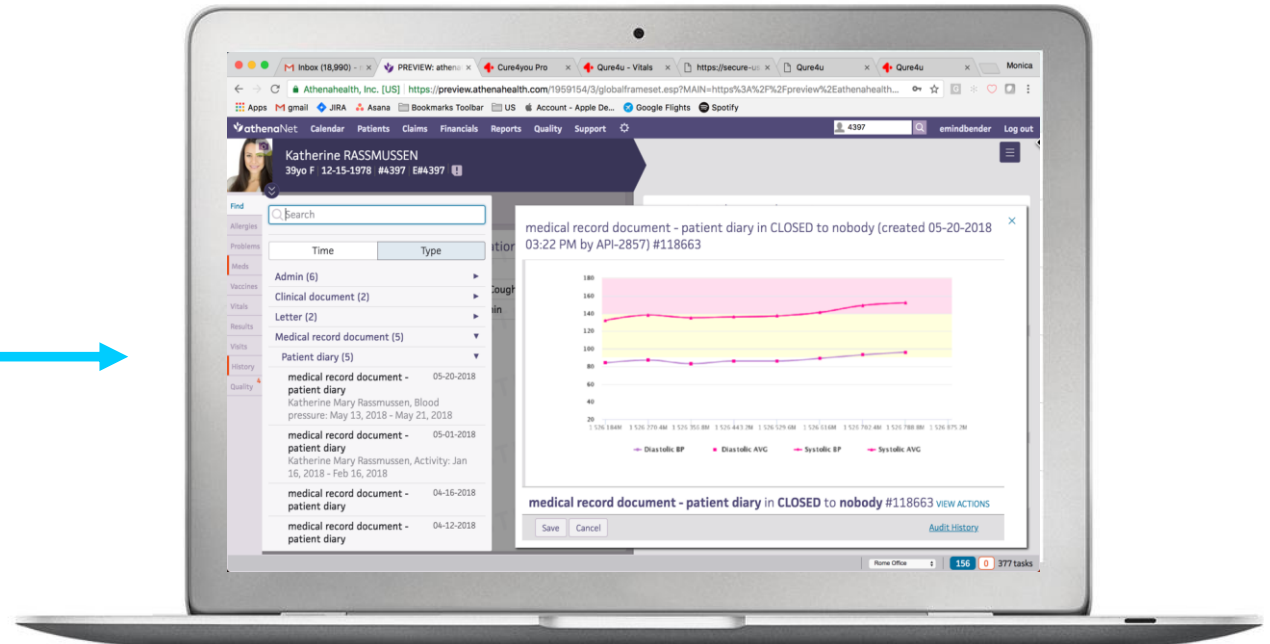- Data is stored for outcome reporting

- Integration to registries

Monitoring of high-risk patients
Integrate with Bluetooth devices and apps

Manual entry or device integration

Data is reviewed by nurse or MA and imported into the patient's chart by a click of a button

Flowsheets give insight

Samantha Smith
DOB: **20.05.1980**

App Status:

Remote Monitoring

BP	140	168	—	—	138	167	—	138	139	138	140
BS	94	95	92	93	—	—	—	—	94	95	93
Steps	2,251	2,001	986	920	3,251	2,987	3,251	2,987	2,987	3,251	2,987
Weight	202	200	198	202	—	—	—	198	202	—	—
H20	140	168	—	—	138	167	—	138	139	138	140
PF	94	95	92	93	—	—	—	—	94	95	93

Today   -5   -10

Communication tools makes it easy to interact

# Telehealth integrated in the app help optimize care
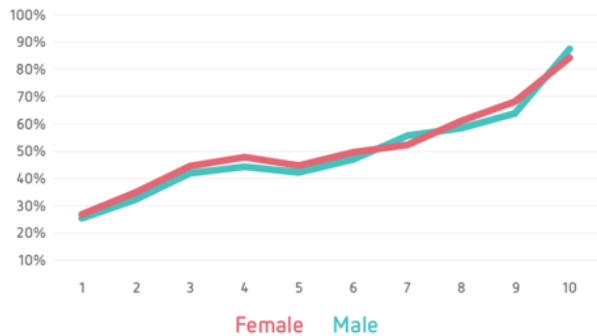
Technology check-list

- Integration – integration – integration

- Supports current work-flows

- Seamless to use for staff and physicians

- SSO – Single sign-on

- Works on all platforms: iOS, Android, all browsers

- High patient adoption numbers: >75% – ask for stats!
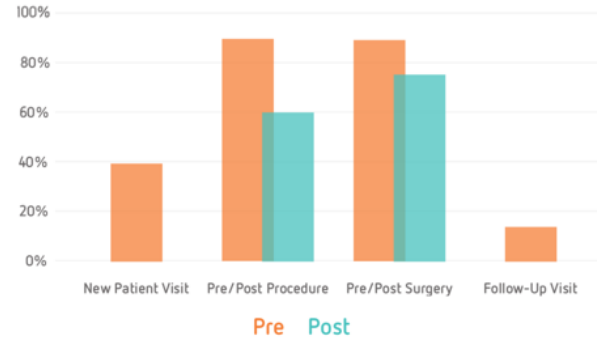
Best practice engagement numbers
85% adoption rate after 6-9 months

Age

Gender
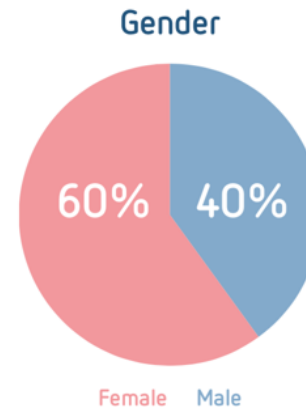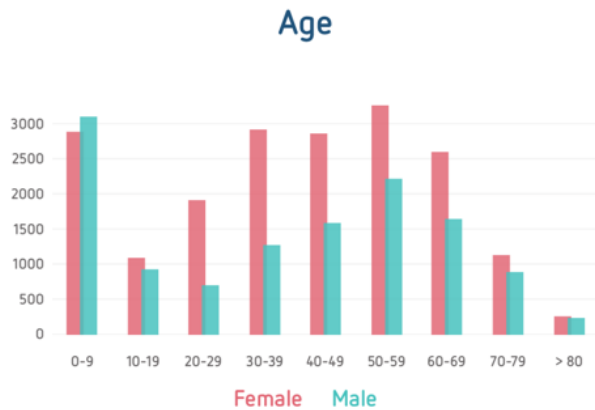
App adoption months after going-live

Procedural / Surgical App adoption

Adoption tips

- Be patient, don't try to implement everything at once, start with check-in

- Review forms before making them digital

- Roll out to one or two departments first and adjust before broader roll-out

- Front desk staff and schedulers will drive adoption – train them well

- Physicians will create ongoing engagement – remember to train them

- 'Advertise' the new technology (website, fast lanes, phone message)

- Once you have 50% adoption rate, roll out next tools

Some ROI numbers
Based on a 100 MD practice

- Check-in from home – save 10 minutes per patient ~$80,000/month

- Eliminate last-minute cancellations of surgery – save ~$1-200,000/month

- Simplify post-procedure follow-up – save ~$100,000/month

- Document outcome with PRO – better payer contracts and more referrals

- See more patients! Scale using technology to optimize flow

- Improve online reputation

Questions?

Monica@qure4u.com / 941-807-7700