

The Great Patient Disconnect: What Patients Want, What Providers are Doing, and How to Bridge the Gap

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Welcome

Welcome



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About University Hospitals



- Our mission is "To Heal. To Teach. To Discover."
- Founded in 1866
- 23 System Hospitals
- 50 Health Centers
- 2nd largest private employer in NE Ohio with more than 30,000 caregivers
- 3.2 million ambulatory visits annually
- 13.2 million outpatient procedures annually
- 147,177 inpatient discharges annually

*About
Luma Health*



Luma Health was founded in 2015 to make it easier for patients to access healthcare. We've grown to serve 600+ customers across the United States, but have never pivoted from this core mission: Needing care can be hard, but getting it shouldn't be.



The Great Patient Disconnect

And how it affects providers, staff, and patients despite patient engagement efforts

Today's Challenges for Health Systems



Still Recovering Financially

COVID-19, economic downturn, budget constraints, grant \$ expiring



Expected to Do More with Less

Fewer staff, more requirements and expectations



Seeing Patients Fall Through the Cracks

Can't easily get in, lack of follow-up leading to missed care, behind on care from pandemic



*We'd like to do it all. Get patients in faster, keep a full schedule, ensure patients stick to their care plan, engage and guide them once they leave, and get them to return for follow-up care. But, **we struggle to simply reach our patients.***

James Hereford

President and CEO, Fairview Health Services

You're Investing in Technology to Solve These Challenges

- **71% percent of providers say patient engagement is a top priority at their practice.**



Source: Patient Engagement HIT, "Patient Portal Use Growing as Engagement Efforts Take Priority," <https://patientengagementhit.com/news/patient-portal-use-growing-as-engagement-efforts-take-priority>

But Traditional Patient Engagement May Not Be Enough

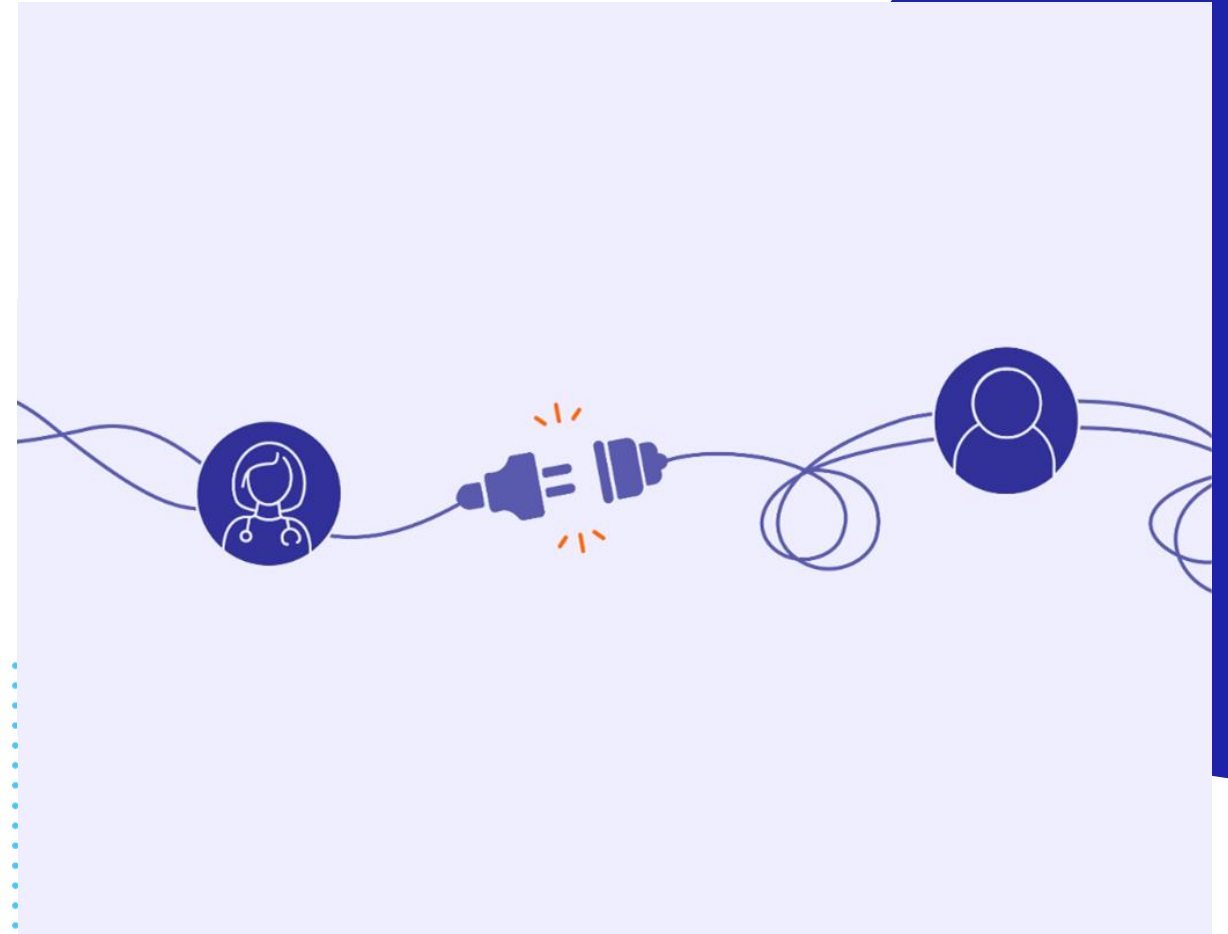
- **According to the GAO, nearly 90% of organizations report offering a patient portal, but only about a third of patients use them.**

Source: Government Accountability Office, "Health Information Technology: HHS Should Assess the Effectiveness of Its Efforts to Enhance Patient Access to and Use of Electronic Health Information," <https://www.gao.gov/assets/gao-17-305.pdf>



The Great Patient Disconnect

Where both patients and providers struggle to connect, despite digital tools



Engaged Patients Can Still Fall Through the Cracks



Shalini, 32 | New Mom

Engaged Patients Can Still Fall Through the Cracks



Shalini, 32 | New Mom

Baby Alya comes down with an earache the night before Shalini's postpartum checkup.

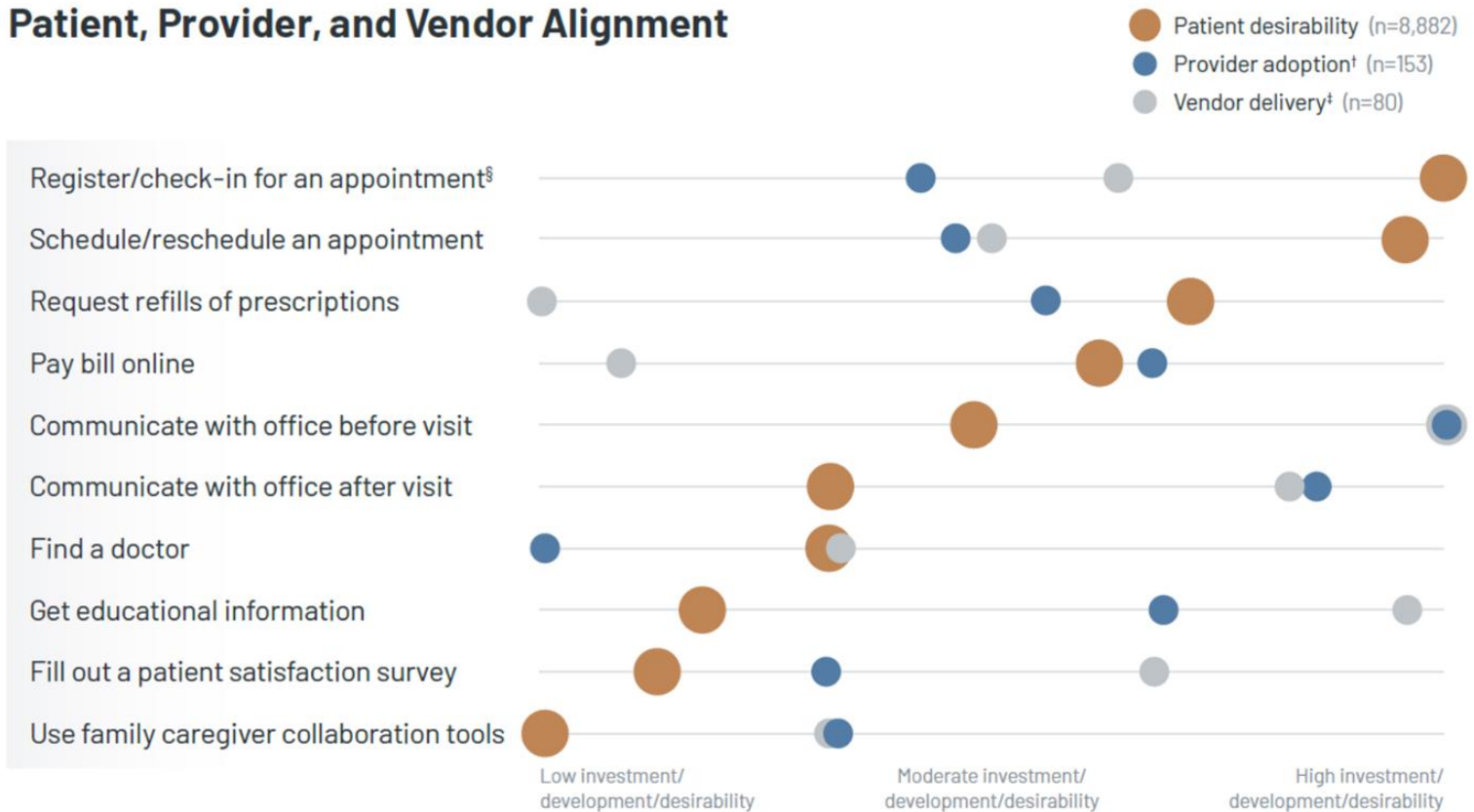


Patients Want Accessible Ways to Engage with You

Excerpt, “Patient Perspectives on Engagement Technology 2022,” KLAS Research.

Presented July 2022 with Luma Health during webinar “Beyond Patient Engagement: Why Patient Success Matters.”

Patient, Provider, and Vendor Alignment

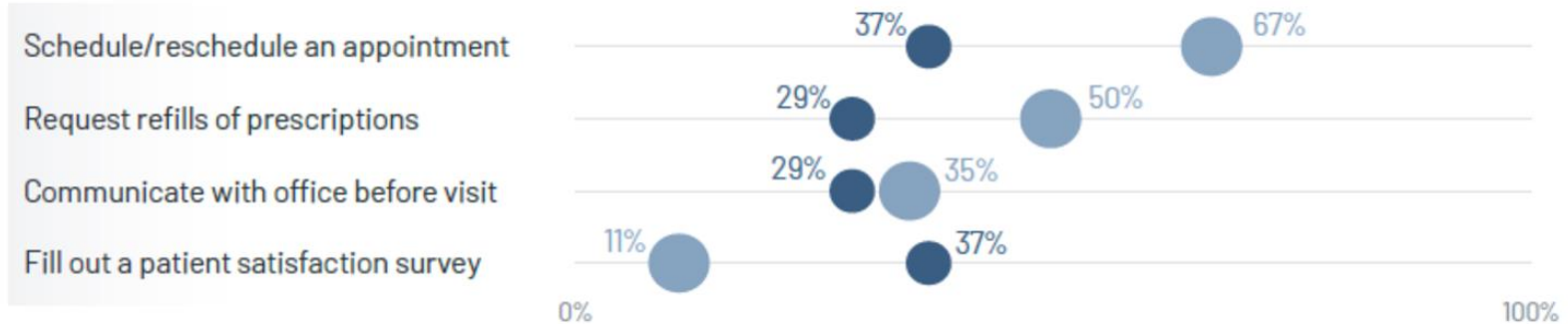


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Abilities Patients Currently Have vs. Abilities Patients Want to Have



Identifying the Gap

DISCONNECTION, NOT DISENGAGEMENT

For patients, the experience is too often:



Not accessible to all



Not timely



Not convenient

Identifying the Gap

DISCONNECTION, NOT DISENGAGEMENT

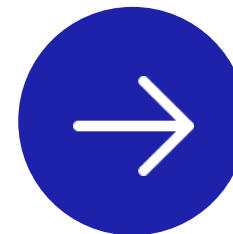
For staff, the experience often involves:



Struggling to reach patients
with manual phone calls



Feeling burnout
and reduced job satisfaction



Handling last-minute changes
to appointments and schedules



*Solving the
Disconnect at
University
Hospitals*

Transitioning from
patient engagement to
patient empowerment
and success

Let's Talk About "Patient Engagement"

"We have too many open orders."

"Our providers need to {...} in order to increase our CG CAHPS scores."

"We need to improve patient engagement."

"ED utilization is too high. Patients should be going to primary care instead."

"Our patients aren't prioritizing their care."

What is the Real Opportunity?

- **From Patient Engagement...**
 - “Patients’ motivation, knowledge, skills, and confidence to make effective decisions to manage their health.”*



*Hibbard JH, Mahoney E. Toward a theory of patient and consumer activation. *Patient Educ Couns.* 2010;78(3):377–381. [[PubMed](#)] [[Google Scholar](#)],

What is the Real Opportunity?

- **...To Patient Empowerment & Success**
 - “A process in which patients understand their role, are given the knowledge and skills by their health-care provider to perform a task in an environment that recognizes community and cultural differences and encourages patient participation.”**



**World Health Organization, 2009.

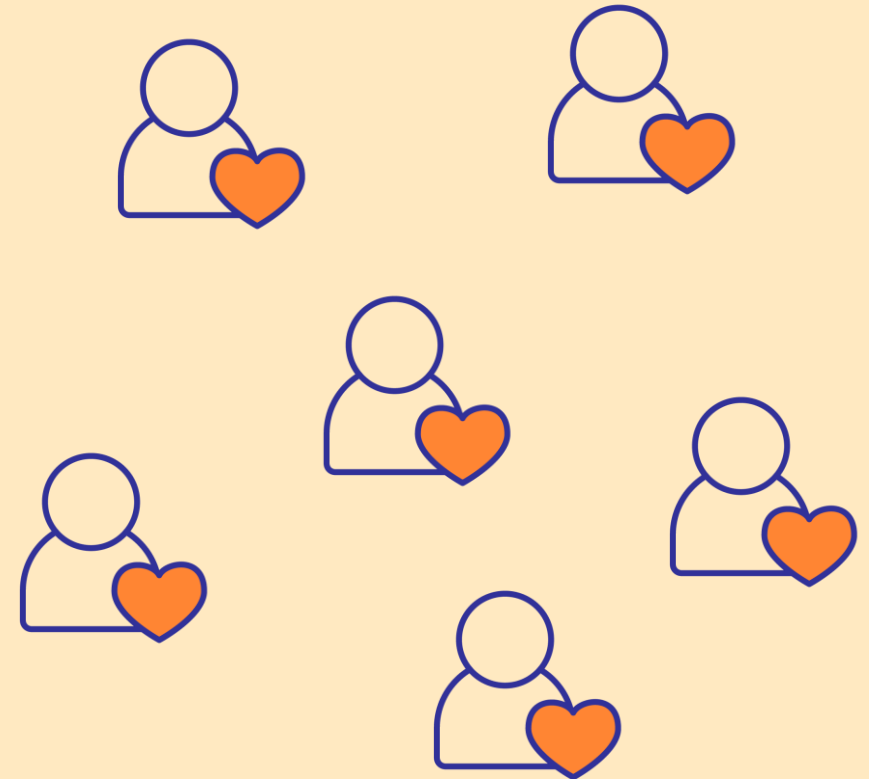
UH's Formula for Patient Success



Barriers to Patient Success



- Siloed Care Teams
- Random Acts of Digital
- Mixed Messages
- Patient Confusion



Co-Implementation of Epic and Luma

- **“Epic First” approach**
 - Evaluated opportunities to consolidate current technologies
 - Extended and enhanced with a single additional platform where needed
- **Cross-departmental collaboration**
 - Committee evaluated every patient touchpoint across the enterprise to understand how, when, and why patients are being contacted

Co-Implementation of Epic and Luma

Example patient offering

With Luma

Through MyChart, email, text, phone
Holistic Communication

Text-based for all

Requires MyChart login or staff help
Schedule/Rebook/Waitlist

Self-service

MyChart notifications
Pre- and Post-Visit

Text-based for all

During visit, email, online
MyChart Activation

Automated offer and reinforce activation at key points in journey

Patient Communication Guiding Principles

- **Create a single, integrated view of all communications, improving transparency**
 - SMS
 - Email
 - Outbound Phone
- **Use consistent language and individual information to create personalized communication**
 - Epic triggers communication as the single source of truth
 - Messages maximize patient empowerment
 - Communication preferences – patient choice

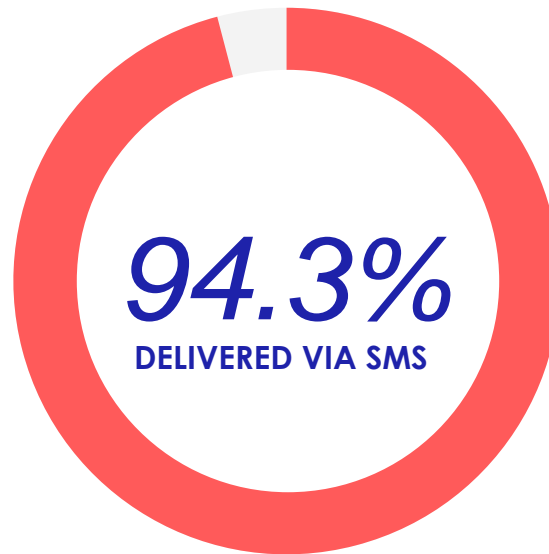
Empowering Patients to Engage

Communication	Medium	Call to Action
Appointment Confirmation	Email SMS	Activate MyChart
Appointment Reminders	SMS Email Phone	Confirm Reschedule on the Spot Cancel Activate MyChart Complete eCheck In
Waitlist	SMS	Join waitlist Accept waitlist offer for earlier appointment
Referrals	SMS Email Phone	Schedule referral in MyChart on via Care Connections
Epic Gateway Messages	SMS Email	Auto instant activation, new test results, message from practice

University Hospitals: Early Results



Meeting patients where they are



Defaulting to SMS for appointment messages

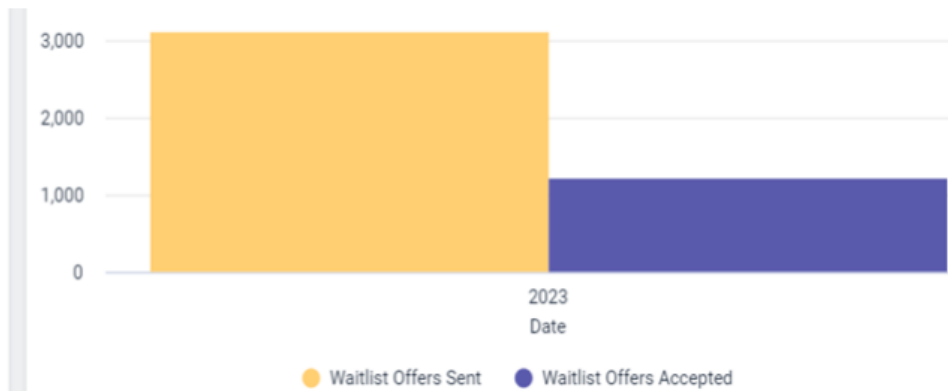


Accurate data ensures deliverability

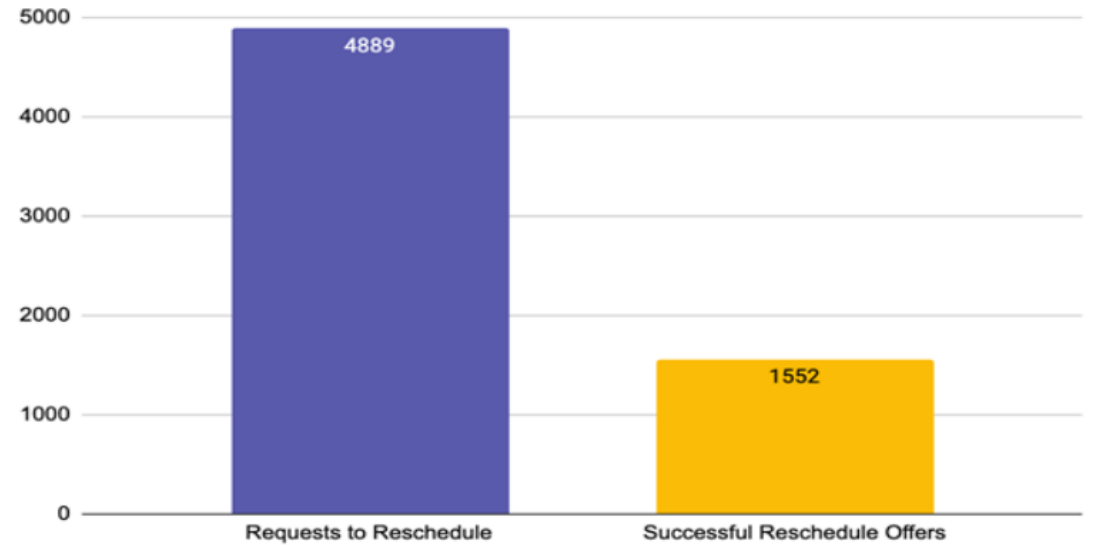
Automation = Patient Success

Waitlist Movement

19.66%
Waitlist Fill Rate ⓘ



Automated Rescheduling from Reminders

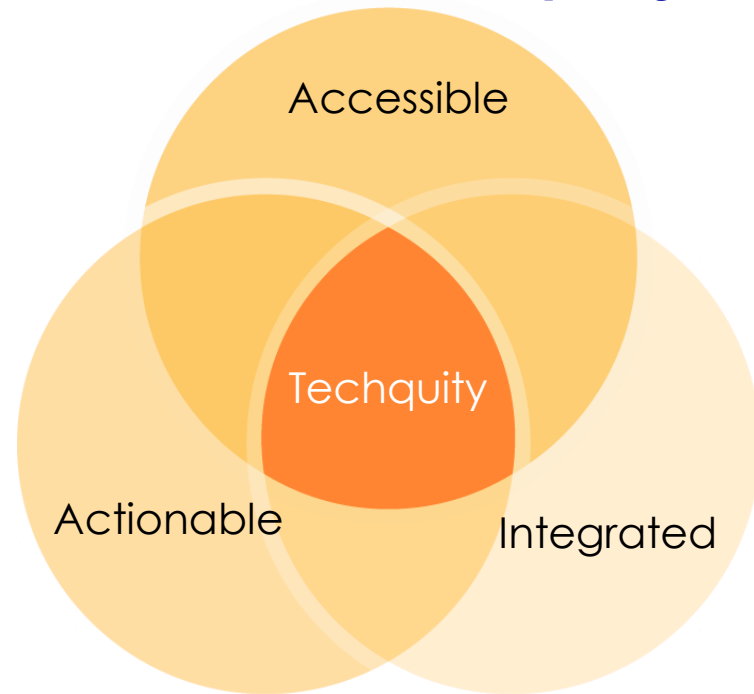




The AAI Method

Using technology to
drive patient success like
University Hospitals

Prioritize AAI to Create Techquity & Patient Success



Design with all three in mind to drive patient, staff, and organizational success

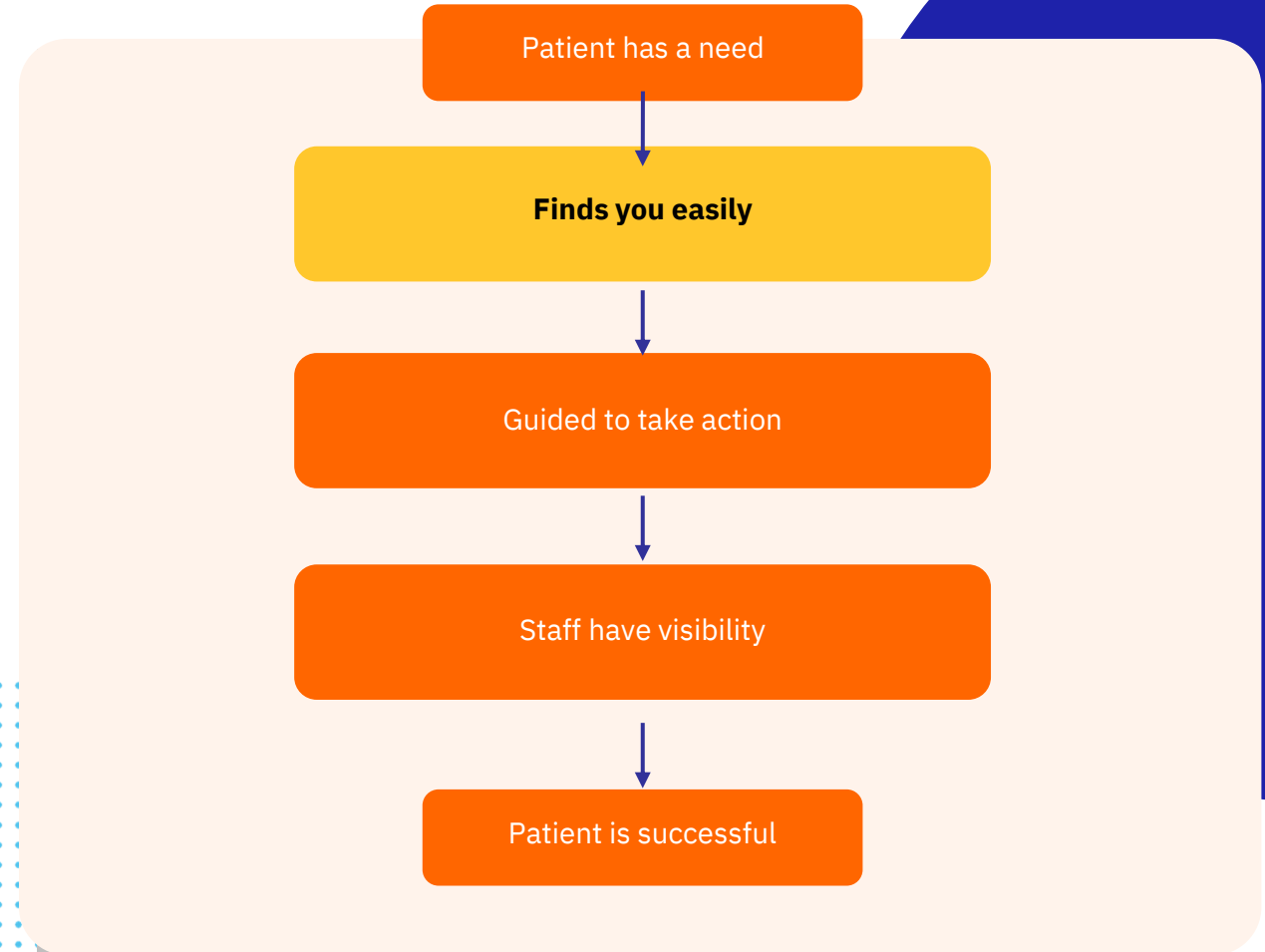
The AAI Method: A Three-Part Evaluation Matrix for Your Technology

- **Use the AAI Method to evaluate tech solutions for their ease of use for your providers and patients:**
 - **Accessible**
 - **Actionable**
 - **Integrated**



Accessible: Help Patients Find You Easily

- **Different patients need personalized help and prefer different channels. Offering options makes it easier for patients and staff to connect.**
 - At University Hospitals, voice, SMS, web (open), and MyChart scheduling are available to make care more accessible.
 - Houston Thyroid & Endocrine uses Luma's new Schedule with Google capability to offer open appointment times to new patients searching for care via Google.



Accessible: Help Patients Find You Easily

- **Key questions:**

- Do patients have easy-to-find options to connect with you, regardless of what channel they prefer?
- Do you have ways to direct patients who prefer web or text away from phone calls?
- Are you relying on manual staff tasks to make these channels work for your patients?



Actionable: Guide Patients to Take Action

- **Empowering patients to take the next step themselves creates happier patients and happier staff.**
 - At University Hospitals, patients get pre-appointment actions and resources via SMS and MyChart.
 - University Hospitals and other Luma community members like KC Pain Centers use LumaBot to answer FAQs and help patients self-service.



Actionable: Guide Patients to Take Action

- **Key questions:**
 - Could we be surfacing more resources to patients before their appointments?
 - Can patients get to the next action without lots of searching or resorting to a phone call?
 - How can we bring the patient in as a partner in their healthcare journey?



Integrated: Provide Visibility for Staff

- **Keeping things in your systems of record provides a more customized patient experience and keeps your staff from double-documentation.**
 - At University Hospitals, Luma interactions are visible in Epic.
 - Optima Dermatology also integrates Luma with Salesforce for a more comprehensive look at the patient and soon-to-be-patient journey.



Integrated: Provide Visibility for Staff

- **Key questions:**
 - Do our patient touchpoints make use of the data we already know about our patients (from the EHR, etc.)?
 - Can staff engage with patients without needing to switch systems (or with as little switching as possible)?
 - Are patients' self-service actions reflected in our systems of record?



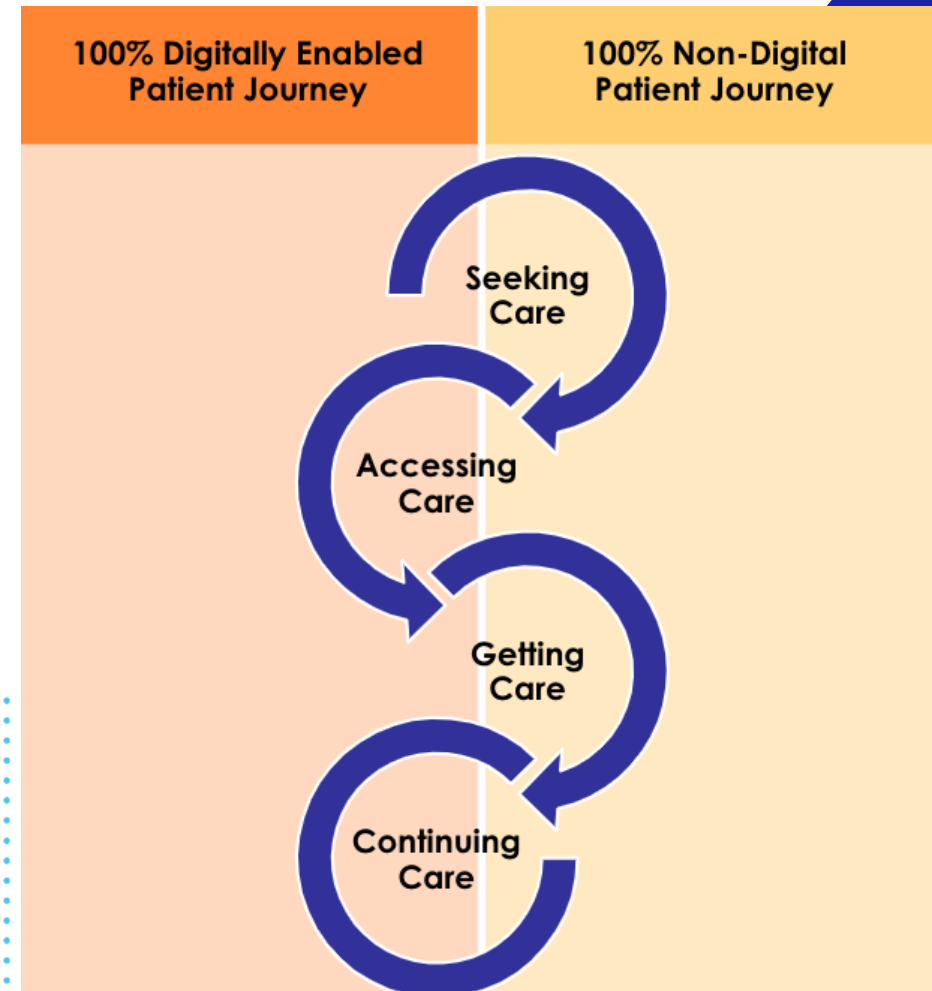


*Tips for
Creating
Valuable
Experiences*

UH's Guiding Principles

Accessible: Leave No Patient Behind

- **Not every patient will leverage all digital tools.**
 - Make sure to map both the digital and non-digital moments in the patient journey to ensure the optimal experience.



Actionable: Use a System Approach to Create Meaningful Messages

- **Create consistency in messaging and visibility for staff.**
 - Use consistent language and individual information to create personalized communication.



Integrated: Connect Demand & Capacity

- **Leverage a comprehensive strategy to connect patients to open appointments as they're vacated.**
 - Empower patients to manage their own appointments via SMS, reducing phone calls and staff burden.
 - Backfill real-time abandoned capacity utilizing virtual triage and on-demand care.



Thank You

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