

Delivering an exceptional patient portal experience

/Success Story



Arkansas Physician Management, Inc. (APMI) is a management services organization that supports small physician practices with practice management, electronic health record (EHR) services, reporting, training, regulatory attestations and more.

APMI recognized the value of engaging patients in their own care and implemented its first portal in 2010, then experienced a period of rapid growth after switching to FollowMyHealth in 2014. By adding FollowMyHealth Level One Patient Support in 2015, APMI has saved time and money, while increasing staff and patient satisfaction.

APMI's patient portal journey began in 2010, and its first portal was limited to appointment requests and payments. The organization didn't proactively promote or advertise enrollment options and attracted fewer than 5,000 users in its first four years.

"Portal performance is essential to performing well in regulatory requirements," Clinical Informatics & EHR Coordinator Serena Davis said. "We decided to implement FollowMyHealth to meet 2014 Meaningful Use requirements...we really began pushing enrollment, so we could get patients more engaged with their care for better outcomes."

The initial strategy had three main goals: 1) Convert 5,000 existing portal users to FollowMyHealth, 2) Market to new users through various promotions, and 3) Have clinical staff encourage patients to participate.

"Unfortunately, our expectations did not match reality," Davis said. "We had very few conversions, no noticeable increase in obtaining sign-ups and staff were simply not sold on the idea."

Client Profile

Arkansas Physician Management, Inc.

North Little Rock, Arkansas, U.S.A.

OVERVIEW

- Physician-driven Management Services Organization (MSO)
- 36 clinicians on full support
- 12 locations
- 30 MACRA participants
- 250 end users

ALLSCRIPTS SOLUTIONS

- Allscripts TouchWorks® EHR
- Allscripts ePrescribe™
- Allscripts CareInMotion™ platform
- Allscripts FollowMyHealth®
- FollowMyHealth Level One Patient Support

3x

Enrollment Increase

APMI strategies helped grow enrollment from 5,000 in 2014 to 16,000 in 2017

50%

Reduced Average Call Time

Level One Patient Support efficiently manages patient calls with an average length of 6 minutes, which is half the time it was before



Increased Satisfaction

Both staff and patients appreciate the dedicated, expert support



Met Regulatory Requirements

APMI has met all Meaningful Use measures since 2011, including Modified Stage II in 2016



Allscripts®
All possible

"The FollowMyHealth Level One Patient Support pays for itself quickly, and saves the cost of having in-house staff handling calls."

Serena Davis, Clinical Informatics & EHR Coordinator & EHR Coordinator

"Once they saw how much time they could recover, the nurses quickly became the portal's biggest advocates."

Serena Davis, Clinical Informatics & EHR Coordinator

Trying new approaches to increase adoption

APMI revamped its strategy and simplified its approach. For example, it ensured stability, understanding and proper usage of each portal function before adding new ones. It also began implementing just one clinic at a time.

However, the most significant change to strategy was to offer clinical credits to student nurses for talking with patients in the waiting area. Patients could get their questions answered and were able to sign up while still in the office.

"Once patients overheard and saw others signing up, the ball started rolling...what we got was patient-driven momentum," Davis said. "Patients began to use the portal, our schedulers were spending less time during each appointment promoting it, and our nurses started seeing the benefits of the tool."

Davis reports that the function that patients appreciate most is the ability to request medication refills without having to call the clinic. Nurses appreciate being able to triage and respond to patient messages more efficiently. "Once they saw how much time they could recover, the nurses quickly became the portal's biggest advocates."

Managing increasing volumes of patient calls

As APMI continued to add features and enroll more patients, daily call volume increased dramatically to as many as 10 calls per day. "Suddenly all patient portal questions were coming to two EHR techs, and we were spending literally half of our day on patient calls," Davis said. "We reached a point of critical mass where we either had to hire a new person, or engage support services."

The organization realized that there could be significant savings of both time and money by engaging with Level One Patient Support instead of hiring in-house support personnel. For example, it saves the costs associated with hiring a new person, space and equipment, training, benefits and more.

Level One Patient Support is a service that enables you to give patients direct access to the FollowMyHealth (FMH) patient support team. The support team will assist patients with tasks like signing on to their account, connecting their existing wireless health apps or devices and assisting with portal questions.

"There are also psychological savings because it eliminates the many pressures of patient service calls," Davis said. "Keeping up with emerging features, identifying and resolving new issues, researching answers to questions...not having to do that means we can get back to our 'regular' work and do it well."