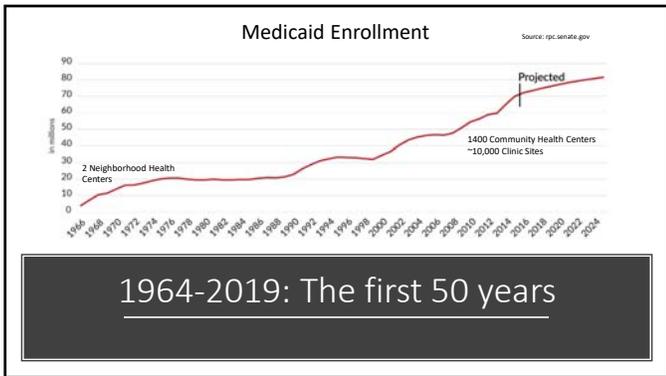
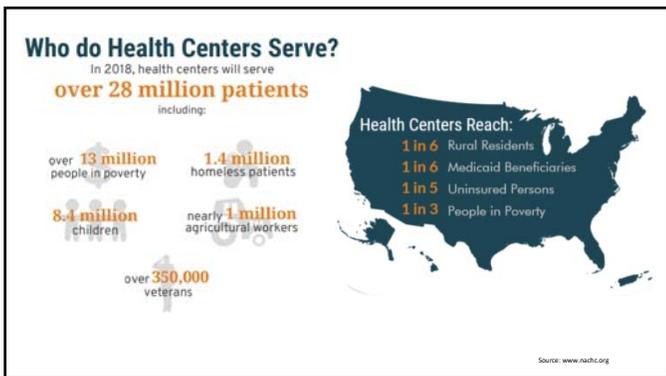


Whoops! Nobody wants Medicaid patients!





Additional Impact of Community Health Centers

- \$24 billion: Reduced Hospitalizations and ER visits
- \$46 billion: Total economic activity
- 220,000: People employed

PRESIDENT GEORGE W. BUSH - APRIL 2000

"I SUPPORT INCREASING THE NUMBER OF COMMUNITY HEALTH CENTERS ACROSS AMERICA. HEALTH CENTERS ARE COMMUNITY-OWNED, LOCALLY ADMINISTERED MEDICAL CLINICS WHERE PEOPLE CAN RECEIVE PREVENTIVE CARE, FREE VACCINE CLINICS, HEALTH ALERTS, DISEASE SCREENING, AND COUNSELING. THEY HAVE BECOME AMERICA'S HEALTHCARE SAFETY NET."

SEN. ROY BLUNT (R-MO.) - 2014

"COMMUNITY HEALTH CENTERS HAVE BECOME THE NATION'S LARGEST PRIMARY CARE NETWORK, AND MILLIONS OF AMERICANS CANNOT AFFORD TO LOSE ACCESS TO THE QUALITY, COST-EFFECTIVE CARE THEY PROVIDE. WE NEED TO WORK TOGETHER TO FIND A RESPONSIBLE WAY TO ENSURE OUR NATION'S COMMUNITY HEALTH CENTERS CAN STAY OPEN FOR THE MILLIONS OF AMERICANS WHO RELY ON THEM."

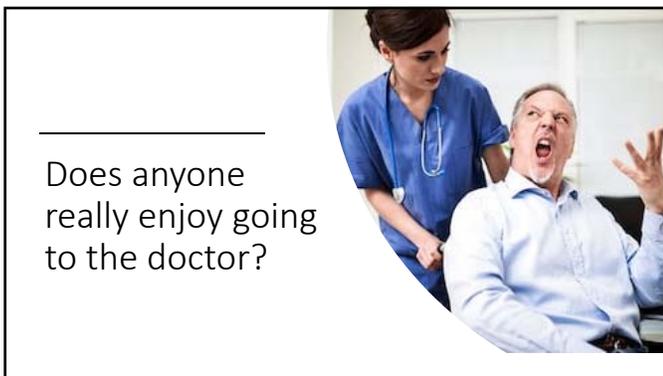
PRESIDENT BARACK OBAMA - 2014

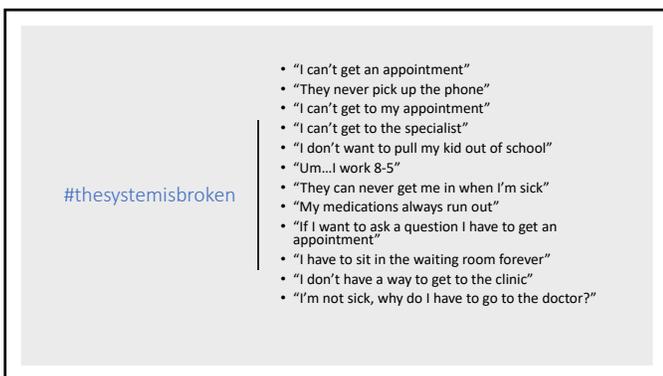
"IN SMALL TOWNS AND BIG CITIES, HEALTH CENTERS SERVE AS A TRUSTED NETWORK, CONNECTING PATIENTS WITH COMMUNITY RESOURCES... HEALTH CENTERS EMPHASIZE EDUCATION AND HEALTHY LIFESTYLES, AND THEY HELP REDUCE RACIAL AND ETHNIC DISPARITIES IN CARE. THEY LIFT UP FAMILIES AND CREATE JOBS THAT POWER LOCAL ECONOMIES."



Original Neighborhood Health Centers







It's 2019...how do we start to get patients the care they need, when they need it, where they want it?

BREAK FOR MICHELLE

Why is innovation so important for the future of Community Health?

Why is innovation so important for the future of Community Health?



Why is innovation so important for the future of Community Health?



Why is innovation so important for the future of Community Health?



What holds us back from innovation?



“Innovation Bottleneck” - Managers expected to innovate

Not enough recruitment outside of FQHC’s

PPS



Michelle Monroe
Chief Operations Officer
Vista Community Clinic
mmonroe@vcc.org
760-525-1307

Caleb Sandford
Chief Operations Officer
Tiburcio Vasquez Health Center
calebsandford@tvhc.org
801-502-3999

Any Questions?









Meet Maria and her family...



Maria is at work. 4 year old Joe is at preschool and has a fever...



Can I leave work? I don't have any more sick days. I don't have time to wait. When can the doctor see him? My car doesn't work. I don't know what to do.



Well... Joe is sick, I need to call the clinic.

Why don't you text the clinic?

Maria's co-worker, CHC patient

- ✓ 97% of American adults text weekly
- ✓ Text twice as much as call
- ✓ 78% wish could text a business
- ✓ 209% higher response rates of text v. phone

Text Message for Scheduling

- Convenient
- Links to important information
- Don't have to be on hold, can go on with activities while scheduling
- Easy to convert to call if needed
- No on-hold queues

Thank you for cancelling your appointment on Thursday Oct 03 with Bradley McCormack MD. If this was done in error, send us a text. If you would like to reschedule, what dates and times work for you? If this text is received after hours, we will respond the next business day.

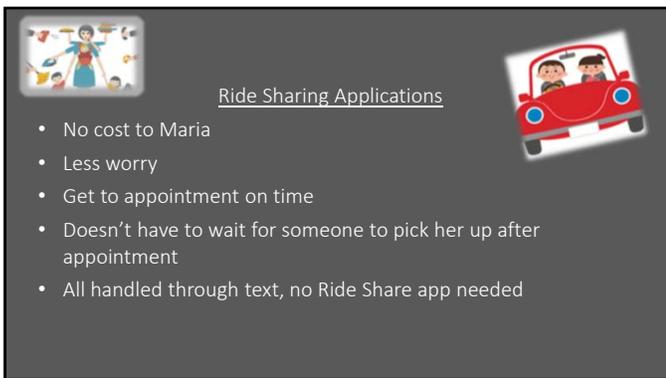
Text Message for Scheduling – CHC's perspective

- Bidirectional
- Real-time
- Language needs of patients being met in a new way
- Easy to convert to call if needed
- Some efficiencies, but more on this later...
- Improved Patient Satisfaction rates



Maria, do you and Joe need a ride to the clinic today for your appointment?

Really, yes!!!



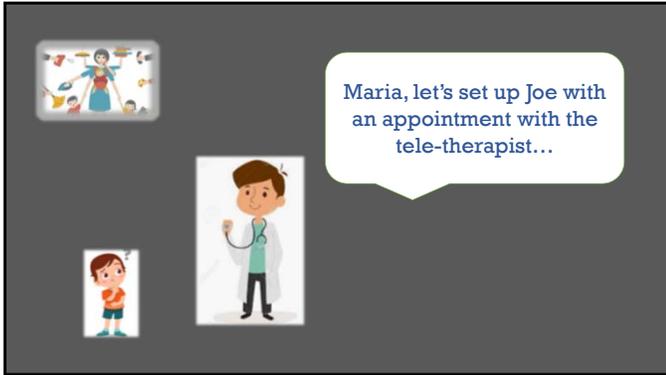
Ride Sharing Applications

- No cost to Maria
- Less worry
- Get to appointment on time
- Doesn't have to wait for someone to pick her up after appointment
- All handled through text, no Ride Share app needed

Ride Sharing Applications

- Decrease no show rate
- It's the right thing for the patient
- Better prediction of arrival time
- Ride-sharing platform data
- Cost?!?! – grant funding opportunities; target specific patient populations





Maria, let's set up Joe with an appointment with the tele-therapist...

Telehealth access



- Cost-efficient way to increase utilization of scarce resources
- Share staff amongst sites to meet patient needs
- Reduce travel costs, including lost patient care time
- Start up costs are minimal
- Think outside of traditional uses – prenatal education, care coordination, etc.



Phone/Video Visits

- Go to the patient, don't make the patient come to you
- Great for hospital discharge follow-up
- Nurse visits
- Site-to-site urgent care



Oh no... I forgot to get a doctor's note at my visit to give to my boss...



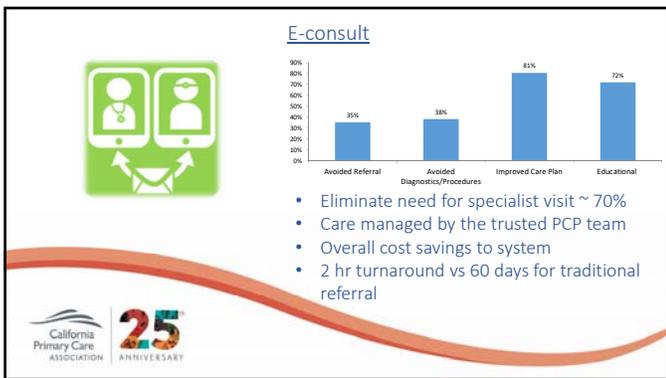
Patient Portal

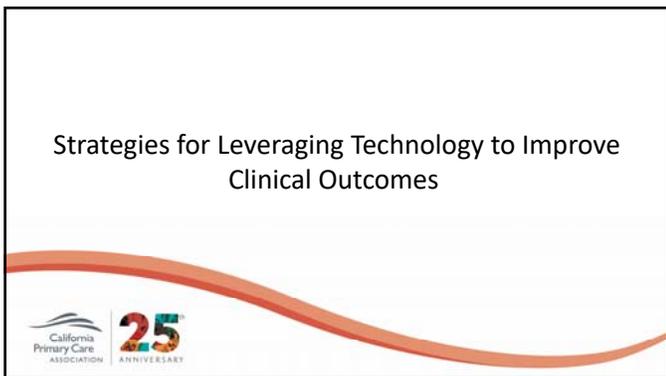


- Patient/Clinician communication
- Rx refill request
- Appointment request
- Access to medical record, immunizations, labs
- Use texting/website to redirect patients to Patient Portal
- Option to send Patient Portal notifications to text rather than email









Patient Engagement – Outbound Applications for Texting

1. Quality Clinical Outcomes
2. Impact on Schedule
3. Marketing
4. Patient Education



Clinical/Quality Outcomes/HEDIS

- Need info from the patient... ask via text
 - Date of last pap/mammo/physical etc.
 - Immunization records (send pic)
 - Reminder to send in FIT card
 - Flu shot campaigns
- Recalls



Recall – patient level data pulled out of EHR that historically CHC would have called patients and sent out letters – can automate much of this!

- 6 month dental follow-up
- physical due

Hi, this is VCC. Joe is due for a dental checkup and cleaning. Please call or text to schedule an appt.



Campaign – targeted (or not) patients pulled from EHR or from master patient list (.csv/Excel) to receive a specific message

- Flu shot reminders
- Chiropractic info sent to patients with dx of back pain

This is a message from CHC's CMO Dr. X. I encourage you to get your flu vaccine this year....



Impact on Schedules

- Text missed appointment to reschedule
- Haven't seen you in a while...
- Know when your patients are going to show for appointment (examples of real-time front office use, running late, etc.)
- Doctor called out last minute – notify everyone asap of options



Marketing

- New services
- New clinicians
- General announcements
- PSAs



Patient Education

- Opportunity for cross-utilization of CHC services
- Disease focused (Rx reminders, reminders for home testing, etc.)



What does the data say?

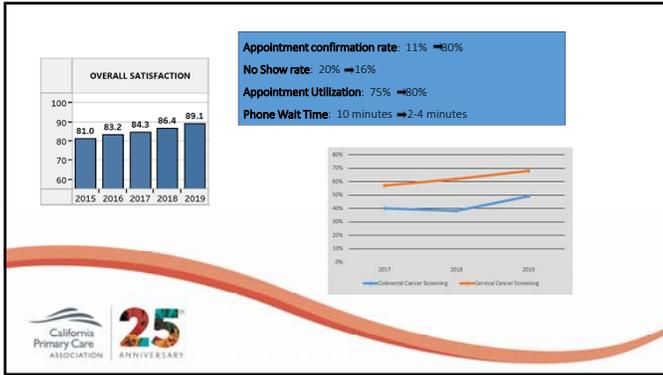


What was Maria's experience like?

A Happier and Healthier Joe

Improved Patient Satisfaction rates
Improved Clinical/Quality Outcome rates





- CHC Considerations with Technology
- Central vs. Clinic-based
 - Monitoring of response rates and quality control
 - Policy development
 - HIPAA implications (secure vs. non-secure)
 - Replaces some phone conversations, but actually increases patient engagement – staffing implications
 - Staff impact/perceptions
 - Training and rate of spread
- California Primary Care Association 25th Anniversary

- CHC Considerations with Technology
- Call Center implications
 - Operators on phone vs. text platform
 - Phone calls and texts are of = value... both are patients wanting something from you
 - Text rather than call/voicemail/send letter
 - Opportunity for embedding links in texts to drive traffic to CHC website
 - Clinician info/Patient Education/forms that can be filled out in advance
- California Primary Care Association 25th Anniversary

What's Next?

- Data-driven analysis to find opportunities
 - Recalls weren't entered – find those patients
 - 340B contract utilization from prescription orders
- Automating text message responses based on incoming message
- Telehealth expansion
- Social media growth



What's Next?

- Options for patient care where the patient is at
- Options for patients to complete paperwork/assessments from home computer/mobile device
- Home patient monitoring
- Integrated devices into EHR
- Expansion of e-consult



What's Next?

- Understanding what your patient expects – there is a lot of vendors out there doing a lot of things, but what do your patients want? Find out! Patient surveys via text