



Patient Portal implementation and utilization in a small office

Joe Weidner, Jr. MD FAAFP



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Outpatient Family Medicine private practice

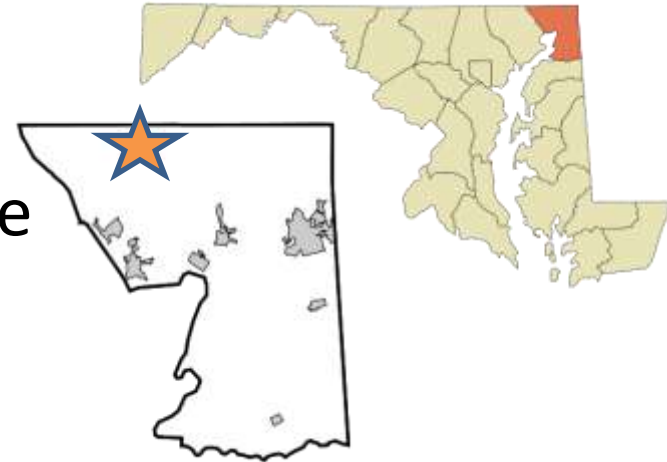
Rising Sun, Maryland

2.5 providers (1MD, 1 PA-C, 1 DO)

17% of active patients <18 years of age

15% of active patients >age 65

8 FTE staff



E-prescribing since 2004

Allscripts Pro EHR and PM module since 2007



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Current Practice initiatives

- CDC U.S. Outpatient Influenza-like Illness Surveillance Network (ILINet)
- Maryland MultiPayer PCMH Program (MMPP)
 - NCQA PPC-PCMH Level 3 recognition (pending)
- CMS PQRS and e-prescribing incentive programs
- Attested for Meaningful use (Medicare)

Previous Practice initiatives

- Delmarva Foundation Core Prevention Project
- CMS Electronic Health Records Demonstration



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What I hoped to get out of the portal

- Online
 - messaging
 - scheduling
- Save
 - paper
 - time
 - postage
- Establish Online virtual visits



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What I hoped we wouldn't see

- More work
- More complexity



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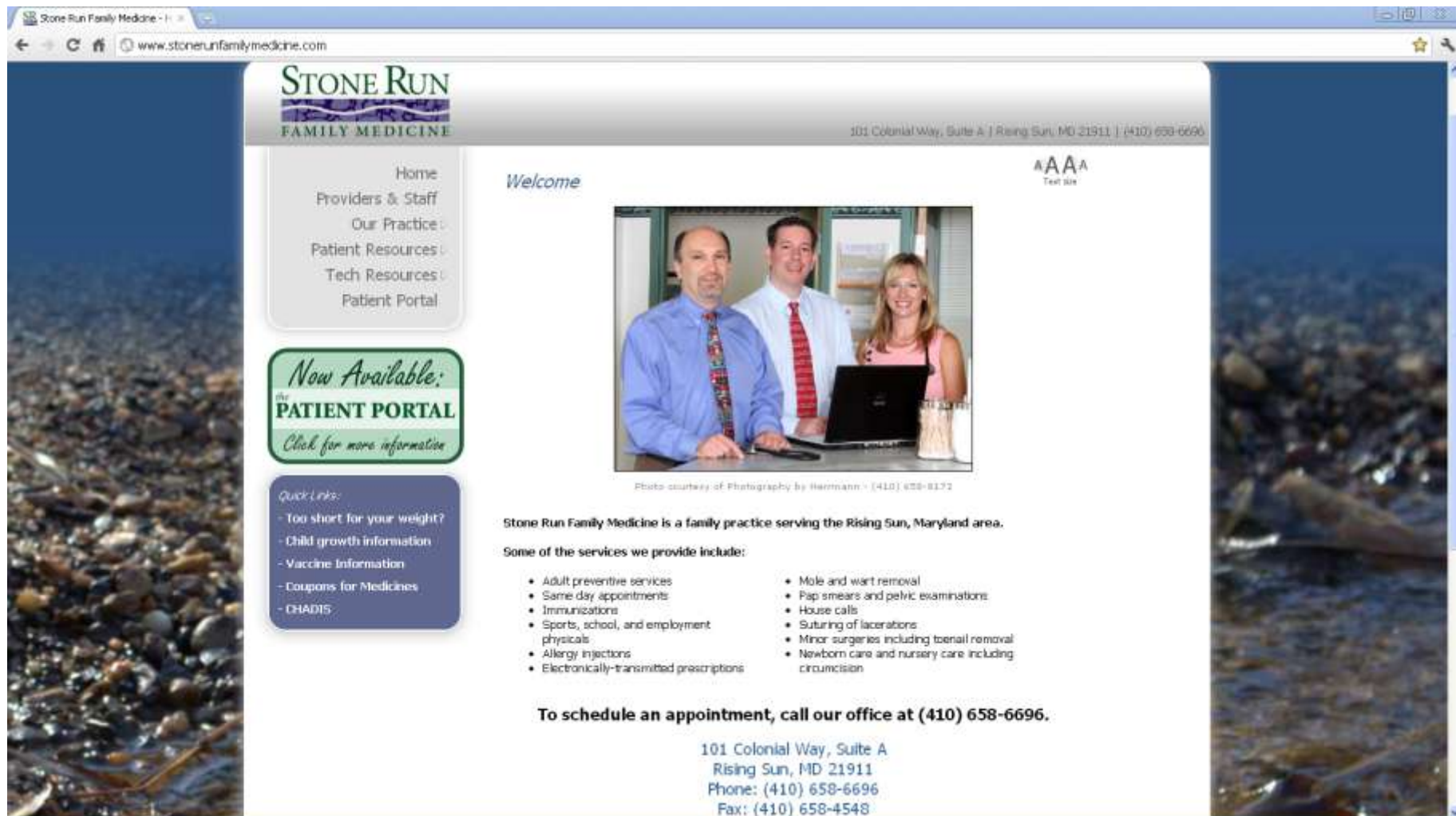
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Implementation of Portal

- Staff training and interface setup over 2 months.
- Turned on the portal about one week prior to email blast
- Email blast 1/8/2011and every few days
 - up to 3 additional emails if no activation performed
 - additional ones sent as directed by providers/staff
- Notation in patient billing statements monthly

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Stone Run Family Medicine - Home

www.stonerunfamilymedicine.com

STONE RUN FAMILY MEDICINE

101 Colonial Way, Suite A | Rising Sun, MD 21911 | (410) 658-6696

Home
Providers & Staff
Our Practice
Patient Resources
Tech Resources
Patient Portal

Now Available:
the PATIENT PORTAL
Click for more information

Quick Links:
- Too short for your weight?
- Child growth information
- Vaccine Information
- Coupons for Medicines
- CHADIS

Welcome

AAA
Text size




Photo courtesy of Photography by Hermann - (410) 658-8172

Stone Run Family Medicine is a family practice serving the Rising Sun, Maryland area.

Some of the services we provide include:

- Adult preventive services
- Same day appointments
- Immunizations
- Sports, school, and employment physicals
- Allergy injections
- Electronically-transmitted prescriptions
- Mole and wart removal
- Pap smears and pelvic examinations
- House calls
- Suturing of lacerations
- Minor surgeries including toenail removal
- Newborn care and nursery care including circumcision

To schedule an appointment, call our office at (410) 658-6696.

101 Colonial Way, Suite A
Rising Sun, MD 21911
Phone: (410) 658-6696
Fax: (410) 658-4548

- Create An Account
- My Patient Page
- Appointment Requests
- Symptom Assessment
- Prescription Renewal
- Health Forms
- Pay My Bill Online
- Ask A Question
- My Messages
- Log Out
- Home

Log in to your account

User ID:

[Forgot Your User ID?](#)

Password:

[Forgot Your Password?](#)

Login

This site uses **HEALTHKEY**

Don't have an account?

Already have an account with another doctor's office that is a member of **HEALTHKEY™**. Just log in!

- Access all online services offered by your physician
- Update demographics and insurance
- Update e-mail address
- Update username and password
- View history of previous visits

Create An Account

Welcome to our Patient Portal

We invite you to log in to your online account or create a new online account. Take advantage of the online services offered by our practice with the assurance that all of your information is encrypted and stored securely.

In our patient portal you can:

- Make appointments and communicate securely with members of our staff.
- Update your address, phone, e-mail address and other patient information.
- Pay bills online.

If you have not received any reply from us within 3 business days, please call our office to relay the message and alert us to any issues. Problems with the portal can be addressed by Kelsey either by phone or by email at kelsey@kwmd.com.

If you are experiencing a medical emergency, please dial 911 or your local emergency number for immediate assistance.





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A screenshot of the Stone Run Family Medicine patient portal. The header includes the logo and contact information: "101 Colonial Way, Suite A | Rising Sun, MD 21911 | (410) 658-6696" and a welcome message "Welcome Joseph Weidner Jr | My Account | Log Out | Help". A left sidebar lists navigation options: "Create An Account", "My Patient Page", "Appointment Requests", "Symptom Assessment", "Prescription Renewal", "Health Forms", "Pay My Bill Online", "Ask A Question", "My Messages", "Log Out", and "Home". The main content area features six service tiles: "Appointment Request" (calendar icon), "Ask a Staff" (question mark icon), "Custom Forms" (clipboard icon), "Prescription Renewal" (Rx icon), "Ask a Biller" (question mark icon), "Ask a Referral Question" (question mark icon), "Online Bill Pay" (dollar sign icon), and "Symptom Assessment" (clipboard icon). Each tile includes a "New Request" or "New Question" link and a "Request History" or "Assessment History" link. The footer contains the text "Powered by Intuit Health. Stone Run Family Medicine. All Rights Reserved. Copyright © 2011. Intuit Health, Inc. All other trademarks are the property of their respective owners." and logos for "Intuit Health" and "Allscripts".

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FAMILY MEDICINE 101 Colonial Way, Suite A | Rising Sun, MD 21911 | (410) 326-1100
Welcome Joseph Weidner Jr | [My Account](#) | [Log Out](#)

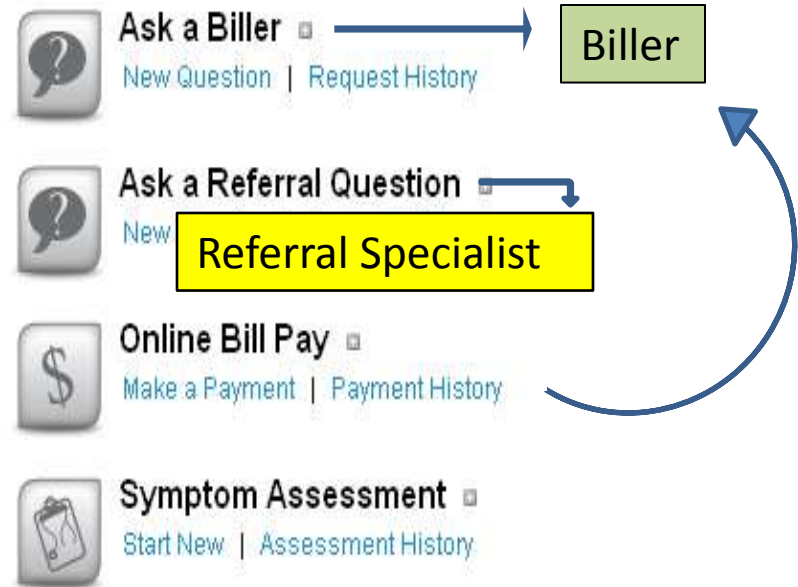
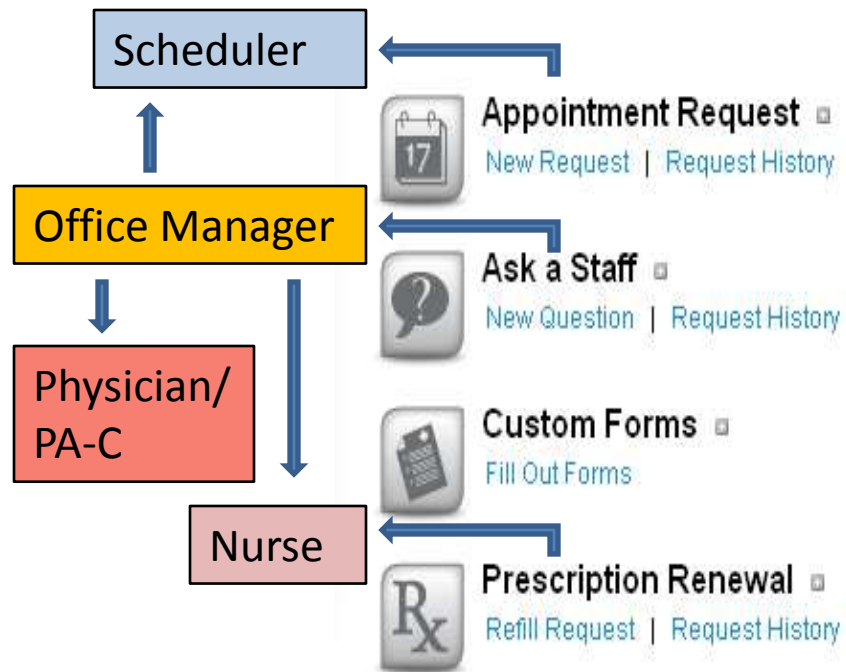
- Create An Account
- My Patient Page
- Appointment Requests
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- Health Forms
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- Home

	Appointment Request ▾ New Request Request History		Ask a Biller ▾ New Question Request History
	Ask a Staff ▾ New Question Request History		Ask a Referral Question ▾ New Question Request History
	Custom Forms ▾ Fill Out Forms		Online Bill Pay ▾ Make a Payment Payment History
	Prescription Renewal ▾ Refill Request Request History		Symptom Assessment ▾ Start New Assessment History



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Challenges encountered


- Invitations going to patients' spam folders
- Acquiring email addresses
- Patient activation of their portal accounts
- Lack of notification when portal is down



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Challenges encountered

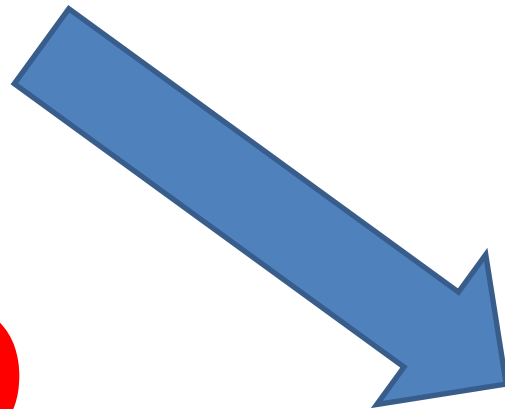
- 
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STONE RUN



FAMILY MEDICINE

Account Activation
email






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- 
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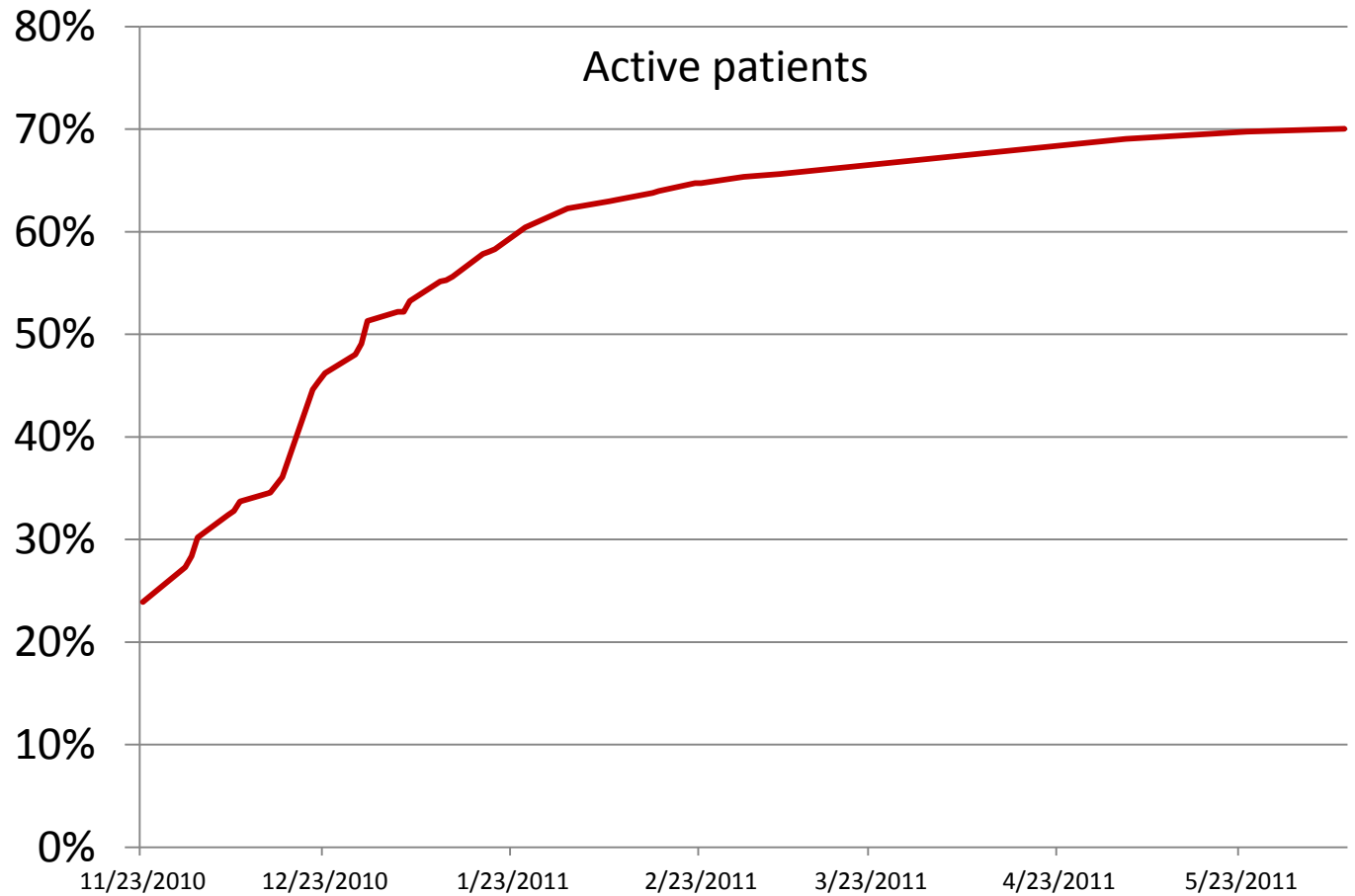
Acquisition of emails

Staff Incentive

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Something in their email field



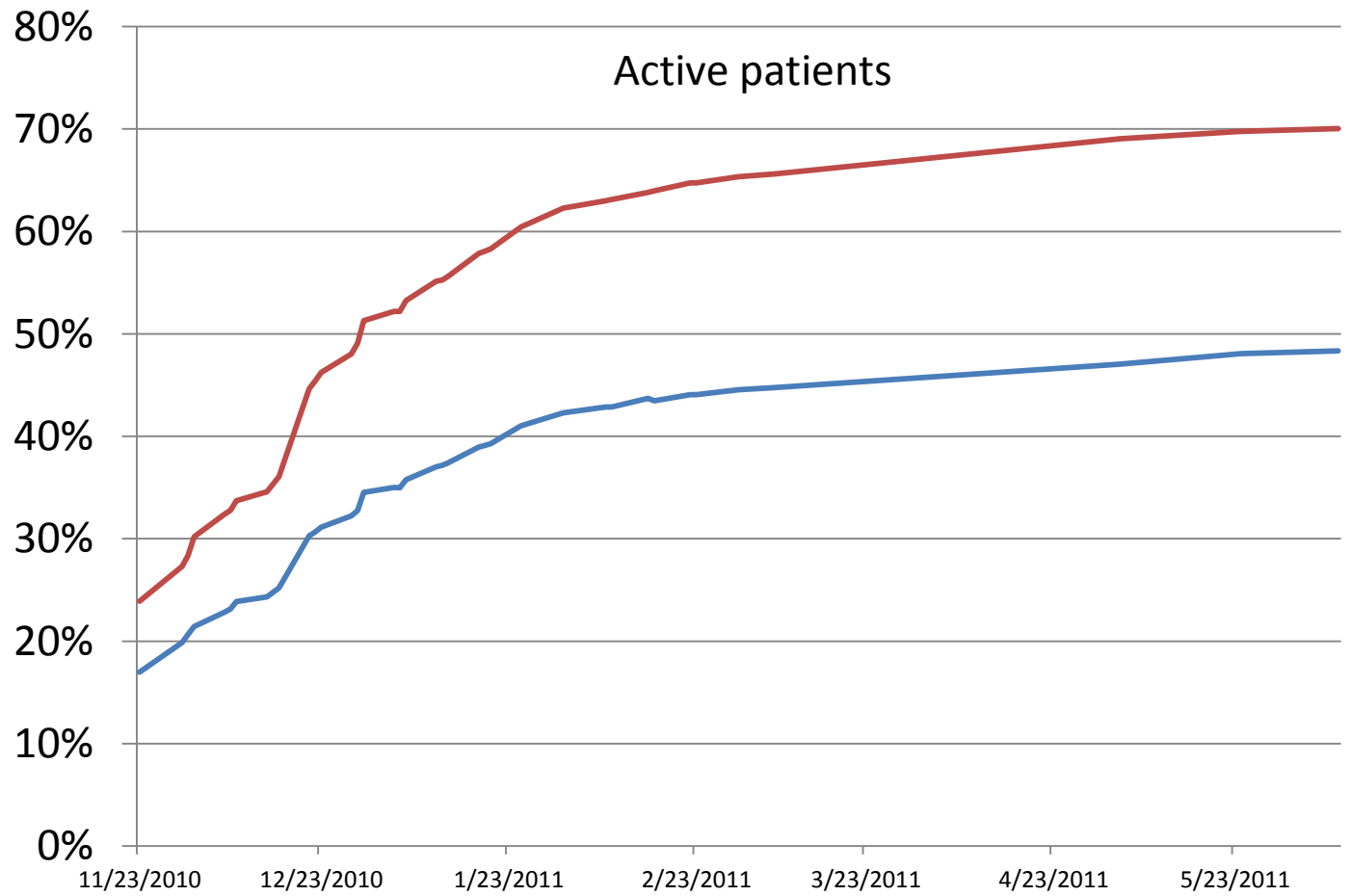


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Something in their email field

Email address in their email field





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Staff Incentive

11/23/2010 – 2/1/2011

% patients with something
in their email field

=

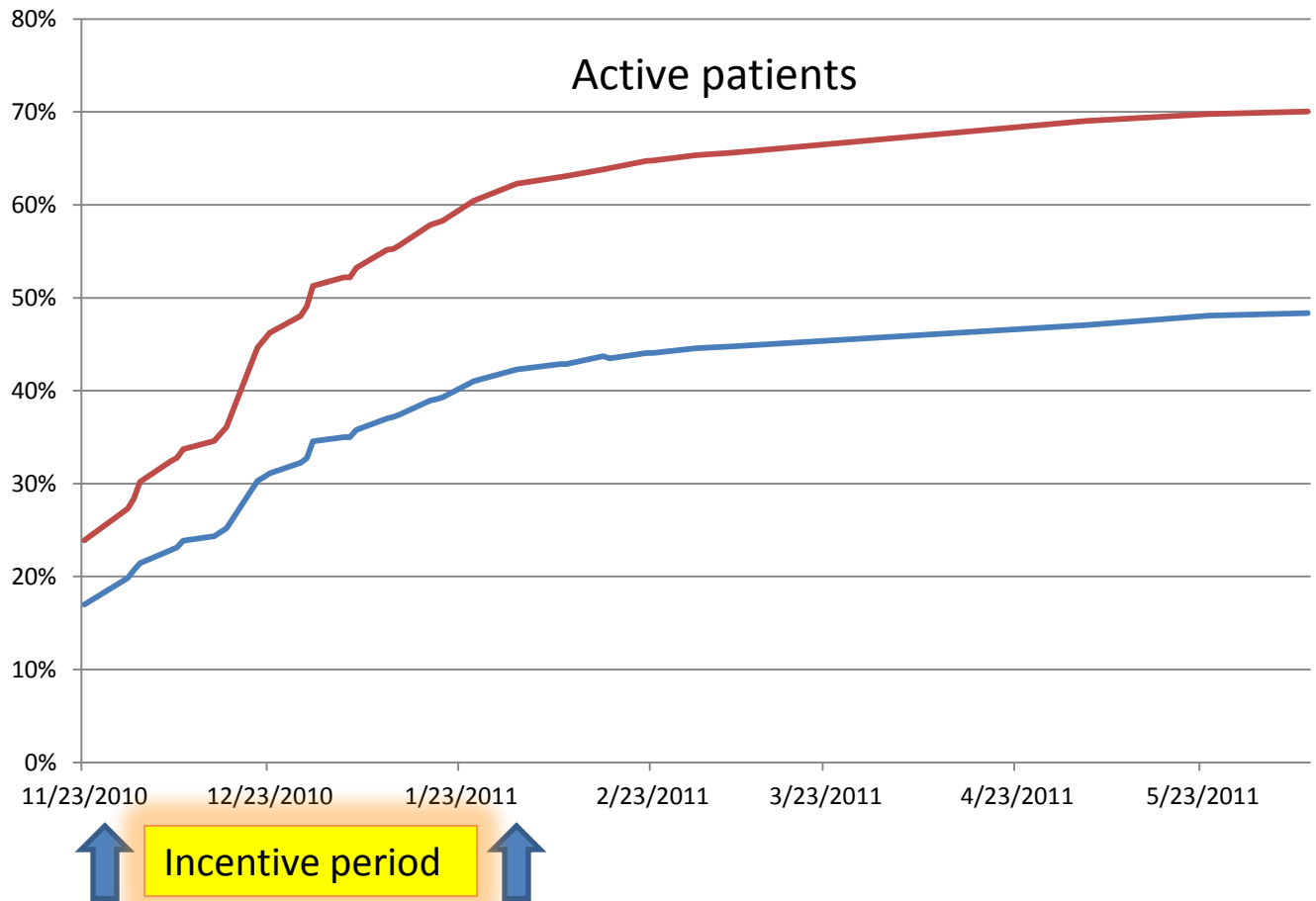
Your bonus

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Something in their email field

Email address in their email field

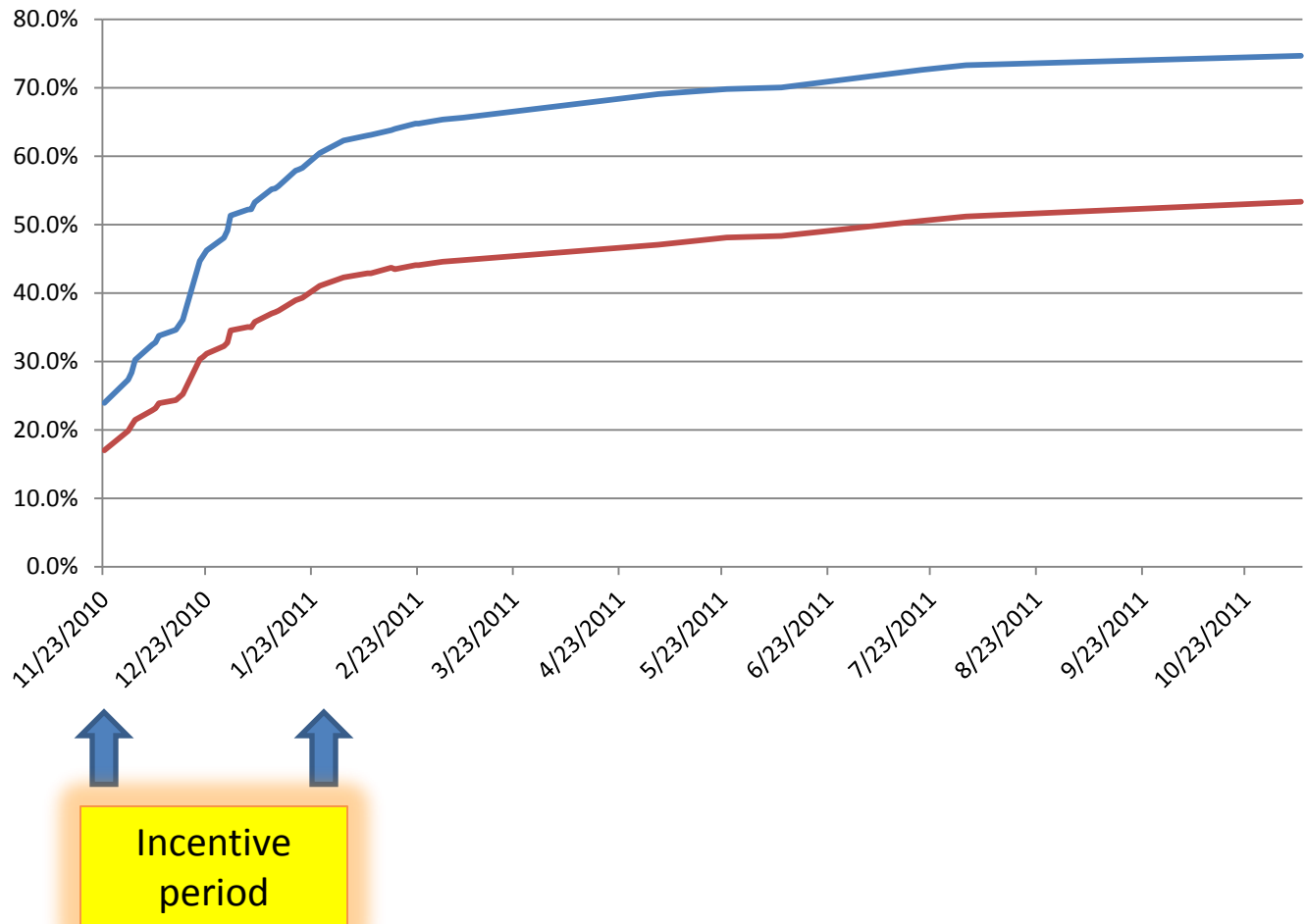


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Something in their email field

Email address in their email field



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62.8% = \$62.80





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With staff incentive

152 fields filled per week

100 emails obtained per week



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Without staff incentive (after 2/1/2011)

16 fields filled per week

14 emails obtained per week



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With staff incentive

9.5x fields filled

7x emails obtained



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Presently (11/08/2011)

75% of active patients' fields filled

53% of active patients' emails obtained

20% of active patients have activated a
portal account



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30% of patients with notation in their
email field that is not an email address

Majority: truly no email

Refusal: more ?



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Manhattan Research Cybercitizen Health U.S. 2011 survey

8745 surveyed online and telephone

Oct 12, 2011 Press Release

56 million (24%)	Accessed to EHR medical record
41 million (17%)	Are interested, but haven't accessed yet
140 million (59%)	Have not accessed their records and.....

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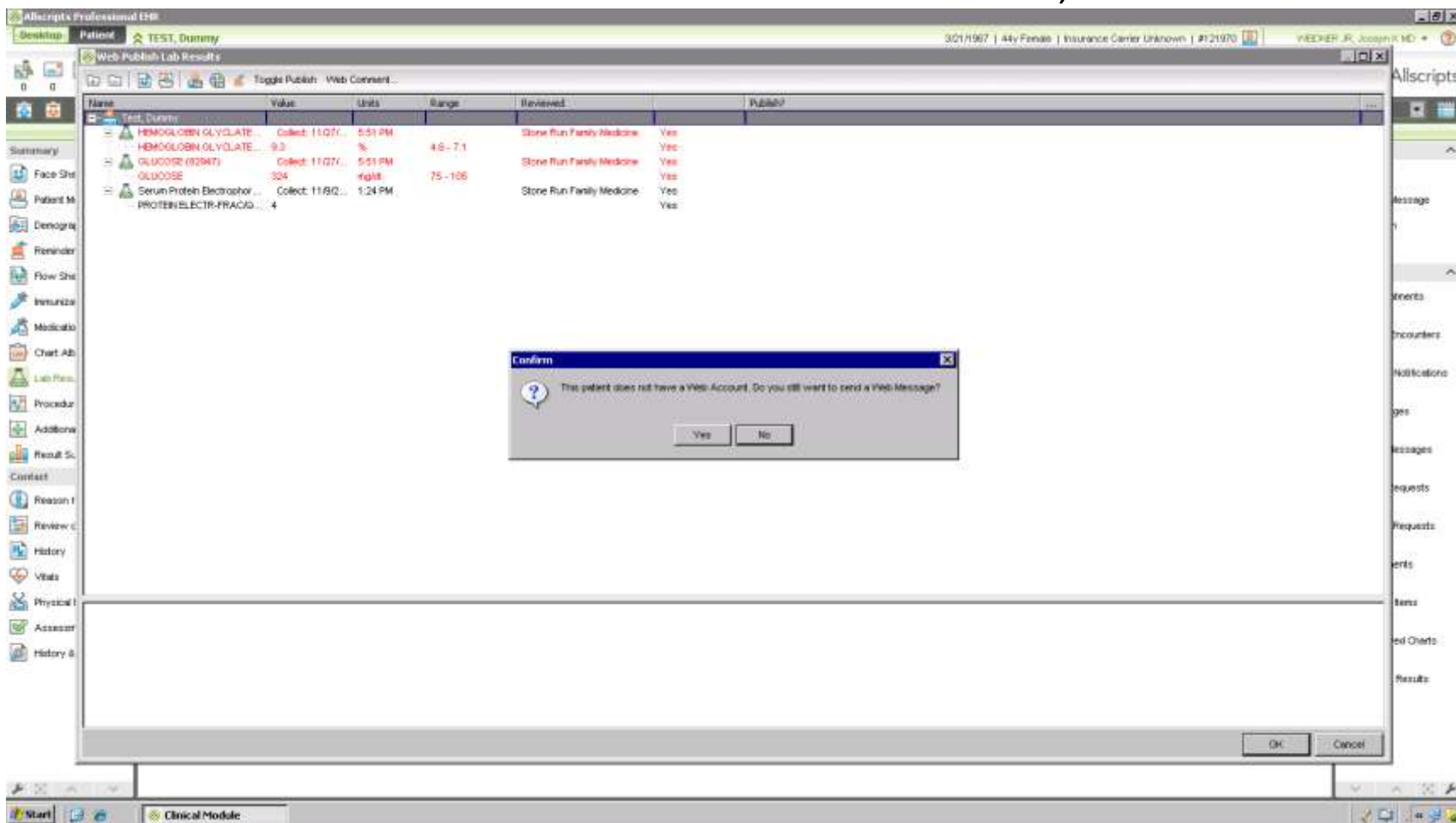


59%
Have
No
Interest



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The screenshot displays the Allscripts Professional EMR interface. The patient name is TEST, Dummy. The lab results table is as follows:

Name	Value	Units	Range	Reviewed	Published
HEMOGLOBIN GLYCLATE...	Collect: 11/07/...	5:51 PM			
HEMOGLOBIN GLYCLATE...	9.2	%	4.5 - 7.1	Stone Run Family Medicine	Yes
GLUCOSE (02947)	Collect: 11/07/...	5:51 PM			
GLUCOSE	324	mg/dL	75 - 105	Stone Run Family Medicine	Yes
Serum Protein Electrophor...	Collect: 11/02/...	1:24 PM			
PROTEIN ELECTRO-FRACG...	4			Stone Run Family Medicine	Yes

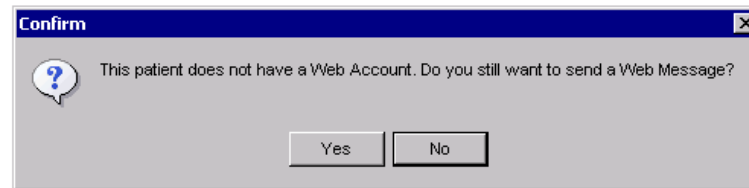
A 'Confirm' dialog box is displayed in the center of the screen with the following text: "This patient does not have a Web Account. Do you still want to send a Web Message?". The dialog box has 'Yes' and 'No' buttons.



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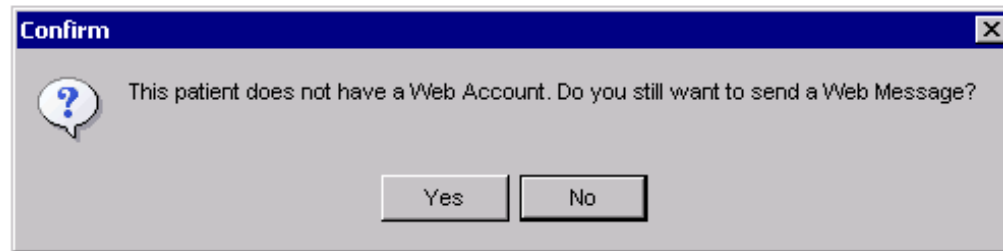
ATE...	Collect: 11/27/...	5:51 PM		Stone Run Family Medicine	Yes
ATE...	9.3	%	4.6 - 7.1	Stone Run Family Medicine	Yes
	Collect: 11/27/...	5:51 PM		Stone Run Family Medicine	Yes
	324	mg/dl	75 - 105	Stone Run Family Medicine	Yes
hor...	Collect: 11/9/2...	1:24 PM		Stone Run Family Medicine	Yes
C/Q...	4			Stone Run Family Medicine	Yes





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Stone Run Family Medicine is pleased to offer online solutions that enable you to communicate with us more quickly, easily, and on your schedule through our website. You can access these features through our secure patient portal, which delivers self-service capabilities for you to manage your healthcare at your fingertips.

Some of the things you can accomplish with this new solution include:

- **Request an appointment**
- **Ask questions securely**
- **Request a prescription refill**
- **Pay your bill online**
- **Have the ability to receive secure messaging (including lab work) through the portal.**

To take advantage of these new features, follow the steps below to activate the account we have created for you:

1. For a quick link to speed up your registration, [click here](#)
2. Type in the information necessary to confirm your identity.
3. Choose Activate My Account and proceed with creating your online account to use for future requests to our practice. Visit our website at <http://www.stonerunfamilymedicine.com> and use your unique User Id and password that you create anytime you wish to use the online services.

It's quick, easy, and, most importantly, secure. So set up your account today, and we look forward to giving you new options for managing your health care.

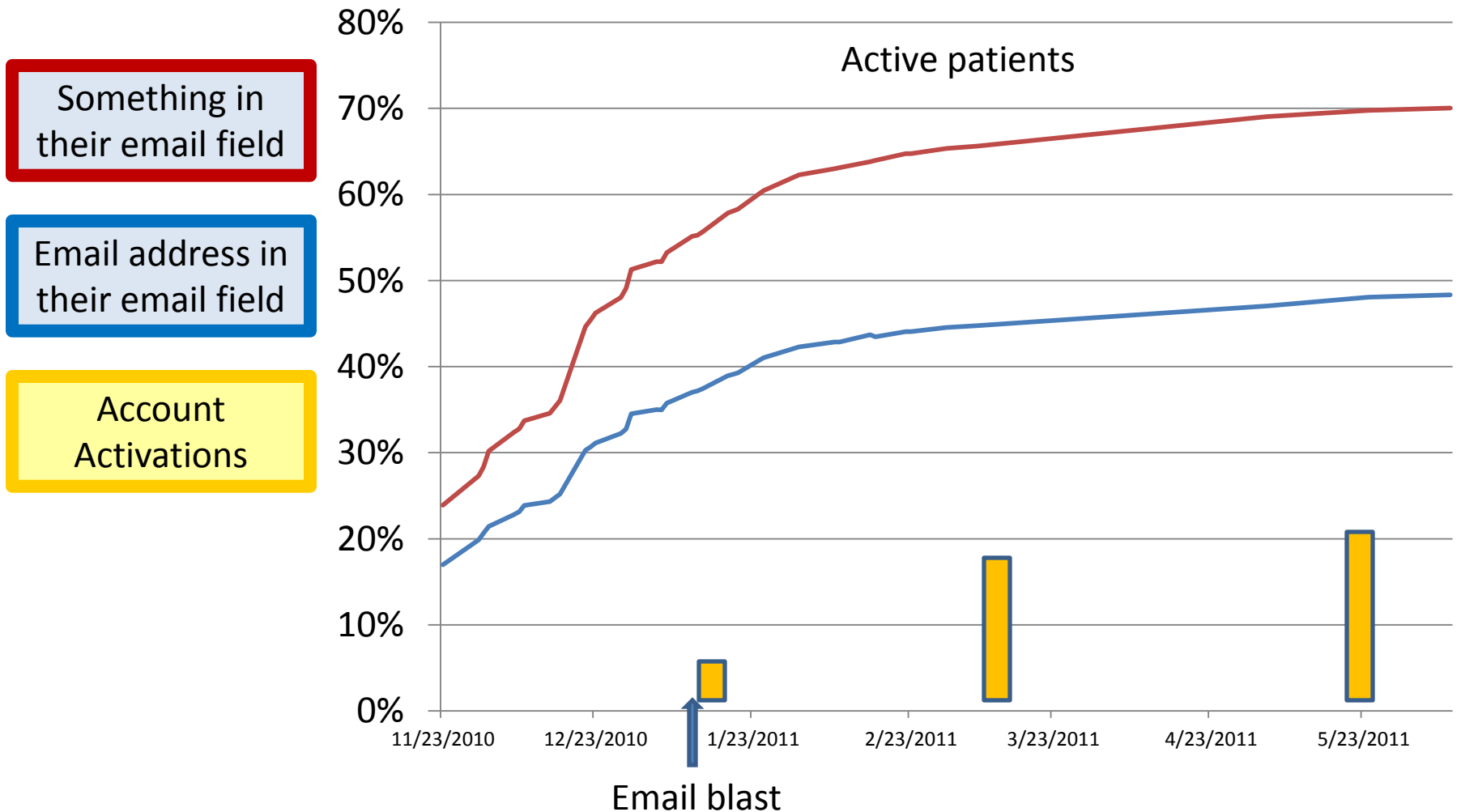
Regards,

The Providers and Staff of Stone Run Family Medicine



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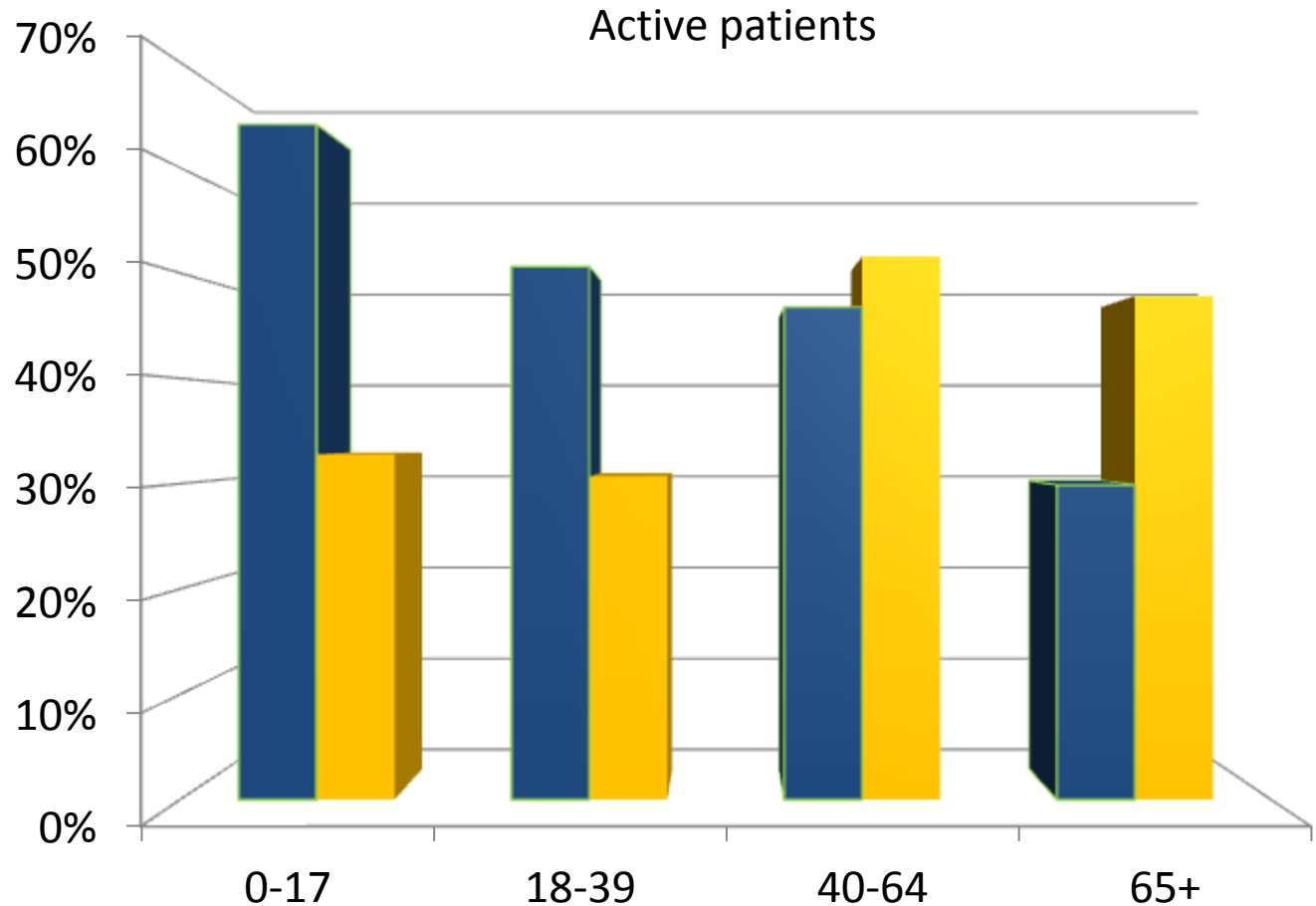


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Account activations

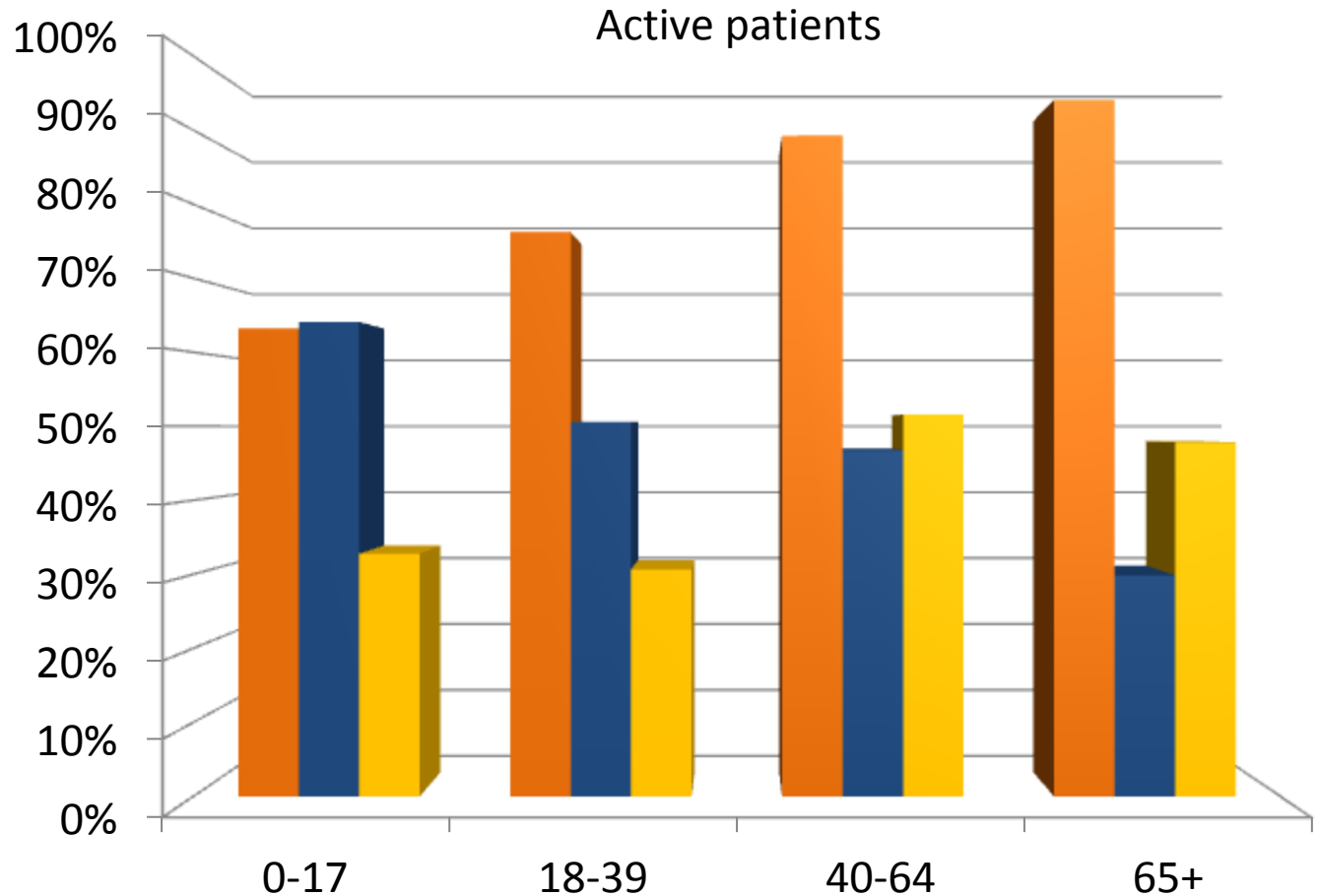
Email address in their email field



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- Account activations
- Email address in their email field
- Test ordered





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Challenges encountered

- Invitations going to patients spam folders
- Acquiring email addresses
- Patient activation of their portal accounts
- Lack of notification when portal is down



- Create An Account
- My Patient Page
- Appointment Requests
- Symptom Assessment
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- Log Out
- Home

Log in to your account

User ID:

[Forgot Your User ID?](#)

Password:

[Forgot Your Password?](#)

Login

This site uses HEALTHKEY

Don't have an account?

Already have an account with another doctor's office that is a member of HEALTHKEY™ Just log in!

- Access all online services offered by your physician
- Update demographics and insurance
- Update e-mail address
- Update username and password
- View history of previous visits

Create An Account

Welcome to our Patient Portal

We invite you to log in to your online account or create a new online account. Take advantage of the online services offered by our practice with the assurance that all of your information is encrypted and stored securely.

In our patient portal you can:

- Make appointments and communicate securely with members of our staff.
- Update your address, phone, e-mail address and other patient information.
- Pay bills online.

If you have not received any reply from us within 3 business days, please call our office to relay the message and alert us to any issues. Problems with the portal can be addressed by Kelsey either by phone or by email at kelsey@kwmd.com.

If you are experiencing a medical emergency, please dial 911 or your local emergency number for immediate assistance.



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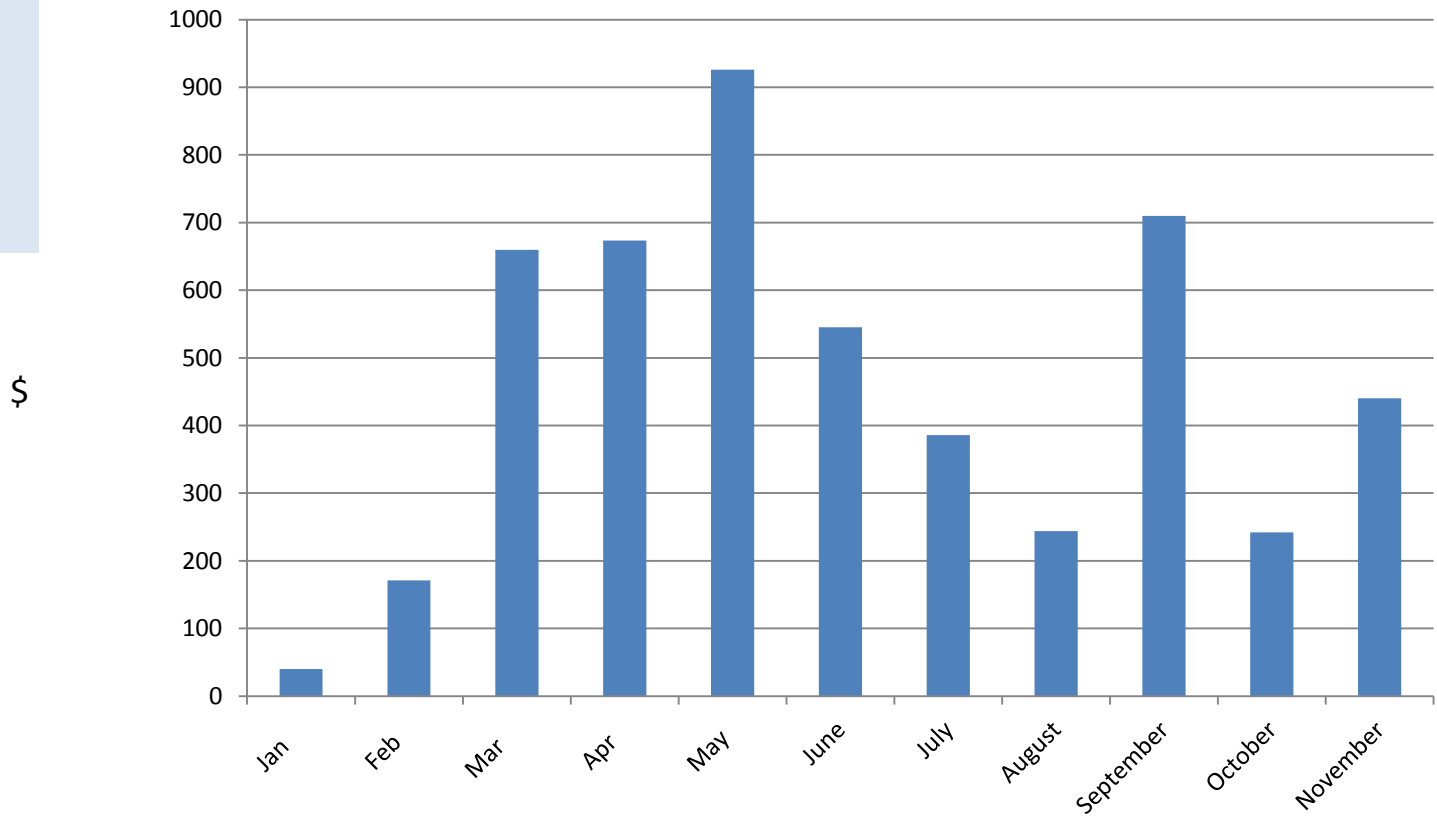
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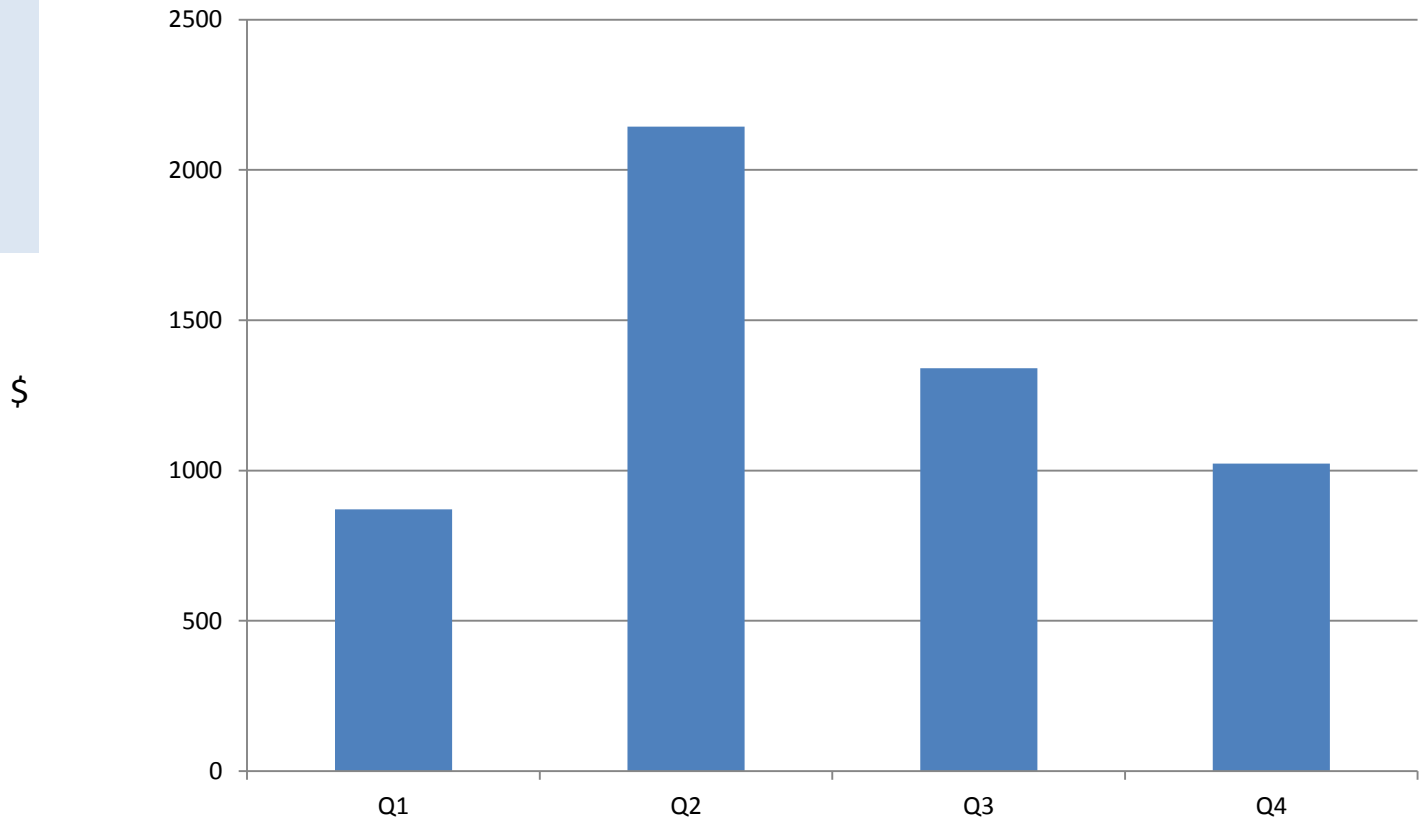
Total portal revenue from online bill payments



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Total portal revenue from online bill payments





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Online bill pay
represents
<1%
of patient revenue



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Did I get what I hoped for?

- ✓ Secure communication by email
- ✗ Streamline scheduling (reduce phone calls?)
- ✓ Save paper and phone calls for lab result call backs
- ✗ Reduce postal expense with bills and patients mailers
- ☐ Establish Online virtual visits

Did I get what I feared?

- ✗ Increased staff /provider time
- ✗ Additional tasks without reduction in tasks



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Strategies for the future:

- Promotion - ongoing
- “Require” email for communication of test results
 - patient incentives?
- Portal function protocols
 - what are patients expectations?
 - pursue a personal health record
- Online virtual visits
- Direct patient scheduling



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Ongoing Concerns

- Dangers of a dual system
- Getting patients interested in it
- “ I don’t check my email very much”
 - Should I require a “read receipt”?
- Liability for messages in limbo
- Ongoing struggle with negative reinforcement



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Take Home points

Secure communication by portal messaging works

- within the EMR workflow
- without increased staff or provider time
- without an increase in additional tasks



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Take Home points

- Employee incentive programs fuel email address acquisition
- Those >40 yrs of age almost twice as likely to activate their portal accounts
- Those >65 years of age are less likely to have an email address; 15%-25% don't have one.
- Online bill payment revenue is minimal



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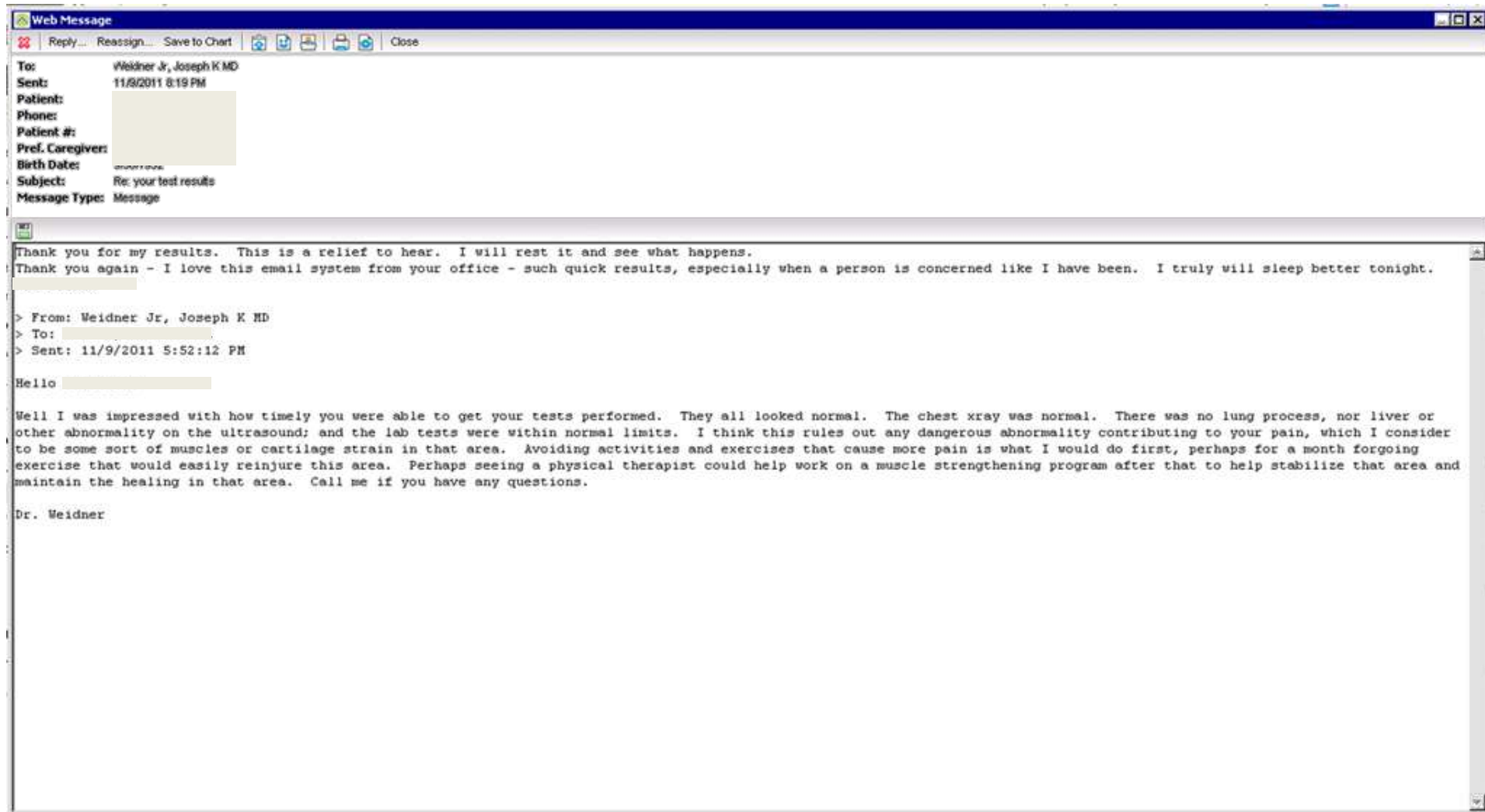
Take Home points

- 59% of patients are not interested in it
- Consider a vendor who has a minimal amount of interfaces to minimize the limbo



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- Home
- Providers & Staff
- Our Practice ▾
- Patient Resources ▾
- Tech Resources ▾**
- Patient Portal

Welcome



Photo courtesy of Photography by Herrmann - (410) 658-8172

Now Available:
the
PATIENT PORTAL
Click for more information

www.stonerunfamilymedicine.com

- Coupons for Medicines
- CHADIS

- Same day appointments
- Immunizations
- Sports, school, and employment physicals
- Allergy injections
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