

Health IT Leaders are Making Digital Engagement a Top Priority for Meeting Patient, Staffing, and Revenue Goals

The following report is based on insights collected from an Intrado survey of College of Healthcare Information Management Executives (CHIME) members.

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INTRODUCTION

Health IT leaders play an important role in their organization's mission-critical business activities and growth strategies. This includes improving the patient experience and solving financial, staffing and resource challenges by helping their organizations launch digitally driven initiatives that deliver high ROI.

Thanks to our collaboration with over 2,000 health systems and over 10,000 healthcare organizations, Intrado Healthcare is uniquely positioned to understand these issues, which directly impact digital patient engagement objectives and priorities. **We also understand the value of validating these assumptions with data-driven insights.** That's why we recently delivered a survey to members of the College of Healthcare Information Management Executives (CHIME), which included chief information officers and other health IT professionals directly responsible for technology-related initiatives.

IT decision-makers will discover their colleagues and counterparts are focused on **improving the patient experience** and **bolstering revenue** by **increasing visit volumes** while **reducing the burdens placed on staff members**. One way health systems are accomplishing these goals is by realizing the potential of **automated patient engagement strategies**. A unified and fully leveraged approach to digital patient engagement includes **deep electronic health record (EHR) integration** that:

- ▶ Delivers self-scheduling features,
- ▶ Offers limitless custom workflows,
- ▶ Makes the EHR the single source of truth, and
- ▶ Provides meaningful ROI.

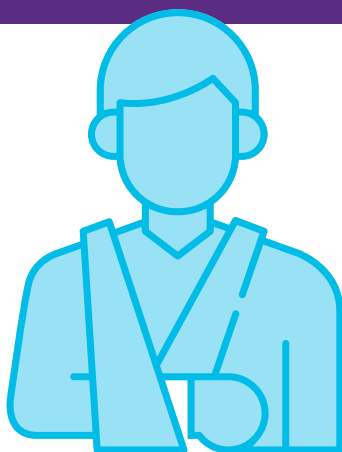
These insights will help you understand how your peers plan to leverage new technologies to improve the patient experience and meet aggressive financial, clinical and operational goals.

AUTOMATED PATIENT ENGAGEMENT KEY TO ACHIEVING HEALTHCARE GOALS

Healthcare executives agree that improving the patient experience, increasing visit volumes, and reducing call center burden will provide operational and financial performance.

Top Goals for Health IT Executives

91%
want to improve the
patient experience



68%
want to increase
visit volumes



49%
want to reduce call
center workload

Trends That Drive These Goals

41%

According to the CDC,
in 2020, 41% of U.S.
adults had delayed
or avoided care¹

\$24B

Health systems face
more than \$24 billion in
increased labor costs²

1/2

Nearly 1/2 of all
healthcare workers
report burnout³

Investments That Support Health IT Goals

Health IT executives are looking for better ways to communicate and connect with patients and are prioritizing investments accordingly.

Enhancements to portals
and mobile apps

77%



Engage patients via SMS
for different workflows

51%



Websites and chatbots

34%



MyClinic: We have received a referral from Gabe's doctor. When you have 5 minutes to speak with our scheduling associate, please reply "1". To decline this referral, please reply "Cancel".

1

Thanks. We will now call you. After picking up the phone, please wait to be connected to our scheduling associate.

SMS ENGAGEMENT COMPLEMENTS PATIENT PORTALS

An over-reliance on standalone patient portals for engagement, even though SMS communications are preferred by patients, is hindering healthcare efforts to connect with patients, improve the patient experience, and improve care plan adherence.

Patients Prefer Text

Texting is the preferred communication channel

for many patients, yet only 11% of executives said texting was a top channel at their organization.⁴



47%

47% are still using patient portals as the primary method for patient communication and engagement.

The Patient Portal Dilemma

Less than **$\frac{1}{3}$** of patients have integrated the tool into their daily lives.⁵

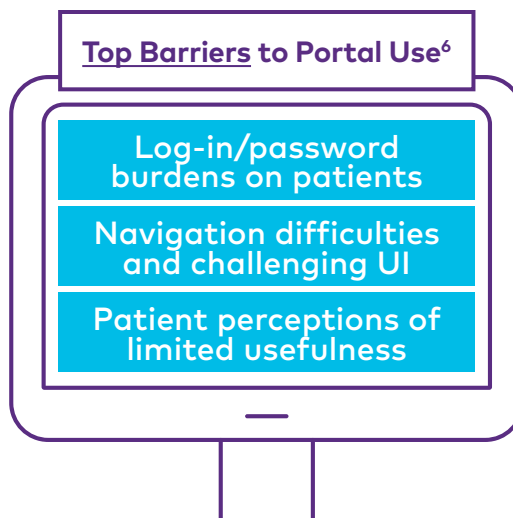


Top Barriers to Portal Use⁶

Log-in/password burdens on patients

Navigation difficulties and challenging UI

Patient perceptions of limited usefulness



SMS patient engagement complements the use of a patient portal or app to address immediate, real-time communication needs.

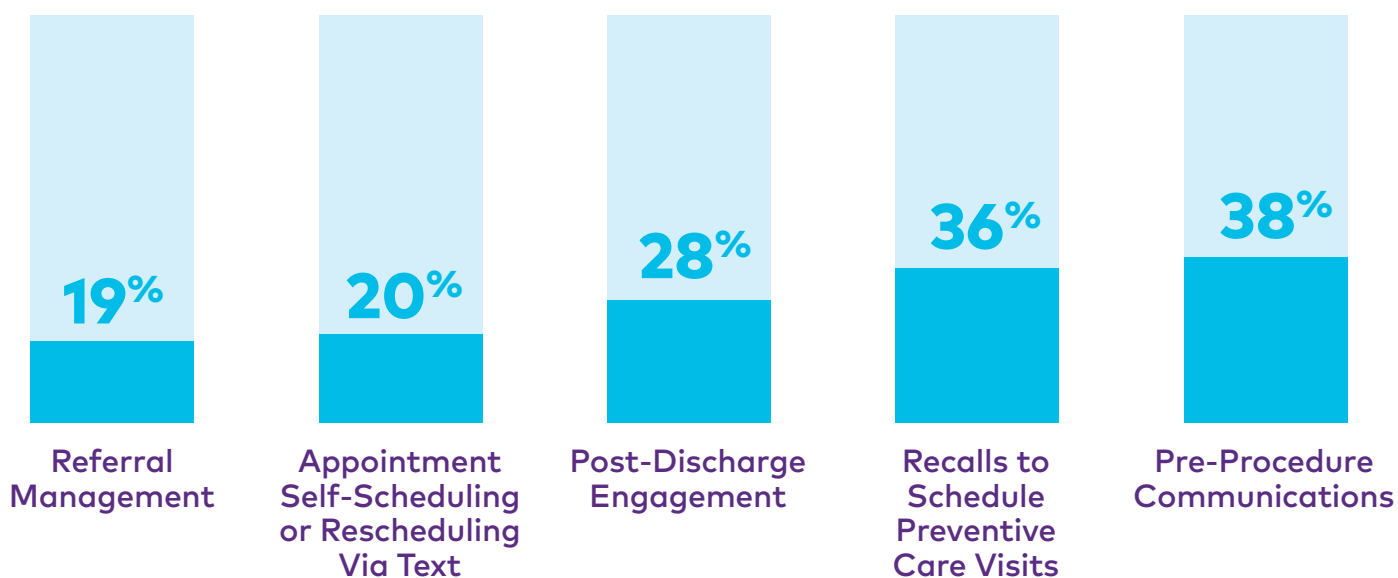
Automated Engagement is Underutilized

Manual, phone-based outreach is adding to staff burden, increasing call center costs and creating an inferior patient experience.

Yet more than one third **(34%)**
of healthcare organizations rely on
manual telephone outreach.



Healthcare organizations can drive impact by automating a variety of engagement workflows, yet fewer than 40% are doing that today.



Hello. This is a reminder of your upcoming appointment for flu vaccine, scheduled at Modern Clinic's 3rd Street location on Monday, October 25, at 8:15 am. Please respond with "1" to confirm, "2" to cancel, and "3" if you would like to reschedule.

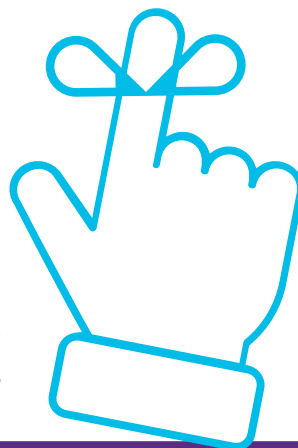
HEALTH IT LEADERS INVESTING IN AUTOMATION AND SMS-BASED PATIENT ENGAGEMENT

Health IT executives have identified a variety of workflows that can be optimized through automation.

**To-Date Simple Appointment
Reminders Automated**

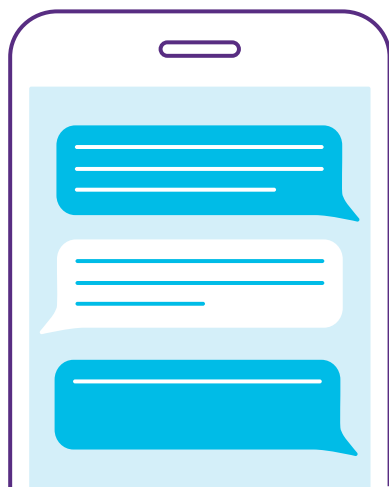
82%

Automate Simple
Appointment Reminders



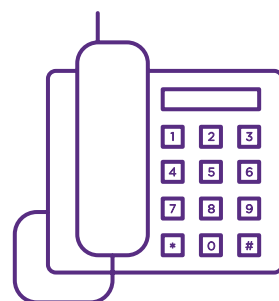
**Health Systems Are Now Reducing Dependency on
Manual Phone Calls and Ready to Leverage Automation**

Patient feedback about SMS communication and the operational assist of automation is driving deeper investment into automated patient engagement.



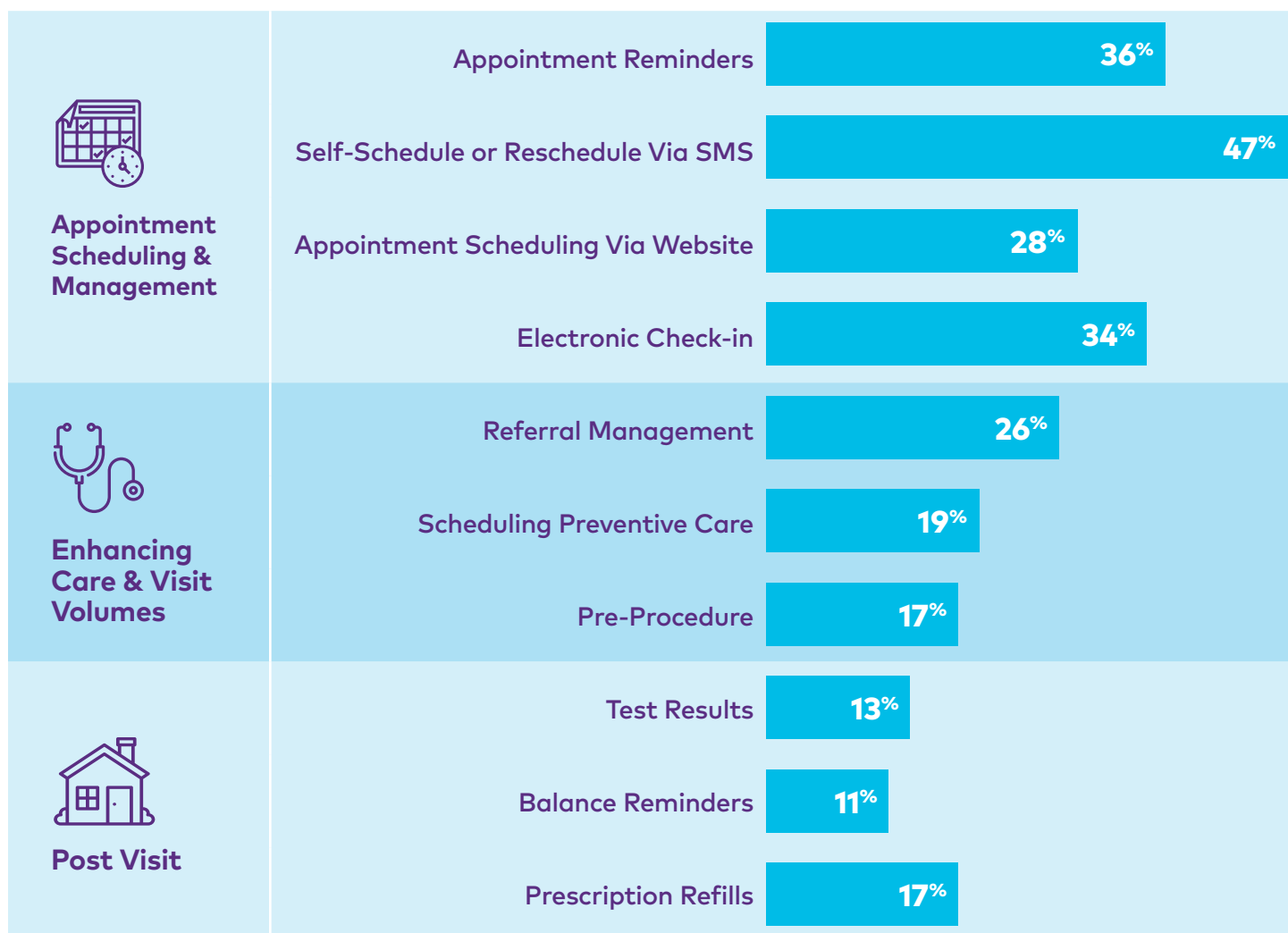
A clinical review of **162 studies** showed that **SMS is a proven** way to improve appointment and medical compliance.⁷

93% of
health IT executives consider
call center investments their
lowest priority.



Priority of Automating New Workflows

Involving the patient in their own care and providing easy, self-service options enhances the patient experience and operational efficiency. These workflows are the next in priority to automate.



Well-child exams are an important part of a child's healthcare. Please reply "1" to schedule an appointment, or "2" to decline.

DEEP EHR INTEGRATION MATTERS MOST FOR PATIENT ENGAGEMENT

Most healthcare systems have invested time and energy adopting EHR solutions and now want to leverage it more fully.

Health Systems Have Made Significant Investment in the EHR – Financially, in Training Staff and in Workflows – and Now Want to Leverage the EHR for Patient Engagement

Here are the top three criteria for considering investing in new healthcare technologies.



EHR Needs to Be the Single Source of Truth

85% of executives want their EHR to serve as the **single source of truth** for patient engagement activities.



CONCLUSION

Health IT executives are prioritizing investments in digital tools that provide ROI in the areas of patient experience, staffing, and health outcomes. They further know that fully leveraging an EHR integrated automated patient engagement solution will positively impact each of these areas. More than half (51%) plan to invest, imminently, in systems that make it easy and seamless to communicate with patients via SMS to accomplish this.

To learn about Intrado's approach, strategies and patient use cases that improve patient experience, reduce staff burden, and reclaim revenue, please visit intrado.com/healthcare or email us at HouseCallsPro-Inquire@intrado.com.

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- 1 CDC. (September 2020). Delay or Avoidance of Medical Care Because of COVID-19–Related Concerns —June 2020. Retrieved January 2022, from <https://www.cdc.gov/mmwr/volumes/69/wr/mm6936a4.htm>
 - 2 Rowland, C. (October 2021.) Hospitals in less-vaccinated areas are struggling financially as infections mount and stimulus runs out. Washington Post. Retrieved January 2022, from <https://www.washingtonpost.com/business/2021/10/05/hospitals-delta-variant-surge-budgets/>
 - 3 Berg, S. (January 2021.) Half of health workers report burnout amid COVID-19. American Medical Association. Retrieved January 2022, from <https://www.ama-assn.org/practice-management/physician-health/half-health-workers-report-burnout-amid-covid-19>
 - 4 Zallman L, Bearse A, West C, Bor D, McCormick D. (January 2017). Patient preferences and access to text messaging for health care reminders in a safety-net setting. Inform Health Soc Care. 42(1):32-42. Retrieved January 2022, from <https://pubmed.ncbi.nlm.nih.gov/26864932/>
 - 5 Heath, S. (March 2017.) Patient Portal Use Lagging Despite Strong Provider Support. Patient Engagement HIT. Retrieved January 2022, from <https://patientengagementhit.com/news/patient-portal-use-lagging-despite-strong-provider-support>
 - 6 Heath, S. (May 2018.) What Are the Top Barriers to Patient Portal Adoption, Use? Patient Engagement HIT. Retrieved January 2022, from <https://patientengagementhit.com/news/what-are-the-top-barriers-to-patient-portal-adoption-use>
 - 7 Schwebel FJ, Larimer ME. (June 2021.) Using text message reminders in health care services: A narrative literature review. Internet Interv. 13:82-104. Retrieved January 2022, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6112101/>

Colonoscopy is recommended starting at age 50. If you have not scheduled a screening in the last 5 years, please reply "1" to schedule. Reply "2" to decline.

The flu vaccine is available for children and adults at Modern Clinic without an appointment. Walk-ins are welcome at our 3rd Street location on Monday, Wednesday, and Friday from 8 am to 3 pm, now until November 2.

You are due for your annual wellness exam at the Modern Clinic. Please reply "1" to schedule your appointment with Modern Clinic or "2" to decline.

