



BOOSTING

Patient Engagement

with Better Access & Education

Do you remember that scene from Good Will Hunting where Matt Damon's character solved the blackboard problem that stumped the entire student body at MIT? For most viewers, the solution he presented looked like a random bunch of gibberish. But, judging by the astonished reactions from the math professors in the movie, he apparently did something right.

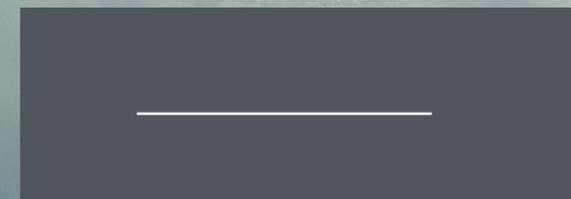
With that scene representing one side of the spectrum, let's turn our attention to the easier side of math. Problems that are less problematic and more intuitive. Like these:

Quality Healthcare
+ Convenience
+ Participation
= **Happy Patients**

Happy Patients
+ Word Of Mouth
= **Higher Retention
& More Referrals**

Higher Retention
& More Referrals
+ Healthier Bottom Line
= **Happy Physicians**

Makes sense, right? Happy patients have always led to happy physicians. And as a patient-centric physician, you're already providing the quality healthcare that's essential to that equation. So how can you focus on the participation side of it, so your patients are able to play an active role in their healthcare experience?



PATIENT ENGAGEMENT IS A WONDER DRUG

Improving the patient experience inevitably improves their engagement. And that's a good thing. According to [a report from Physicians Practice](#), it can “transform how patients and healthcare providers interact, fostering a more active and empowered role for patients to play in their care.”¹

Healthcare expert [Leonard Kish](#) refers to patient engagement as “The blockbuster drug of the century.”² When your patients get involved and have access to their own charts, they're more likely to [set goals, exercise and eat well](#).³ In other words, they'll do all the positive things you've always wished they would. And you won't even have to waste your time giving them the usual guilt trips.

“Patient engagement, the blockbuster drug of the century.

- Leonard Kish

And the good news doesn't stop there. When your patients are healthier, they're happier. With reimbursements tied to value-based care, that brings a [serious benefit to your bottom line](#).⁴ Over a lifetime, the average patient influences [\\$1,075,000 in physician related expenses](#) for his or her household.⁵ So by improving engagement, you'll get better retention and a correlating boost to revenue.



CONNECTING PATIENTS WITH THEIR HEALTHCARE

The AdvancedMD patient portal is designed to maximize patient engagement, improving their journey by helping them feel informed and involved in their own care. For example, the secure, HIPAA-compliant communications enable your patients to message your office, physicians and staff to ask questions, request an appointment or refill a medication. Patients can even book an onsite or telemedicine appointment online, based on your availability.

In essence, your portal empowers patients to be advocates for themselves and to take an active role in their own health. Of course, it can be hard for patients to get involved unless they know what it is exactly they're participating in. And how they can best make an impact.

A GOOD EDUCATION HAS ALWAYS PAID DIVIDENDS

PATIENT EDUCATION IS A PATIENT'S RIGHT AND A HEALTHCARE PROVIDER'S RESPONSIBILITY.

The problem is that practices often rely on old-school education methods like brochures or pamphlets, which are easily lost, misplaced, or outdated. Here's a realistic scenario: a physician gives her patient a well-written pamphlet that's loaded with riveting information. The patient thanks the physician, drives home and then forgets to take the pamphlet from his back pocket. Later that week, he tosses his pants into the washing machine. In a matter of minutes, the pamphlet is turned into a unrecognizable lump of pulp. Whoops.

You can avoid the limitations of hard copies by using a free online tool such as Medline Plus, but these resources also have their

issues. For example, it can be really time-consuming to search through the data to find the best education for your patients' needs.

Patient education is the easiest way to keep patients informed and help them to be more engaged in the care of their health. It provides seamless integration to save time and increase efficiency with access to patient education within the clinical workflow. The user-friendly module provides your practice with valuable clinical health content and patient education information specific to each patient's condition. Many of the documents are also offered in a variety of languages, helping you meet the needs of diverse patient groups.

Simply use our patient education tool to create a list of educational documents to give your patients, and keep a record in each patient's chart of which documents they've received. Once you've assigned a resource to a patient, they can view the educational materials in the portal at their leisure. The old "my dog ate my homework" excuse

becomes truly obsolete when you're providing patients with 24/7 access to online documents.

Patient education helps providers make a powerful difference for their patients, improving patient satisfaction, ensuring decisions are aligned with clinical evidence and patients' values and meeting current & evolving guidelines and accreditation standards.

Key benefits of patient education include:

- Convenient access
- Multiple languages
- Strong knowledge base
- Clinical education by codeset (LOINC, Snomed, ICD, RxNorm)
- Education by patient age & gender
- Shareable via point of care, printed or patient portal

Essentially, this is the best way to reduce time spent gathering patient health education. It empowers you to quickly prescribe clinical resources, elevating the patient's view of your practice and confidence in your care.



PATIENTS WANT TO HAVE A SAY IN & ABOUT THEIR HEALTHCARE

So you've given your patients access to educational resources and helped them have an active role in their healthcare journey. Now, they'll want to share their experience with your practice. This is an essential part of the engagement equation.

You have a tremendous opportunity to dominate in your specialty and geography by building a high reputation score. If you wait, it'll cost you. And that cost is the missed opportunity of attracting new patients for free.

Our integrated solution leverages multiple systems (scheduling, EHR, practice management and patient engagement) to effortlessly automate the process, helping you gauge your reputation and make course corrections if needed. Each patient survey is triggered by scheduling after the visit is concluded, following checkout. Because our patient engagement tools know the preferred method of contact, it delivers the survey by either email or text message.

Your strategy should be to manage a positive reputation, because you have a reputation whether you drive it or not. And quite often,

unfortunately, consumers use Google and Facebook as a complaint box. Doctor reputation management surveys in the patient portal proactively and automatically query patients and direct them to post positive feedback.

For patients, posting a Google or Facebook review is a snap. Both make submitting a numeric score (1-5 stars) very quick and easy. Patients can also write a short review of their recent experience.

These reviews are then compiled by Google and Facebook in a way that makes it convenient for online searchers to see how many reviews you have, how well you rank and then compare why other patients love your practice.

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CONCLUSION

By giving patients better access to healthcare education, you'll be improving an essential element of patient engagement. The result? Better medication adherence, better goal setting, better lifestyle choices and better patient loyalty toward your practice.

In a nutshell: you'll have happier patients.

Our suite of cloud-based medical office solutions automates patient education, as well as other tasks, greatly reducing the workload in your office. The beauty of our easy-to-use solutions is that while they're relieving your administrative headaches, they're simultaneously boosting your patient engagement, practice reviews and revenue.

REFERENCES

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