The Next MD Patient Portal

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Features

• Direct Clinical Integration with EMR
• Bill Pay Integration with EPM
• Rx Refill ability
• Secure Patient Communications
• Recalls and Reminders for Patient Visits
**How we did it?!?**

**Process**

• Turned on limited functionality to introduce patients and staff to the process slowly.

• Sent invitation emails to all patients that we had collected email addresses for.

• Patient email addresses were collected for several years in anticipation of portal.

• Posters and patient handouts were created to educate and encourage patients to enroll.
Implementation

• Statements and documents activated first:
  • No patient interaction required
  • Minimal staff effort
• Online prescription refills activated once we reached 10,000 enrollees
• Online bill pay implementation in March, 2011 allowed:
  • credit card processing
  • electronic checks payments
  • minimal staff involvement
Implementation

- Secure communications just activated
- Option to have providers or staff receive and respond to the patient.
On Going Support

• 24x7x365 Call Center team is available for patients with questions and to assist with registration.
• 2 IT staff members troubleshoot and escalate issues to vendor when needed.
Monthly Enrollment Numbers

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<tr>
<th>Month</th>
<th>Enrollment</th>
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<tbody>
<tr>
<td>Aug-09</td>
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<td>Oct-09</td>
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<td>Feb-11</td>
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<td>Apr-11</td>
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By the Numbers

NextMD Dashboard

- **24,342** Enrolled Patients
  - The current number of patients completely enrolled in NextMD.
  - MAY 17, 2011

- **24,679** Semi-Enrolled Patients
  - The current number of patients with pending enrolled status in NextMD.
  - MAY 17, 2011

- **9.48%** Active Patients Enrolled
  - 22% - Enrolled pts w/ a valid e-mail.
  - The current number of "active" patients enrolled.
  - MAY 17, 2011

- **11,143** Patient Optouts
  - The current number of patients who have opted out of NextMD E-mails.
  - MAY 17, 2011

- **542** To-be Invited Patients
  - The current number of patients unenrolled and have not yet received an invitation to enroll.
  - MAY 17, 2011

- **$43,019.13** Patient Paid Statements
  - 637 - Payments received.
  - The current number of paid patient statements.
  - MAY 17, 2011

- **105,691** Valid Patient E-Mails
  - The current number of "valid" patient E-Mails.
  - MAY 17, 2011

- **9,047** No Patient E-Mail
  - The current number of patients without an email account or have an invalid email.
  - MAY 17, 2011

- **136,801** Blank E-Mails
  - The current number of patients with a blank e-mail.
  - MAY 17, 2011
Utilizing our Results Letter template the provider creates and generates the patient note.

May 03, 2011

Saline, MI 48176

Dear

I'm writing to let you know about your recent test results.

The X-ray of your foot showed a non-displaced fracture of your little toe. I would recommend the buddy taping that we discussed during your visit and wearing a hard-soled shoe for comfort during healing. Fortunately, you did not have a more significant first (or metatarsal) fracture. This is good news. Your toe should heal without further treatment.

Sincerely,

Mary B. Duffee MD
Provider right clicks on the generated letter Selects Send to NextMD.

A custom or standard response can be added to the message.
To begin the enrollment process

- The patient is issued an 8 digit token number by the practice
- *Welcome to NextMD* email is then sent from the portal to the patient
- Patient accesses the website completes the enrollment process with their 8 digit token.
Patients receive emails when new information has been sent to their account.
Patient’s access new items via their inbox on the NextMD site.

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<tr>
<th>Type</th>
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<th>From</th>
<th>Subject</th>
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<tr>
<td>Documents</td>
<td>TESTEIGHT CDR</td>
<td>IHA</td>
<td>Portal_Comm</td>
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Limitations

• Not yet certified for e-Visits
• Design/Look and Feel not like IHA website
• Registration process cumbersome
Lessons Learned

- Need to build Critical Mass of registered users
- Timing of training is critical
- Only 50% of patients who received token registered
- Patients need a reason to register
- Reinforce use of Portal in other points of contact with the patient
- Registration should be quick and easy
- How to handle hundreds of calls a day
- Get Providers excited about the tool
Future Opportunities

- More Self Service Options
- Airline Style Appointment Booking
- Integration with other portals is a must!
- Expect 100,000 + registered patients within 2 years
Thank you.