

**STRATEGIES FOR  
IMPROVING PATIENT ENGAGEMENT  
THROUGH HEALTH IT**

# Patient Engagement: Why It Matters

## Leads to PCMH Recognition

Patient engagement is a basic element for all levels of PCMH certification.

## Impacts Patient Retention

Patients who use the portal are nearly **2.6 times** more likely to stay patients.

## Impacts Chronic Condition Management

Patient access to information and direct communication with providers can increase the quality of life for patients with chronic diseases.

## Supports Timely Access to Care

Engagement can result in a level of education that empowers patients to seek the right care at the right time.

## Leads to Better Health Outcomes

Encouraging patients to participate in their own health care can result in better preventive care and improves medication adherence.

[Click icons for source information.](#)

## TOOLS FOR ENGAGEMENT SUCCESS



Allow Online Scheduling & Prescription Refills



Enable View, Download and Transmit Health Information Function



Enable Secure Emailing With Patients

# Policies Supporting Patient Engagement

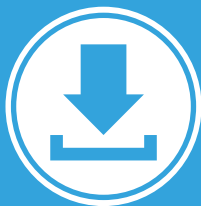
## MEANINGFUL USE STAGE 2

### OBJECTIVE:

PROVIDE PATIENTS THE ABILITY TO:



VIEW ONLINE



DOWNLOAD



TRANSMIT

**THEIR HEALTH INFORMATION**

within  **business days**

of the information being available to the EP

### Health Insurance Portability and Accountability Act

HIPAA gives patients' the right to access their health information in an electronic format if it is kept electronically.

### Clinical Laboratory Improvement Amendments

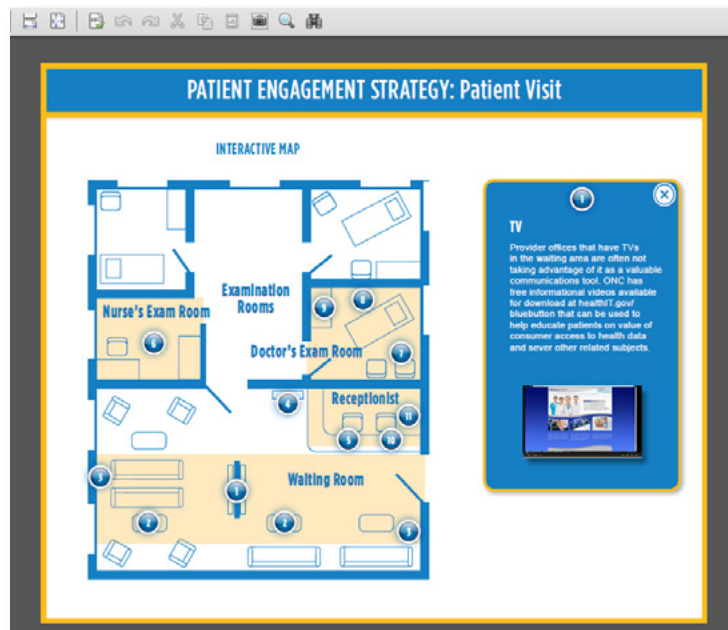
CLIA give patients' direct access to their lab results, including electronic access if available.

# Patient Engagement: Provider Blueprints for Success

## Engagement Strategies for the Clinical Setting

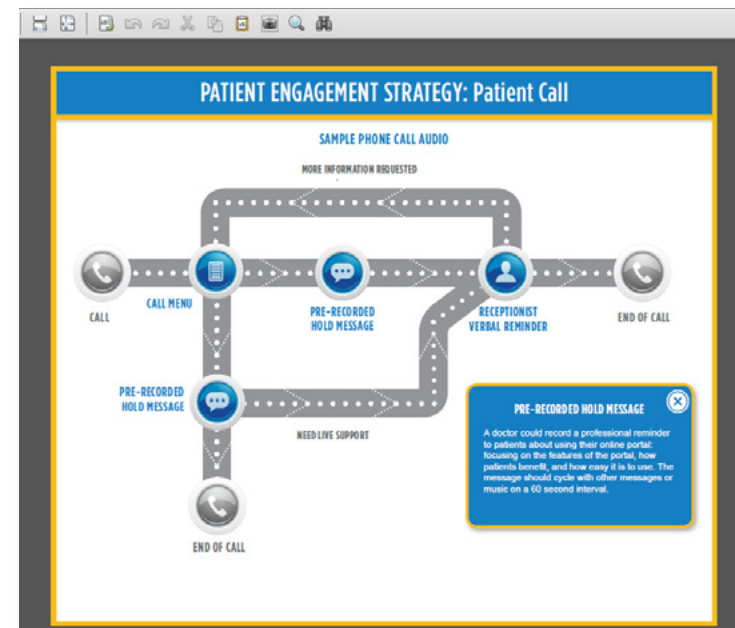
Health IT data shows that when it comes to increasing patient engagement, it is important for providers to focus on connecting with patients at critical touch points of the care delivery workflow. This clinical office map illustrates key patient touch points and engagement strategies. Eleven touch points are highlighted for consideration, followed by a guide for delivering prerecorded phone messages, and a patient engagement continuum that depicts key steps to achieve increasing levels of patient engagement.

There are unique challenges to patient engagement in underserved and rural communities such as lack of technology infrastructure and general computer knowledge. Much more work needs to be done to make progress in these areas. Even still, some of the strategies outlined in this tool such as direct provider contact with patients, have proven effective in increasing levels of patient engagement in rural and underserved areas.



INTERACTIVE PROVIDER OFFICE MAP

## SAMPLE PHONE CALL AUDIO

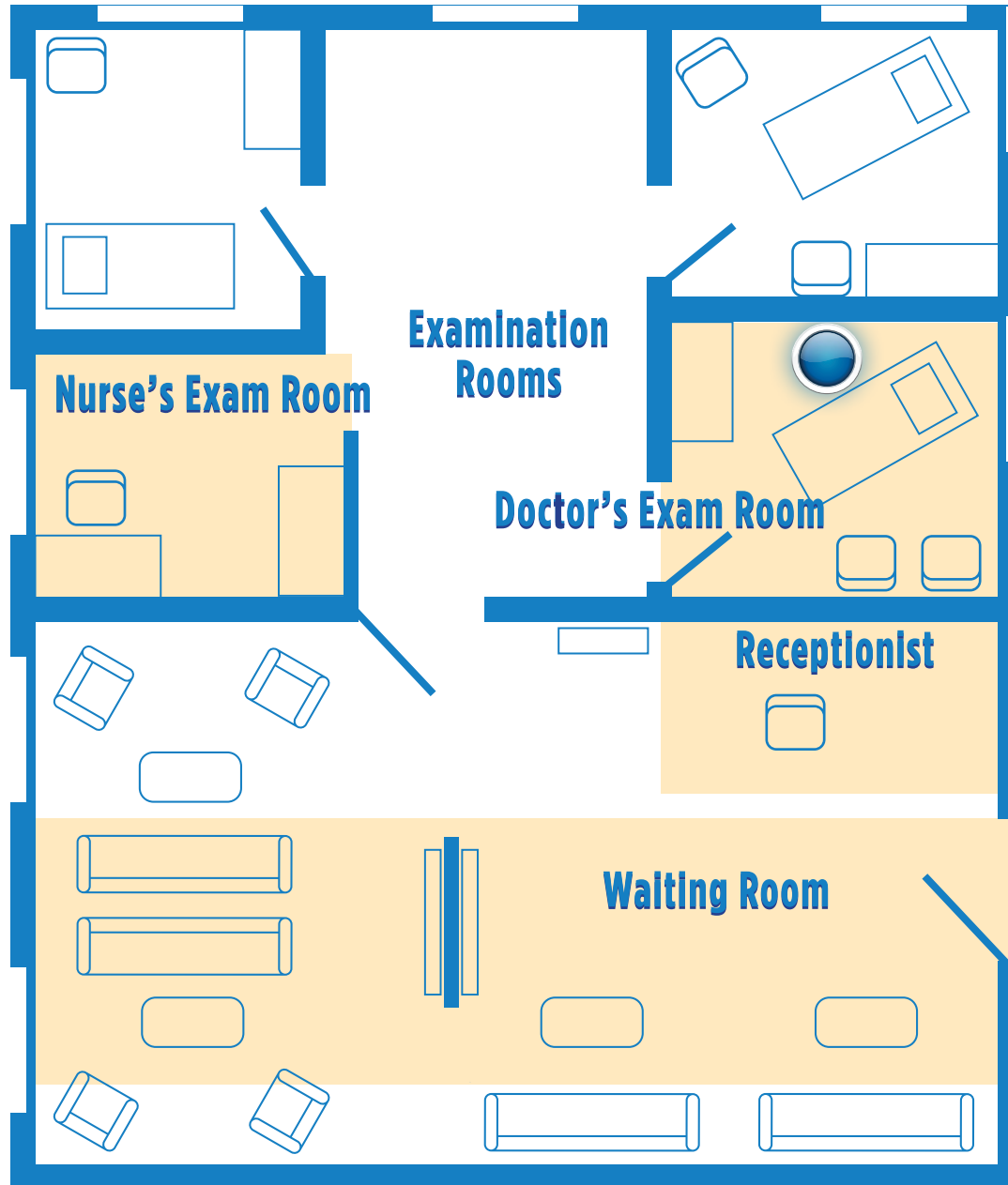


# PATIENT ENGAGEMENT STRATEGY: Patient Visit

## INTERACTIVE PROVIDER OFFICE MAP

Key Patient Touch Points Numbered

CLICK EACH NUMBERED ICON TO REVEAL STRATEGIES

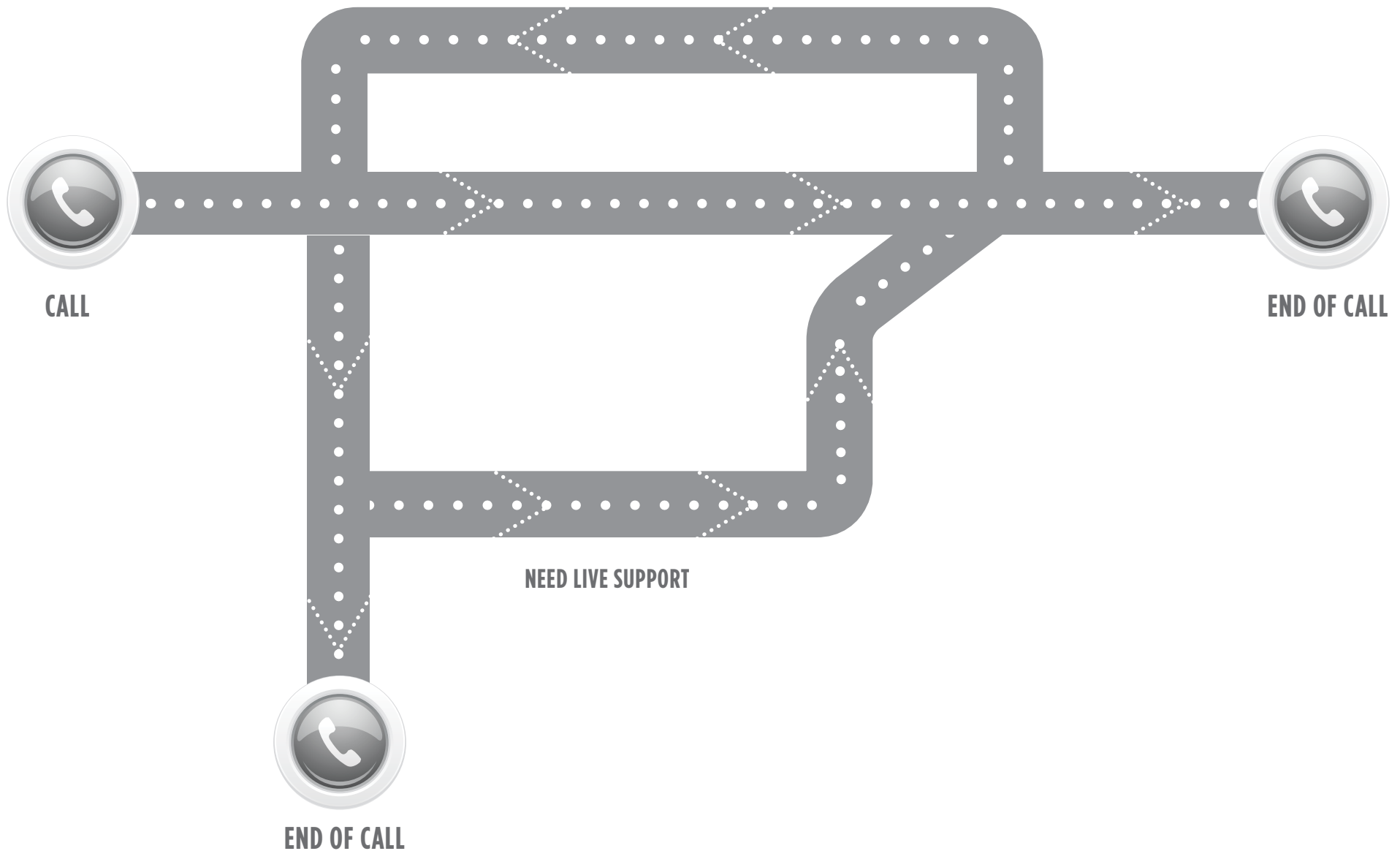


# PATIENT ENGAGEMENT STRATEGY: Patient Call

## SAMPLE PHONE CALL AUDIO

CLICK ON EACH BLUE ICON TO REVEAL SUGGESTIONS

MORE INFORMATION REQUESTED



# THE PATIENT ENGAGEMENT CONTINUUM

## MAKING THE PATIENT PART OF THE HEALTH CARE TEAM

### ENCOURAGE PORTAL ACCESS

Evidence shows patients are more likely to access their portal when clinicians and staff incorporate touch points in workflows to demonstrate and discuss the value of portal use.



#### TOUCHPOINTS CAN INCLUDE:

- Receptionist at check in
- Video in the waiting room
- Nurse/Medical Assistant taking vitals
- Physician or Nurse Practitioner during exam
- Receptionist at check out
- After visit summary printout

### INTERACT/EDUCATE

Empowering the patient and creating a reason for them to return to their portal.



#### ENABLE PATIENTS TO:

- Check test results
- Request prescription refills
- Validate medical records
- View education materials
- Schedule appointments
- View billing statements
- Make online payments

### ENABLE SECURE EMAIL

Expanding patient-provider communications and care coordination.



#### RESULTS:

- Better transitions of care
- Attention to routine health issues
- Timely exchange to address patient questions and concerns
- Better monitoring of patient conditions
- Sharing of electronic statements

Supplements existing clinical data, filling in gaps in information and providing a more comprehensive picture of ongoing patient health.



#### CAN INCLUDE:

- Health history recorded through a portal by the patient
- Data obtained from home health monitoring equipment
- Lifestyle information, such as the information captured from exercise or fitness devices or recorded on mobile apps
- Update or correct medication list

# EVIDENCE THAT THESE STRATEGIES WORK

## Additional Information

### Research Study:

#### [Engaging Primary Care Patients to Use a Patient-Centered Personal Health Record](#)

Engaging Primary Care Patients to Use a Patient-Centered Personal Health Record. *Annals of Family Medicine*. (2014, September/October 2014, Vol. 12, No. 5).

*Research Study examined successful portal implementation strategies used by small and medium-sized practices, as well as factors that influenced patients' use.*

### Highlights:

- Virginia-based researchers tracked eight primary care practices to identify successful patient portal implementation strategies.
- Portal uptake among practices increased an average of 139% when integrating the portal invitation into the office visit vs. mailing the portal invitation to the patient.
- The authors concluded that decisions made at the practice level appeared to explain differences in patient participation and underscored the importance of system and workflow design.

### Conclusion:

*By directly engaging patients to use a portal and supporting practices to integrate use into care, primary care practices can match or potentially surpass the usage rates achieved by large health systems.*