The Activated Patient

How do we connect with patients and how will this experience evolve?

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Session Goals

• Summarize key product changes
• Share performance metrics and key utilization insights
• Share our perspective on the market
• Clarify the future direction of our patient engagement strategy
Enterprise Patient Portal
The Enterprise Patient Portal Experience

- Single Point of Access
- Patient Portal Hub
- Responsive Design
- Bi-Lingual Support
Responsive Mobile Web Access

Mobile utilization has **increased 13%** since April 2015 with the new portal being **preferred 250% more** than the old one.
Patient Portal Hub

Providing a single point of access by minimizing portal sprawl across the organization

<table>
<thead>
<tr>
<th>Provider or Facility</th>
<th>Privacy Preferences</th>
<th>Remove</th>
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</thead>
<tbody>
<tr>
<td>James Page MD</td>
<td>Public - Public</td>
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<tr>
<td>Medical Test Group</td>
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<td>Jenny Steiner MD</td>
<td>Public - Public</td>
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Enterprise Patient Portal Branding

Custom Look & Feel

Configure Color Schemes

Use Your Brand Identity
A Seamless Branding Experience
Enterprise Patient Portal – Performance Metrics
Improved User Experience

- New patient portal is preferred 250% more over the old design with a 99% degree of confidence.

- New portal has a ~90% satisfaction rate.

- Satisfaction with mobile is rated 3.5 out of 4.
Improved Customer Perception

Majority of customers are satisfied with the new Patient Portal (83% satisfaction)

The new Patient Portal has increased the likelihood that customers would recommend RelayHealth (50% agree)

The new Patient Portal has improved overall satisfaction with RelayHealth (55% agree)
Adoption Metrics

<table>
<thead>
<tr>
<th>Adoption Metrics</th>
<th>Baseline (3/31)</th>
<th>(8/31)</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Online Patients</td>
<td>4.3M</td>
<td>5.0M</td>
<td>+16%</td>
</tr>
<tr>
<td>% of Patients Online</td>
<td>6%</td>
<td>7%</td>
<td>+5%</td>
</tr>
<tr>
<td>Mobile Utilization</td>
<td>46%</td>
<td>53%</td>
<td>+15%</td>
</tr>
<tr>
<td>Registration Conversion</td>
<td>6%</td>
<td>9%</td>
<td>+33%</td>
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Branded emails account for a **10% increase** in invite registration conversion.
Bottom Line

- Mobile usage now **exceeds** desktop usage (**13% growth and accelerating!**)

- New portal ensures ongoing usability of mobile

- Utilization of portal is growing

Source: Comscore
A Peek Into the Future
Market Landscape

• Value-based care is the biggest trend shaping health IT over the next 3-5 years

• We believe you have these technology needs in a value-based world

Must **connect** your ecosystem for an integrated view of patient populations across systems, care sites, geographies and time

Must have contemporary **analytic** tools to make sense of an ever-increasing amount of data

Must be able to use data to **intervene** earlier to impact outcomes

• Must happen at scale and in workflow to be relevant
Market Landscape

Patient → Consumer

Provider → Care Team

Application → Platform

Engagement → Relationship
Continuum of Patient Engagement

Activate

Participate & Sustain

Collaborate

Empower

Proactive & In-Control
Patient Relationship Management

- Native Mobile & Web Applications with Analytics
- API Layers offering access to 3rd party applications
  - FHIR (Health Records)
  - Communication
  - Content
  - Identity
  - Analytics
Lack of visibility into who the online patients are, what’s driving them to use the Enterprise Patient Portal, and how to improve ROI with Patient Engagement investments.
Using Analytics to Understand Engagement

Provide a module for you to harness your data to learn and make better decisions and increase your return on Patient Engagement investments

User Insights

Utilization Insights

Strategic Insights
Use cases for using analytics

What insights can we provide for the CIO of ACME Health System who wants to optimize their Patient Engagement investment?
Utilization Insight: What’s our patient activation rate? How many patient invites were accepted?

- 17% acceptance rate on sent invitations
- ~95% of patients are offline
- Near even breakdown of online patients by Boomers and Gen X’ers. Millennials are not far behind.
Utilization Insight: What’s the value of activated and online patients?

Online patients have twice the connections!

5% of your patient population is online. Imagine what can happen if more patients are online.

Majority of offline patients are not engaged 79% have one Care Team connections.
User Insight: What are the top health conditions my online patients have?

<table>
<thead>
<tr>
<th>Hypertensive disorder</th>
<th>Essential Hypertension (Disorder)</th>
<th>Atrial Fibrillation (Disorder)</th>
<th>DM II w/o Comp</th>
<th>NT St Uncntr</th>
<th>Abdominal Pain (Finding)</th>
<th>Anemia Nos</th>
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<tr>
<td>Hypertension Nos</td>
<td>Anemia (Disorder)</td>
<td>Chest Pain (Finding)</td>
<td>Abdominal Pain Unspcf Site</td>
<td>Complaining Of Debility And Malaise (Finding)</td>
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<td>Hyperlipidemia (Disorder)</td>
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<td>Diabetes Mellitus (Disorder)</td>
<td>Malignancy And Fatique Nec</td>
<td>ST... HYP... Benign Neoplasm</td>
<td>Magn... Migrane...</td>
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Hypertension is the top condition for my online patients followed by Diabetes, Afib & Chest Pain.
User Insight: What health services can I provide?

41.6% of online have a BMI of >29.9.

Visualize the online patient population

See where your online patients stand based on demographic (age)
Strategic Insight: How am I doing across the organization with patient activation?

This facility has the highest patient invite acceptance rate!

Across town, this facility has a much higher patient invite acceptance rate!

Opportunity for Business Advisory to develop an actionable plan.

This facility has the highest patient invite acceptance rate!
Q&A
Thank You