



## Patient Portal: Informatics Leads the Way toward Consumer-Driven Care


Presented by:  
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Manager, Patient Portal

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## LEARNING OBJECTIVES

1. Understand how a patient portal linked to an inpatient record and outpatient EMR supports a provider's administrative objectives, improves patient/provider communication, and promotes consumer self-managed care.
2. Understand the issues associated with integrating a patient portal initiative into an enterprise strategic plan.
3. Learn how to implement a win-win strategy for developing and deploying a comprehensive patient portal initiative.
4. Understand the role of the informatics nurse in the development and deployment of a patient portal.



## AGENDA

- MedStar Health
- Patient Portal Strategy
- Transformation Plan
- Consumer-driven Care Model
- Continuous Learning
- Role of Informatics Nurse

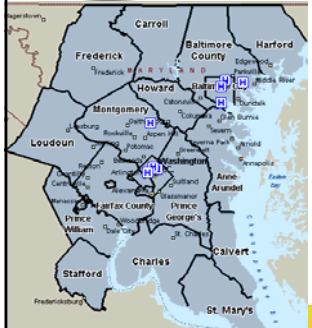



## MEDSTAR HEALTH

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## MEDSTAR HEALTH



**8 Hospitals and other related services**


- Washington Hospital Center
- Georgetown University Hospital
- National Rehabilitation Hospital
- Montgomery General Hospital
- Union Memorial Hospital
- Good Samaritan Hospital
- Franklin Square Hospital
- Harbor Hospital
- MedStar Physician Partners
- Visiting Nurse Association
- MedStar Research Institute
- Other Diversified Businesses

Annual inpatient admissions	158,000
Annual inpatient days	799,000
Annual outpatient visits	1,574,000
Annual home health visits	198,000
Hospital-affiliated physicians	5,000



## VISION & MISSION

- Vision
  - To be the trusted leader in caring for people and advancing health.
- Mission
  - To serve our patients, those who care for them, and our communities.



## SPIRIT VALUES

### Service

We strive to anticipate and meet the needs of our patients, physicians and co-workers.

### Patient first

We strive to deliver the best to every patient every day. The patient is the first priority in everything we do.

### Integrity

We communicate openly and honestly, build trust and conduct ourselves according to the highest ethical standards.

### Respect

We treat each individual, those we serve and those with whom we work, with the highest professionalism and dignity.

### Innovation

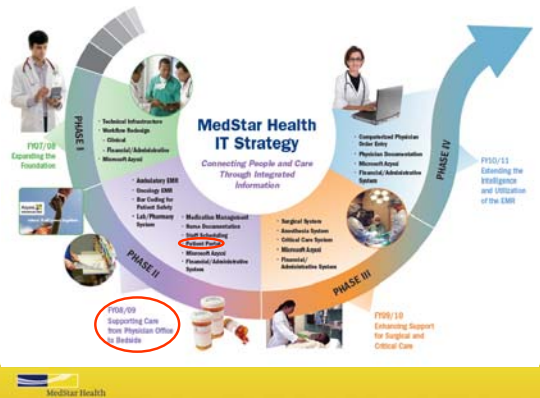
We embrace change and work to improve all we do in a fiscally responsible manner.

### Teamwork

System effectiveness is built on the collective strength and cultural diversity of everyone, working with open communication and mutual respect.

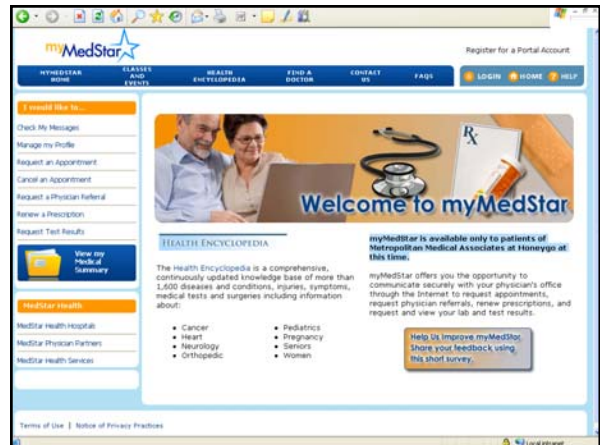


## IT ROADMAP



## PATIENT PORTAL STRATEGY

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## ENTERPRISE GOALS

### Goal #1: Enhance customer service to MedStar patients

- Delivers relevant personal health information via secure clinical messaging
- Enhances patient or family member's experience with their encounter at MedStar

### Goal #2: Enhance and improve overall patient safety and quality of care

- Provides for information access, transparency, portability

### Goal #3: Enhance customer service to MedStar providers and non-MedStar providers

- Improves continuity of care across providers/disciplines

### Goal #4: Enhance system brand

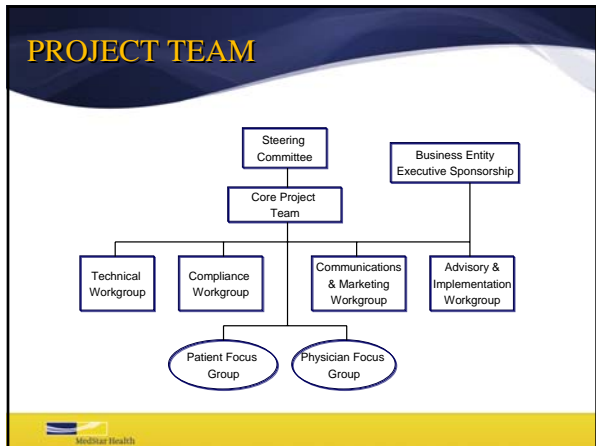
- Supports MedStar's Patient First Vision
- Supports MedStar's Vision, Mission, and Values



## TRANSFORMATION PLAN

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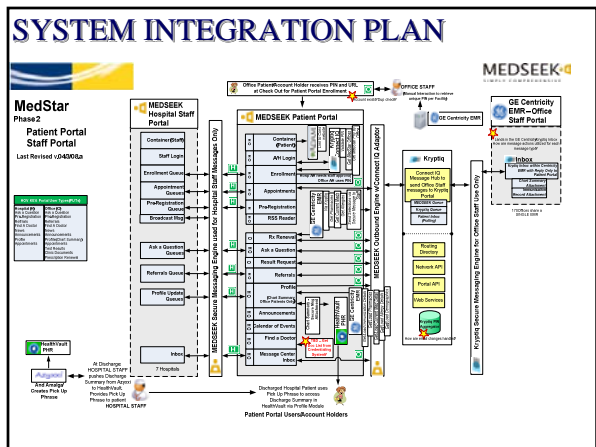
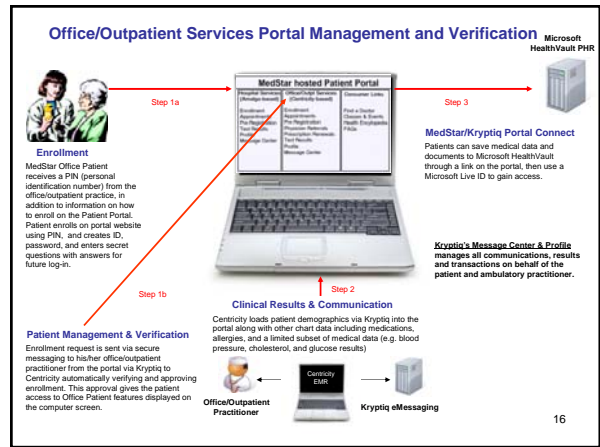


## PROJECT TIMELINE

- Developed Proof of Concept May 2007
- Launched Hospital Pilot Oct 2007
- Developed Enterprise Plan Mar 2008
- Launched Ambulatory Pilot Jan 2009
- Launch Phase I - Ambulatory Integration &
- Launch Phase II – Enterprise Integration Q1 2010
- Future Releases Quarterly

## PLANNING FOR SUCCESS

- Technology
- Workflow
- Security & Risk Management
- Support



## PLANNING FOR SUCCESS

- Support Needs
  - Three applications
  - Consumer support
  - MedStar staff support

## PLANNING FOR SUCCESS

### Ambulatory Pilot Lessons Learned:

- Patient enrollment
- Patient profile
- Practice workflow
- Metrics for success



## TRANSFORMATION PLAN

### Implementing the Plan –Phase 1: Ambulatory Integration

- Scope:
  - Further maturation of ambulatory use
  - Data management
- Continuous Learning



## TRANSFORMATION PLAN

### Implementing the Plan – Phase 2: Integration

- Scope:
  - Integrated Patient Experience
  - Usability
- Continuous Learning



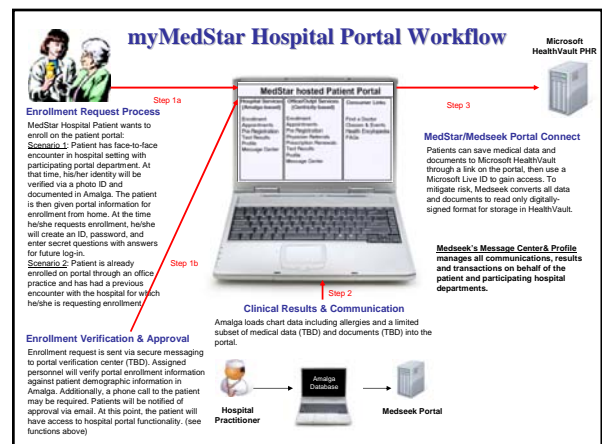
## CONSUMER-DRIVEN CARE

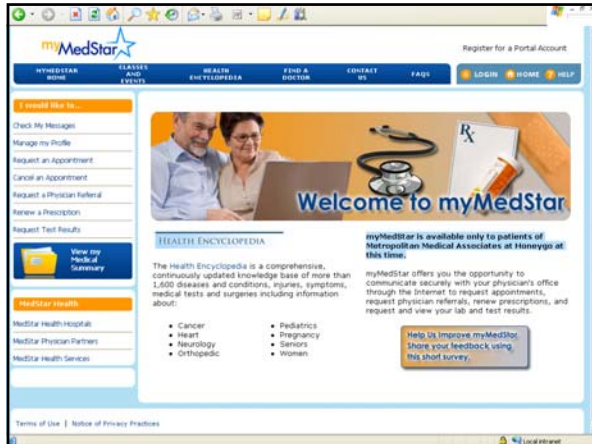


## CONSUMER-DRIVEN CARE MODEL

### myMedStar Features & Functions

Hospital Services	Office/Outpt Services	Consumer Links
Enrollment Appointments Pre-Registration Test Results Profile Message Center	Enrollment Appointments Pre-Visit Physician Referrals Prescription Renewals Test Results Profile Message Center	Find a Doctor Classes & Events Health Encyclopedia FAQs





## CONTINUOUS LEARNING

- Patient portals enhance the patient or family member's experience with their healthcare provider's encounter by providing access, transparency and portability to relevant health information online.

## CONTINUOUS LEARNING

- Providing self-service functionality via a patient portal not only improves patient satisfaction, but also improves workflow and efficiencies within the office practice.

## CONTINUOUS LEARNING

- Patient portals can improve continuity of care across providers/disciplines within and outside the enterprise and serves as a passive marketing tool.

## CONTINUOUS LEARNING

- Implementing an integrated inpatient and outpatient portal presents many challenges and opportunities from both a technical and operational standpoint.

## CONTINUOUS LEARNING

- The strategic transformation to online patient-provider secure clinical messaging and service requires an enterprise-wide approach to building and learning

## ROLE OF INFORMATICS NURSE



## PORTAL DEVELOPMENT

- Matrix management
  - Workgroups
- Communication
  - Collaborative relationships
  - Sharepoint site
- Systems Development Life Cycle
  - Planning
  - Analysis
  - Development
  - Implementation
  - Support



## PORTAL DEPLOYMENT

- Testing
  - Develop tool
  - Assess results
- Training
  - Develop plan
  - Develop tools
  - Deploy plan



## REVIEW LEARNING OBJECTIVES

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## IN CLOSING...

No matter the challenges, a clearly communicated vision and continuous learning plan will help you successfully embrace the future of consumer-driven care.

To this end, Informatics Nurses provide key skills which give surety to the development, deployment, and support of consumer-driven products, including Patient Portals.

- Clinical-technical bilingual fluency & translation
- Clinical process & workflow expertise
- Change management & Communication skills
- Creativity, Credibility & Cultural awareness

Results of the HIMSS 2009 Informatics Nurse Impact Survey  
Joyce Sensmeier MS, RN-BC, CPHIMS, FHIMSS  
Eric Rivedal RN, MS



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