

DARTMOUTH-HITCHCOCK

Involving the Healthcare Consumer: Why We Are  
Developing A Personal Health Record at  
Dartmouth - Hitchcock

Peter Johnson

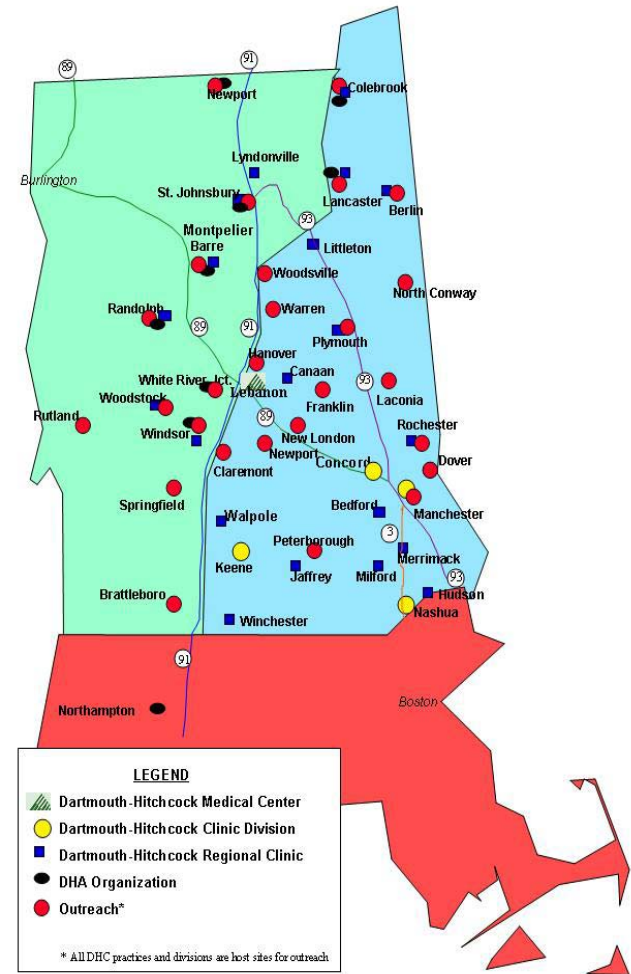
Chief Information Officer

Dartmouth-Hitchcock

Session 3.01 October 22, 2004

# What Is Dartmouth-Hitchcock?

- Dartmouth-Hitchcock Clinic
- Mary Hitchcock Memorial Hospital
- Dartmouth Medical School
- VA Medical Center in White River Junction, Vermont
- A collaboration of independent providers called the Dartmouth-Hitchcock Alliance.



# Dartmouth-Hitchcock Operations

- 1,500,000 outpatient visits per year
- 21,000 inpatients
- 1000+ physicians
- 7500 employees
- 900+ medical students, residents & fellows
- \$125+ million annual funded research
- \$1.1 billion operating budget

# What Is Our Direction & Priorities?

- Involve the patients in their own care and enhancing communication
  - Expand both the communications methods & the time of day
  - Increase transparency of clinical documentation
- Increase internal operational efficiency
- Increase patient and staff satisfaction
- Differentiate in the marketplace

# What We Didn't Want



# What Did We Want?



- Reviewed Literature and National Surveys
- Conducted Focus Groups
  - High Users (would pay)
  - Medium Users (wouldn't pay)
  - Non Users (50% would pay)
  - Staff (50% would bill)

# What We Came Up With

Save Time. Get Online!

Patient  
Online™



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[www.dartmouth-hitchcock.org/patientonline](http://www.dartmouth-hitchcock.org/patientonline)



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# Lessons Learned (Patients)

- Patient satisfaction rose 22% after deployment for users
- The most effective way to get people to use POL is through patient/provider interaction - especially from the MD's
- Even healthy people who rarely visit the doctor for themselves see utility for their kids
- The top request for increased functionality was **individualized health info, results** and appointment reminders posted onto their sites.



# Lessons Learned (Software Deployment)



- Patience is a virtue
  - Integration with our EMR's is not simple
- Accountability for task completion must be at the local supervisor level
- Many work-flow issues don't surface until after go-live
- Thorough testing of a new version before go-live is crucial

# Lessons Learned (Physicians & Staff)

- POL is a work in evolution and not every one will be enthusiastic initially.
- Support for POL needs to come from every level of the organization
- Need a solid core group of clinical people involved in implementation and on going
- Best practices result from understanding how POL enables downstream workflows
- Needed to revamp training to include typing, grammar & messaging skills – and “audit”



# Next Steps



- Provide direct access to patient clinical data
  - Medications list
  - Allergies & Immunizations
  - Test results
  - Office notes/text information
- Enhance patient preference
  - Link external clinical context to patient record
- Increased market penetration in existing markets
- Further deployment throughout organization
- Direct link to “book and appointment trial”





# Additional Materials

- Marketing
- Screen Shots
- Use & Statistical Information

# Internal Communication

- Magnets
  - To be distributed to patients at primary care appointments, preferably by provider.
  - Use as giveaways at demonstrations, exhibits, fairs.
  - Adhered to back of POL brochures.
- Employee buttons
  - To be worn by staff, providers that interact with patients.
  - Worn during demonstrations, shows, and exhibits.



# Internal Communication

- Brochures
  - Available in departments, kiosks, pharmacy, Women's Health Resource Center, new patient packet.

Save Time.  
Get Online!

Patient  
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www.dartmouth-hitchcock.org/patientonline

**Taking care of your health has never been easier.**

*Dartmouth-Hitchcock's Patient Online makes it easy to stay in touch with your health care provider. Just log on to the Internet and it's like being right there in your doctor's office.*

**With Patient Online™, today you can:**

- ask questions
- request an appointment
- inquire about a referral
- request a variety of health-related forms (e.g. school/camp form; authorization for release of information, etc.)
- update your personal information
- request prescription refills

**In the future, you will be able to:**

- make account payments online using a credit card
- request a referral
- read specially selected articles about your personal health concerns
- view your account balance for clinic services

**How do I get connected?**  
Registering with Patient Online is quick and easy. Log on to Dartmouth-Hitchcock's Patient Online website at [www.dartmouth-hitchcock.org/patientonline](http://www.dartmouth-hitchcock.org/patientonline). Click on "Register Now" and complete a short registration page. Once you're registered, you'll receive a personal username and one-time password by mail. The first time you log in, you will create your own personal password to ensure confidentiality. Then you can use Patient Online anytime, day or night. Your unique username and password enables us to keep your communication private and secure.

**How do I use Patient Online?**  
It's easy to use. Type in your Username and Password to access your special web address. Then choose the services you need. Patient Online offers three sections—*Front Office*, *Consultation Room*, and *Health Library*—designed to be fast and user friendly. Each includes screens to guide you through the services you request.

**Front Office**  
Think of *Front Office* as the reception desk. At *Front Office*, you can:

- Request, reschedule or cancel appointments
- Update your personal information, such as address and phone
- View your account status, amounts billed to insurance, and your account balance for clinic services
- Inquire about referrals from your physician

**Consultation Room**  
The *Consultation Room* offers a personal link between you and your health care providers. This communication is private and secure, ensuring a confidential link between you and your health care team. In *Consultation Room*, you can:

- Send and receive confidential messages to and from your physician and other health care staff
- Request prescription refills
- Request health-related forms

**Health Library** (Coming Soon!)  
*Health Library* is full of interesting and informative medical and wellness articles chosen by Dartmouth-Hitchcock Medical Center. This educational resource can give you the facts you need to make good health care decisions and healthy lifestyle choices. This area will also include education and support offerings.

**Privacy and Security**  
Confidentiality and security of patient data are essential for protecting patient rights and the physician/patient relationship. Federal laws and regulations mandate that physicians protect their patients' data from inappropriate access and release. Patient Online meets these mandates by incorporating the latest Internet security. If you have questions about Dartmouth-Hitchcock Patient Online, please call your doctor's office.

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BSC317



# Individual Letters From Physicians

Date

Patient Name  
Address  
City, State, Zip

Dear Mr/Ms:

At Dartmouth-Hitchcock Manchester, we strive to provide you with the best possible service and continue to maintain our goal of developing strong and trustworthy relationships with our patients. That's why I wanted to personally inform you of a new service Dartmouth-Hitchcock has to offer. You've probably heard about **Patient Online**, the service available through a secure web site that allows you to communicate directly with me and the staff at Dartmouth-Hitchcock Manchester. If you have access to a computer at home or work, **Patient Online** can make taking care of your health, that much easier.

For those of you who have registered, I hope that you are finding the service to be a useful extension of your relationship with me and other members of your health care team.

If you haven't signed up yet, I encourage you to check out the services available and consider registering. In addition to gaining the ability to send a confidential, secure message directly to me, **Patient Online** allows you to make or change an appointment, request prescriptions refills, download an assortment of health related forms and more. The benefit of **Patient Online** is to make your necessary interactions with Dartmouth-Hitchcock more convenient *to your schedule*. Patients that are already using **Patient Online** appreciate the quick response (typically within one business day), ease of use and freedom to communicate whenever they want.

To register, simply, log on to Dartmouth-Hitchcock's **Patient Online** website at [www.dartmouth-hitchcock.org/patientonline](http://www.dartmouth-hitchcock.org/patientonline). Click on "Register Now" and complete a short registration page. Once you've registered, you'll receive confirmation in the mail within a few days that will include a secure password and username to get you started. If you have additional questions or would like to receive more information, please contact Cheryl Rowe at 603/695-2531.

Thanks for your use—and consideration—of this new way to improve our service to you. The team at Dartmouth-Hitchcock Manchester wishes you a happy and healthy summer.

Sincerely,

Christine Rosenwasser, MD





# What The Patient Sees

Patient Online



DARTMOUTH-HITCHCOCK

Patient Online is a free service that enables Dartmouth-Hitchcock patients to manage their non-emergency care online. You can use Patient Online to communicate with your health care team through a private and secure messaging link as well as request appointments, prescription renewals and more.

Patient Online is easy to use, available around the clock and completely private. It's a great way to enhance your health care experience at Dartmouth-Hitchcock.



## Manchester & Nashua Patients

If you are a patient of

- **Dartmouth-Hitchcock Manchester** or
- **Dartmouth-Hitchcock Nashua**

click on one of the links below.

[Member Log In](#)

[Guest](#)

[First Time Registration](#)

## Lebanon & Lyme Patients

If you have a primary care provider at

- **Dartmouth-Hitchcock Medical Center**  
*(General Internal Medicine only),*
- **the Community Health Center**  
*(Family Practice only),*
- **or Dartmouth-Hitchcock Lyme**

click on one of the links below.

[Member Log In](#)

[Guest](#)

[First Time Registration](#)

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# Patient Homepage

## Front Desk

- Appointments
- Personal Information
- Referrals
- Insurance
- Account Status
- Preferences

## Consultation

- Medical Records
- Messages
- E-Visits
- Medications
- Forms

## Health Resources

- Dartmouth-Hitchcock Homepage

## Updates

Since last login:

Message Type	Date	Provider
<a href="#">med_renewal</a>	03/26/2004	EASTER MD,ROBERT
<a href="#">E-Visit:blood pressure check up</a>	03/26/2004	EASTER MD,ROBERT
<a href="#">Medication Renew</a>	03/26/2004	EASTER MD,ROBERT
<a href="#">Medication Renew</a>	03/26/2004	RICE MD,EMILY
<a href="#">back_pain</a>	03/26/2004	EASTER MD,ROBERT
<a href="#">headaches</a>	03/26/2004	RICE MD,EMILY

# Practice Side: Patient Communications

The screenshot shows a web-based medical interface. At the top, a patient's name 'TEST, ALAENA' is displayed along with their MRN (9999999), DOB (08/17/1968), SSN (000-27-0000), and sex (35 Years). The interface includes a navigation menu on the left with options like 'Patient', 'Schedule', 'Tasks', and 'Reports'. The main content area is titled 'Patient Message' and shows a message from the patient about their blood pressure. A response box is visible with the text: 'Alaena, These numbers are improving. Continue to work on dietary changes and exercise program.' To the right of the response box, there are buttons for 'Send', 'Copy', 'Make E-Visit', and 'Cancel'. A large yellow arrow points to the 'Send' button. The interface also includes a 'Print' button and a 'Details' button.

powered by **IDX**<sup>®</sup> **TEST, ALAENA** MRN: 9999999 Sex: DOB: 08/17/1968 Age: 35 Years SSN: 000-27-0000

Kim M. Daris

Wide Screen

Physician: Task List | Manage My Views | My Personal Views | Personal Views

Patient Message [Print](#) [Details](#)

**Subject:** blood pressure

**Patient:** TEST, ALAENA 16 Sep 2003 09:49 AM  
Just writing in to report my blood pressures since the medication change.  
140/90  
145/92  
146/90

**Response:** Alaena,  
These numbers are improving. Continue to work on dietary changes and exercise program. |

Print when sent  End MessageThread

[Send](#) [Copy](#)  
[Make E-Visit](#)  
[Cancel](#)

# Practice Side: Task List

powered by **IDX®**

Select Patient

Wide Screen

Physician

Task List | Manage My Views | My Personal Views | Personal Views | Manage Personal Views | Enterprise Views

Patient  
Schedule  
Tasks  
Patient Lists  
Pt Corres Log  
Call Process  
Reports

## Task List

View: evisit View Desc... Last Updated: 09/08/2003 4:53 PM

P	Task	Patient	Assigned To	Created By	Created	Status	ID	Due
	Pt E-Visit	TEST,ROXANNE	ASHBAUGH,STEP	System	09/04/2003	Active	1101	0
	Pt E-Visit	TEST,DEREK	COOK,LESLIE	System	09/08/2003	Active	1115	24

- Help
- Navigate
- Settings
- Pause
- Exit

Comments:

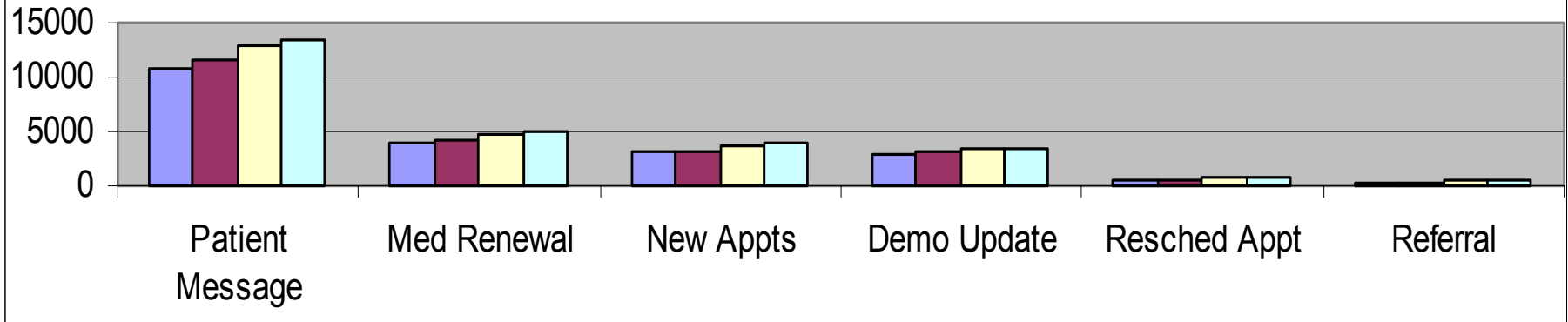
Task About:

Perform... Complete New... Details... Reassign... Remove... Original... Print List... Copy To Note

# Use of Patient On Line

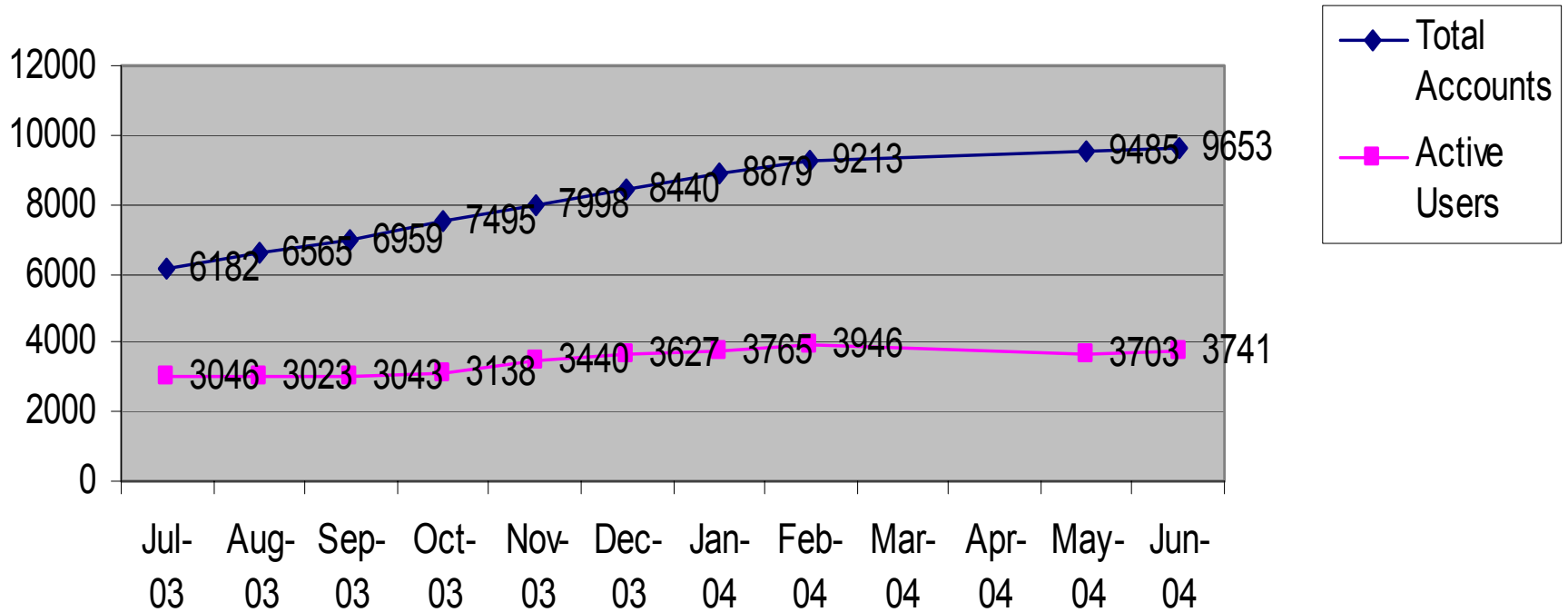
**Dartmouth-Hitchcock  
Patient Requests - Cumulative(>500)**

- 01/31/2004
- 02/29/2004
- 05/31/2004
- 06/30/2004

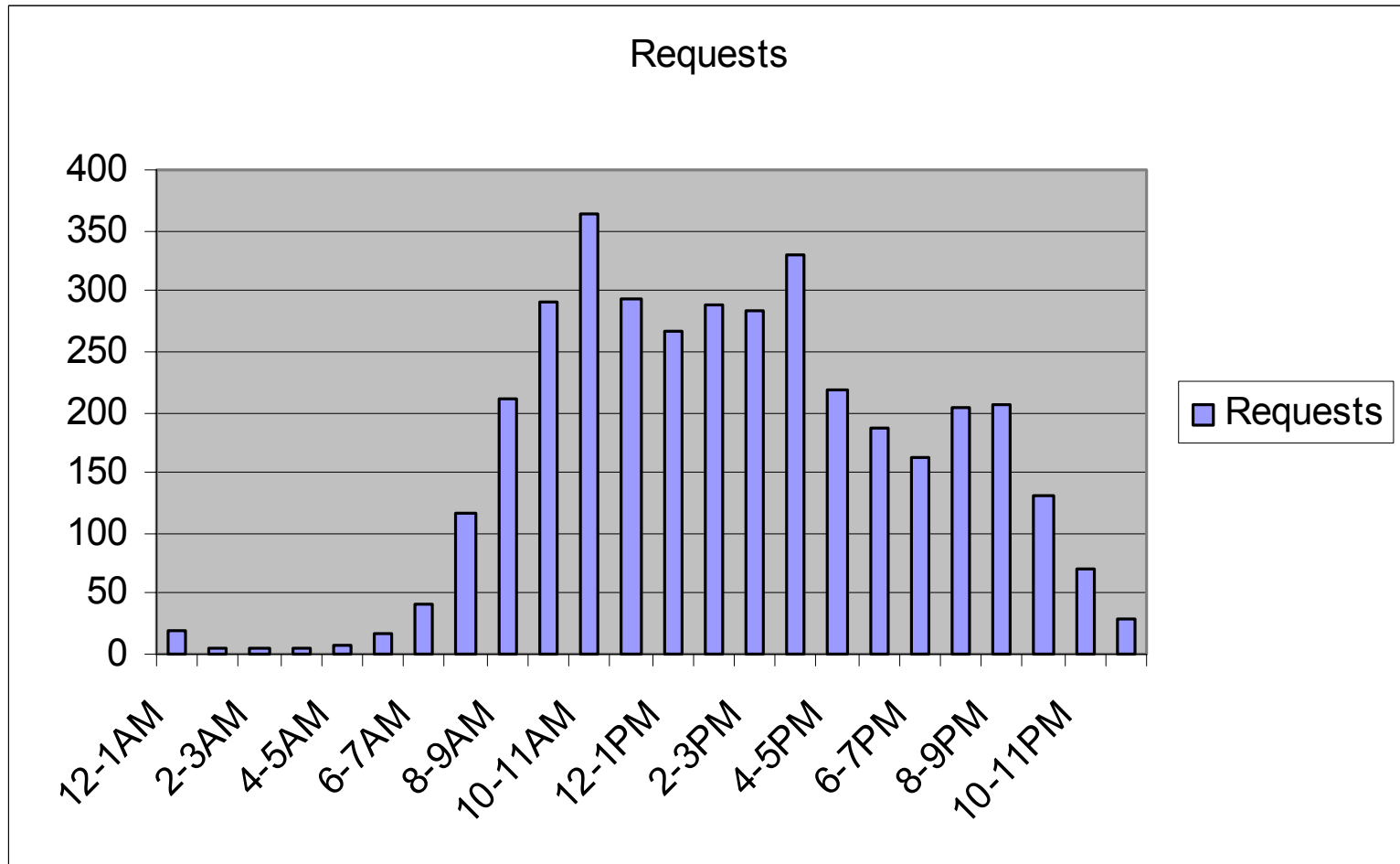


# Patient On Line Accounts

**Dartmouth-Hitchcock  
Patient Accounts - Cumulative**



# Time of day.....



# Age Range of POL Users

