

# Unlock cost savings and embrace digital solutions in healthcare

Good Health is Good Business Conference Series

## Topics:

- Digital tools to enable employees to access care at the right place, at the right time
- Telehealth – Understanding the value and impact on access and patient care
- Benefits design strategies and trends





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# Legal Disclosure:

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# Ask us questions – give us feedback – this hour is for you

- Please use the Q and A function to ask your questions at anytime.

1. I am able to apply the tools and guidance provided today to support my workplace and/or employees.\*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. The information provided today was easy to understand and relevant.\*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3. How likely are you to recommend the Good Health is Good Business conference series to a fellow colleague and / or Maine employer?\*

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

4. How likely are you to attend one of our Good Health is Good Business zoom conferences in the future?\*

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

5. What topic(s) would you like us to focus on in the future?

# The Landscape Influencing Benefits Design



# Incentives and Behavior Change



**Employers are always seeking ways to reduce the impact of trend**

Care management  
Network discounts  
Plan design  
Cost sharing



**Driving healthy behaviors is of strategic importance**

Prevention  
Screening  
Engagement  
Lifestyles



**Strategies for motivating behavior change**

Financial incentives  
Premium variation  
Biometrics  
Health assessments  
Place of service

# Virtual Care Solutions

Expanding access and convenience



Consumer adoption gaining

17% overall, compared with 1% pre-pandemic	5% for procedural specialties (i.e. urology and gastroenterology)	14% for medical specialties	54% for behavioral health specialties (high of 72%)
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Source: McKinsey & Company

- **Expansion of care options**
  - Supplement geographical limitations
  - Delivery equity in resources available
- **Convenience**
  - Challenging schedules
  - Logistical issues
  - Personal preferences
  - Simplicity & connectivity
- **Addressing current challenges**
  - Provider scarcity
  - PCP access
  - Wait times
  - Health risks

# What is important about virtual care?



# How are benefit designs recognizing virtual care?

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## Financial incentive for utilization

- Reduced cost share
- Elimination of cost share
  - Primarily in behavioral care
  - Less frequently, virtual care network usage

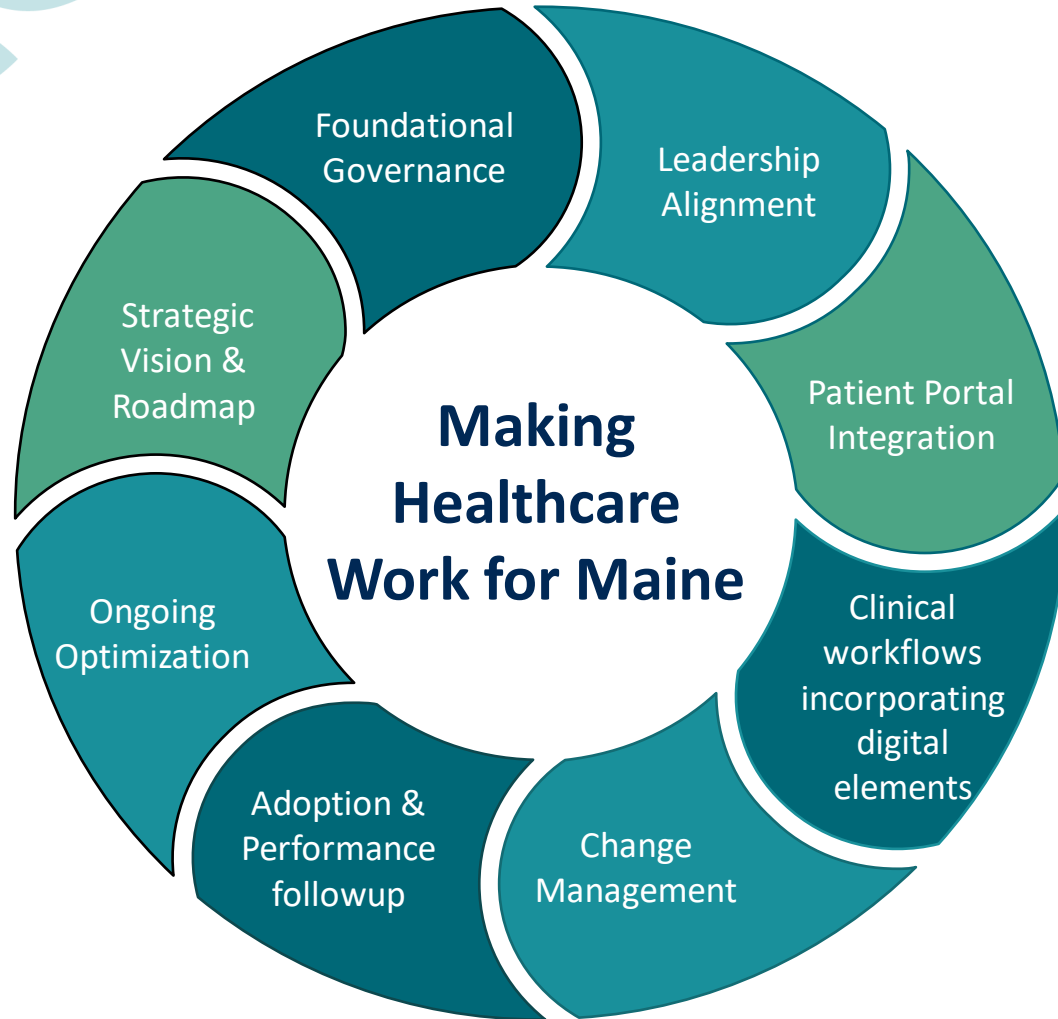
## Expansion of virtual providers as network providers

- Virtual PCP
- Virtual care team
- Referral to physical provider locations

# Northern Light Health's Digital Imperative

Leveraging Technology to Increase Patient Engagement,  
Access to Care, and Workforce Support

# Designed for Excellence to Support Transformation



## Elements of Success

- 1 Digital Strategy
- 2 Leadership Alignment
- 3 Patient focused
- 4 Clinical Integration

# The Northern Light Approach

Northern Light Health's Digital Experience is about establishing a comprehensive online method by which patients connect with Northern Light providers and services, and providers access patient information via the native Oracle Health EHR



Increase Patient Access

Improve Patient Experience & Outcomes

Improve Staff Satisfaction & Efficiencies

Drive our Business

Leveraging technology with a focus on 4 key principles:

1

Partner with digital innovators to roll out technology that increases patient access

2

Engage with vendors who can be integrated natively with Oracle Health EHR and Oracle Health Patient Portal

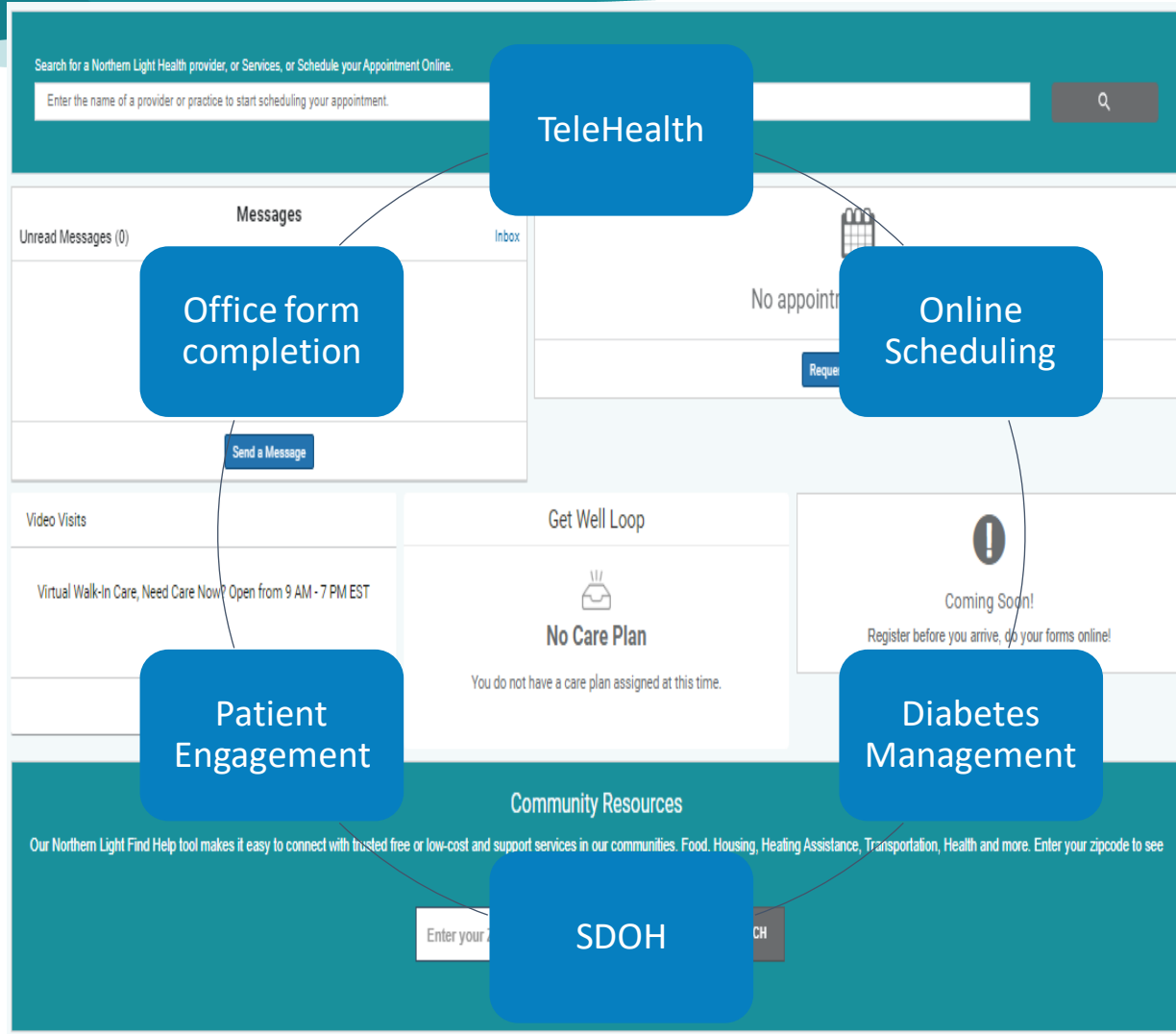
3

Focus on Clinical and Patient flow within the EHR and the Portal in a patient-centric approach

4

Measure as much as you can, evolve based on data driven review

# Patient Facing: Portal Integration



# Provider Facing: EHR Integration

The screenshots demonstrate EHR integration across different user roles and services:

- WellDoc SMART Visit Report**: Shows patient information for Jones, Don (Male, Age 26, DOB Jan 1, 1995) and a report sent on Apr 12, 2021 at 9:13 AM.
- Northern Light Health FindHelp**: Shows a search bar for services and a list of community resources including Emergency Food, Food Delivery, Food Pantry, Help Pay For Food, Meals, and Nutrition Education.
- Patient Detail View**: Shows patient information for TESTING, ACO3 (Age: 21 months, Gender: Female, DOB: 08/01/2021) and a list of participants including Ross MD, Michael A (Practitioner) and TESTING, ACO3 (Patient). A 'Visit Now' button and a 'Start Visit' button are visible.

# A sample of NLH Digital Initiatives: Technology to Increase Patient Engagement, Access to Care, Workforce Support, and Patient Outcomes

# Telehealth & Virtual Care Strategy



## Virtual Walk-In Care

Integrated into our EHR is decompressing our primary care clinics and our Brick-and-Mortar WIC sites, providing our patients with a convenient home option for minor medical issues

## Scheduled Telehealth Visits

Allows our providers to see approximately 10% of all our patients virtually systemwide, improving patient satisfaction and enhancing follow-up.

## Secondary & Tertiary TeleICU Services

Allows our secondary hospitals to avoid costly transfers to our tertiary care hospital, while ensuring appropriate staffing at the Tertiary Level

## Provider-to-Provider eConsults

Improve access to our specialty providers and reduce time for patients to be seen by a specialist in over 10 specialties across our system and brings specialized Tele-dermatology from Mass General Hospital to Maine.

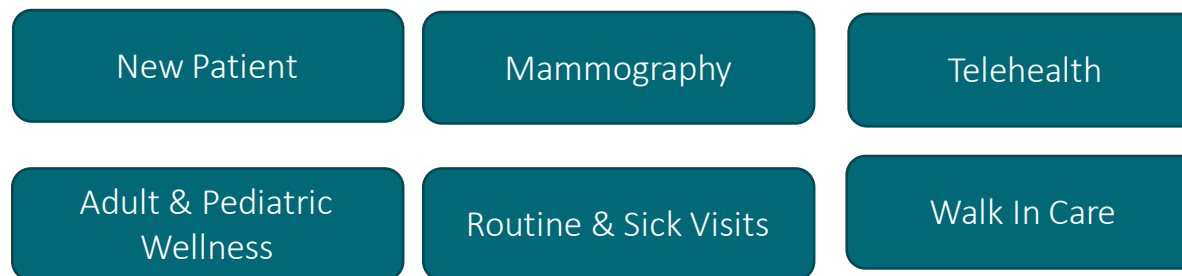


# Online Appointment Scheduling: Putting the Power in the Patient's Hands

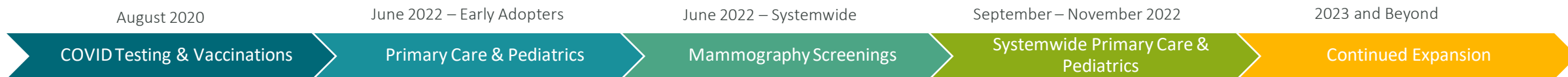


Using our online scheduling tool, patients can view real-time appointment availability and book directly, picking the appointment that works for them from their computer, smart phone, or tablet, without the need to call.

## Current Offerings



## Supporting Patient Convenience



# Online Appointment Scheduling: Putting the Power in the Patient's Hands

## Primary Care and Pediatric Ambulatory Appointments

Increasing  
Access

**2,800**  
New Patient Appointments

Patient Ease

**42%** of appointments booked online  
were completed after-hours at a more  
convenient time

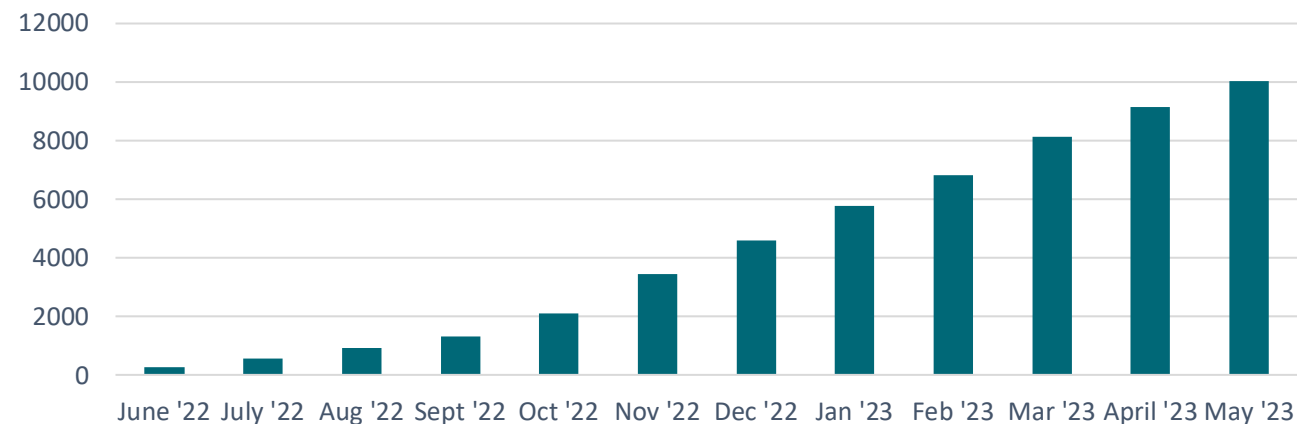
Closing Gaps in  
Care

**35%** of patients who scheduled wellness  
appointments were overdue for care

Supporting our  
workforce

Approximately **35 hours/month**  
saved per Patient Service Representative

Patient Self-Scheduling  
System Wide Primary Care & Pediatric Ambulatory



**10,000+** Total Primary Care & Pediatric Ambulatory visits  
booked directly by our patients  
Reduced 10,000 phone calls

# Online Appointment Scheduling: Putting the Power in the Patient's Hands


## Mammography – Closing Gaps in Care

- Our patients can self-schedule a screening mammogram without a provider order, per federal regulations.\*
- Results are sent to the patient's PCP.
- In the event a patient has no PCP, we have dedicated providers to review any abnormal results and engage with those patients to address these abnormalities.




**Schedule your screening mammogram online!**

**Schedule your screening mammogram online!**  
Scan the QR code with your phone, sign into your patient portal account, or visit [NorthernLightHealth.org/ScheduleaMammogram](https://NorthernLightHealth.org/ScheduleaMammogram) to make an appointment today!



Northern Light Health.



\* Mammography Quality Standards Act

“I just booked my Mammo via the portal on my phone. It took less than 2 minutes, and my appointment is next week. If it wasn't for self-scheduling, I'd be another year or more just putting it off or forgetting about it. We're going to capture so many women like me.”

*-Northern Light Health Patient & Employee*

**1,600** Total Screenings booked directly by our patients

**7%** of all patients who self-scheduled a screening mammogram were **overdue** for care

**42%** of appointments booked online were completed after-hours at a more convenient time

# Service Line Patient Engagement

Utilizing technology to automate patient engagement before and after an episode of care, sending the right information to the patient at the right time, and alerts the care team when patients need help in real-time



## Women's Health

- Cesarean Delivery
- Vaginal Delivery

## Cardiovascular

- Cardiac Cath
- CABG

## Orthopedics

- Hip Arthroplasty
- Knee Arthroplasty
- Ankle



**14,576**

non Face to Face Visits have been conducted by GetWell Loop on your behalf

**89%**

of your patients are Extremely Likely to Recommend their provider

**3,969**

of your patients have been invited to GetWell Loop



**72%**

Patients able to avoid unnecessary follow up visits or phone calls

**44%**

of your patients activated and routinely use their GetWell Loop accounts



**87%**

of all GetWell Loop patients are Satisfied or Extremely Satisfied with GetWell Loop

Your team resolved

**964**

clinical alerts surfaced by GetWell Loop

# Benefits of Nuance Dax: Provider Satisfaction Survey Results – Executive Summary

## OPERATIONAL EFFICIENCY

5.6 mins saved per encounter

 Average perceived time savings reported

3.1 hrs.

Average perceived time savings in documentation time per week

## PHYSICIAN SATISFACTION

78%

would be “Disappointed” if they no longer had access to DAX

56%

Reported **reduction** in feelings of burnout and fatigue or reduced cognitive load

78%

Reported better work/life balance

## DOCUMENTATION QUALITY

77.8%



of physicians state DAX **improves documentation quality**

## DOCUMENTATION TAT

44.4%

of physicians were satisfied with documentation Turn Around Time using DAX

## PATIENT EXPERIENCE

77.8%

of providers reported increased provider/patient face time, increased quality of patient interaction

2.1 mins

Average reduction in time spent interacting with the computer while in the exam room



SOURCE: Northern Light Health Provider Satisfaction Surveys – 9 surveys received

# What have we learned?

- Hospital and System Board investment in Digital Strategy continues to grow
- Patients are hungry for digital engagement; Engage Patient Advisory Boards early for feedback
- Let your patients decide what they will and won't adopt for themselves
- Keeping multiple Vendors connected to local teams is a full-time job
- Focus on Patients and Employees equally



# Discussion: Ask us your questions using the Q and A function



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# Tools you can use:

<https://wellness.northernlighthealth.org/Good-Health-is-Good-Business>

## Good Health Is Good Business – Business to Business Zoom Conference Series

Good Health is Good Business is designed to provide Maine employers and community leaders with information and resources to help support employee health and well-being. Join us to learn more about emergent health issues and engage with experts in the field and business leaders about topics that interest you!

*Attendees are asked to join the conference by Zoom and listen to audio using your computer only. Please do not dial in while also connected via your computer. The dial-in number is for those not joining by computer. This will help accommodate a larger number of participants. See you Thursday!*



October 12, 2023

### Unlock cost savings and embrace digital solutions in healthcare

- Digital tools to enable employees to access care at the right place, at the right time
- Telehealth - Understanding the value and impact on access and patient care
- Benefits design strategies and trends
- Health in the Headlines

Register Now

## Past Webinars



September 14, 2023

### Suicide Prevention and Response

View Resources



August 17, 2023

### Youth Substance Use and Addiction

View Resources



July 20, 2023

### Good Health is Good Business: Strategies for Preventing Workplace Injury

View Resources

# Register and Save the Date – Thursday, November 9

## Recognizing Lung Cancer Awareness Month

- Lung Cancer Screening Program
- Employer strategies for prevention
- Tobacco use prevention and cessation programs



One-hour Zoom Conferences  
Moderated forum with Q and A  
presented by Northern Light Health

ZOOM Business to Business Conference Series

## GOOD HEALTH IS GOOD BUSINESS

### Recognizing Lung Cancer Awareness Month

Thursday, November 9 at 11 am

The Zoom meeting ID will be sent to you upon registering



#### Topics will include:

- Lung Cancer Screening Program
- Employer strategies for prevention
- Tobacco use prevention and cessation programs

Learn how to support your employees and your customers to operate a safe and healthy business.

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