Reimagining Patient Engagement
About Monica Bolbjerg
MD, Serial Entrepreneur, CEO, CIO

- From Denmark, neighbor to Hamlet
- Created the World’s first Patient Portal in 2001
- Patient Engagement tools used globally
- Speaker with McKinsey & Company at their global healthcare conferences
- Member of The Health Innovation Think Tank
- CEO and Founder of Qure4u
Changing the patient experience

Guide the patient – Capture more data – Reduce costs – Increase revenues

At home + In the office + From your phone
Why Change the Patient Experience

Self-serving patients = Increased revenues and reduced costs

Comprehensive care and Patient Empowerment

Value-based Care
Banks did it
Meet our new innovation. 
Beat the airport rush by checking in online.

Airlines did it.
Now Healthcare is doing it
Why Healthcare lags?

• No economic incentives
• Lack of mature technology
• Prejudice – ‘My patients can’t figure it out’
• Patients were not consumers - did not complain!
Today there are strong economic incentives

- Loss of income due to missing data or forms (consent forms)
- Demand for documentation slows down patient flow
- Value-based revenue incentives (Telemedicine, RPM)
- Cost of hiring staff to do calls and manual data entry is too high
- Physicians need to capture more data to get better contracts (PRO)
- Transition of care, bundled payments, BPCI
Effective Technology is finally ready

• Everyone has an EHR
• EHRs are opening up with APIs
• Integration standards are robust and mature
• Connected Home-monitoring devices are common
Patients are technology savvy

• Everyone has internet access

• ALL ages are using smartphones or tablets
Consumerism has entered healthcare

- Online reviews
- Social media and availability
- ‘Modern look’
- Accessibility: Online scheduling, messaging, telehealth
Patient Engagement Strategies That Work

20 years experience...
Get an all-in-one solution for the entire patient journey
Guide the patient – Capture data – Monitor outcome - Document results

EMR

Reminders + Check-In
First visit
e-sign
e-forms
e-payment
tasks
instructions

Pre-Appointment Prep
Procedure

At-Home Monitoring

Education + Rehab
Follow-up

Patient Reported Outcomes Data
videos
messaging
Check-in from home
Digital Front Door

- Pay copay
- Sign documents
- Review medication
- Upload insurance card
- Update demographics (incl. UDS)
- Health history forms
- Clinical questionnaires
- Current symptoms
Copays and Outstanding Balances
Paid from the patient’s phone or tablet

- Pay anytime from any device
- Family balance
- Partial payment
- App notifications
Educational content and news feed
Your content delivered directly to your patients’ phones
Pre-procedure preparation
Instructions – Education - Monitoring

- Procedure specific protocols
- Triggered by appointment type
- Tailored to the patient
- Automatic enrollment of patients
- Monitoring of compliance
Post-procedure monitoring
Patient Reported Outcome data collection

- Automatic and uniform data collection
- Vitals, adverse events and more
- Patients at risk are flagged
- Data is stored for outcome reporting
- Integration to registries
Monitoring of high-risk patients
Integrate with Bluetooth devices and apps

Manual entry or device integration

Data is reviewed by nurse or MA and imported into the patient’s chart by a click of a button
**Flowsheets give insight**

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DOB: 20.05.1980
Communication tools makes it easy to interact

Remote Monitoring

Hi, your blood pressure has been a bit high the last couple of days. Are you feeling OK? I think it is a good idea for you to come in for a check-up. Please schedule an appointment in the app or call us at (941) 371-9980.
Telehealth integrated in the app help optimize care
Technology check-list

• Integration – integration – integration
• Supports current work-flows
• Seamless to use for staff and physicians
• SSO – Single sign-on
• Works on all platforms: iOS, Android, all browsers
• High patient adoption numbers: >75% – ask for stats!
Best practice engagement numbers
85% adoption rate after 6-9 months
Adoption tips

• Be patient, don’t try to implement everything at once, start with check-in
• Review forms before making them digital
• Roll out to one or two departments first and adjust before broader roll-out
• Front desk staff and schedulers will drive adoption – train them well
• Physicians will create ongoing engagement – remember to train them
• ‘Advertise’ the new technology (website, fast lanes, phone message)
• Once you have 50% adoption rate, roll out next tools
Some ROI numbers
Based on a 100 MD practice

• Check-in from home – save 10 minutes per patient ~$80,000/month

• Eliminate last-minute cancellations of surgery – save ~$1-200,000/month

• Simplify post-procedure follow-up – save ~$100,000/month

• Document outcome with PRO – better payer contracts and more referrals

• See more patients! Scale using technology to optimize flow

• Improve online reputation
Questions?

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