

2022

STRONGER

vizient. CONNECTIONS SUMMIT

Sept. 19–21, 2022

#vizientsummit



# Optimizing the Video Visit Experience to Drive Outcomes and Value

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# Learning Objectives

- Discuss how broad deployment of virtual visits in acute care services, specialty services and primary care can drive value across the continuum of care.
- Identify barriers to trust and broad adoption of virtual care by patients and care teams.
- Illustrate evolutionary and iterative change cycles to address key points of friction in the virtual care experience: reliable technology, operational processes and human connection.



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# Intermountain Healthcare

***Mission:*** *Be a model health system by providing extraordinary care and superior service at an affordable cost*

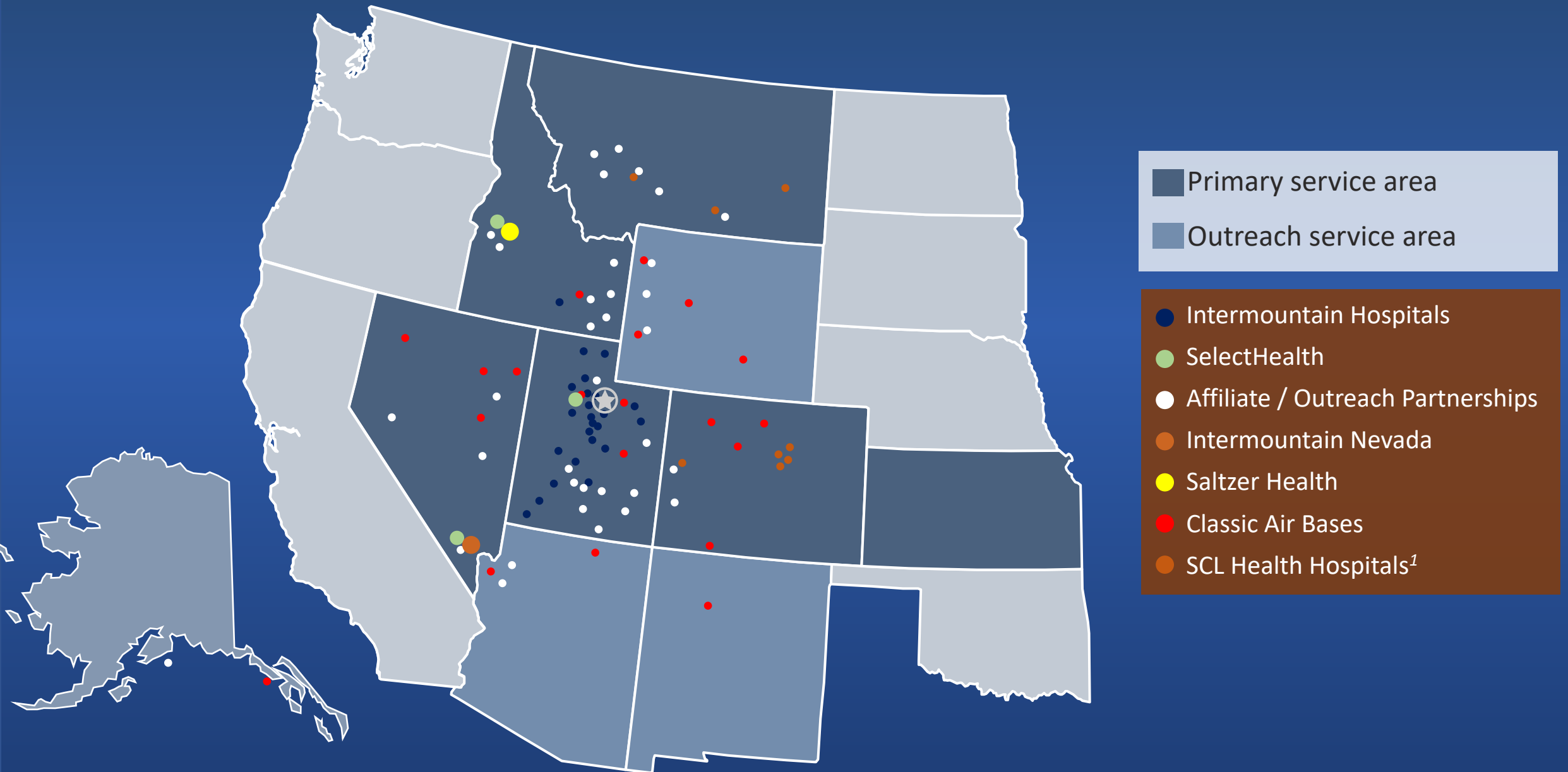
- Not for Profit, Value Based Care Community Healthcare system
- Based in Salt Lake City, Utah
- Aligned with SelectHealth Insurance with ~1M members
- 2021 Mergers/Acquisitions: SCL Healthcare, Classic Air, Saltzer Health and Healthcare Partners

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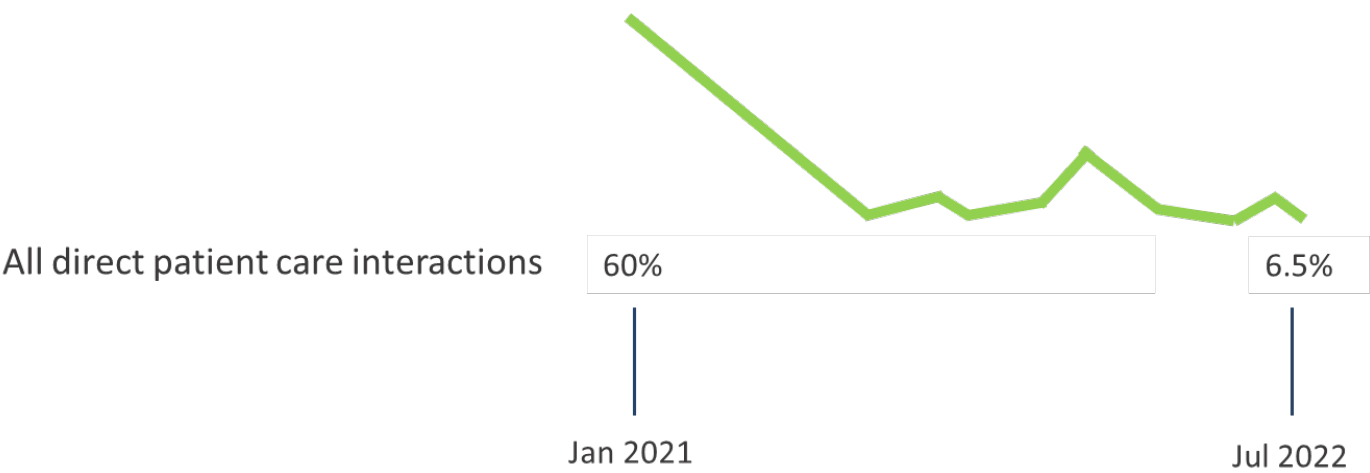
## Organization Facts & Figures (Q2 2022)

Hospitals	33	Caregivers	59,000
Clinic locations	385	Medical group MD / APP	5,000
Licensed beds	~4,000	Affiliated MDs	5,100
Service Area (states)	9	Patient Transport Bases	16




# Intermountain Healthcare 2022






# Reigniting Digital Care






## Technology Challenges

-  Audio
-  Video
-  Connection

## Virtual Visit Preparation

-  Onboarding
-  What to Expect
-  Troubleshooting

## Virtual Visit Experience

-  Concern & Listening
-  Teamwork
-  Access

# Stabilize & Simplify

## Technology Improvements

- Platform improvements
- Network capacity increase
- 18 x 5 Technical Support
- Equipment Improvements

## Onboarding Process

- Personalized Concierge Service
- Direct Training / Coaching
- Soft Reminders
- Unified Education Materials
- Clinic Team Workflow

## Leadership Support

### Clinical Leadership

- Visible executive leadership support
- Meetings, emails, messaging

### Patients and Caregivers

#### *Coaching and Support Materials*

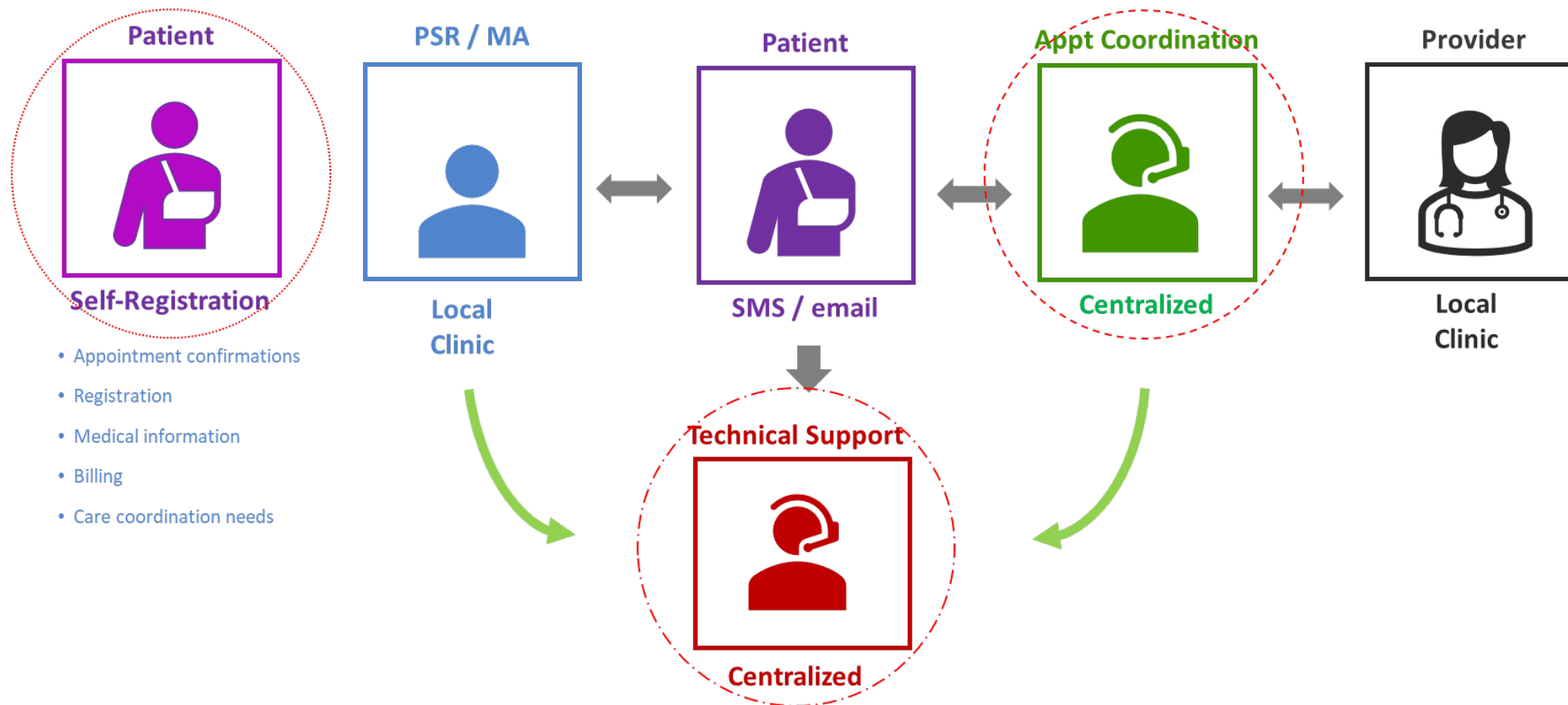
- Videos (*Best Practices, Tips, etc.*)
- At-a-glance Training Guide
- Bi-lingual patient guides

### MAs and PSRs\*

- Videos (*Best Practices, Tips, etc.*)
- At-a-glance Training Guide

\*MAs: Medical Assistants  
PSRs: Patient Services Representatives

# Workflow Implementation



# Through the Patient Lens

*"I have gotten better with **my adjustment to telehealth** and your system made it easy."*

*- Cottonwood Psychiatry and Counseling*

*"Was easy to talk with Dr. D and it was nice that **I didn't have to go all the way to his office.**"*

*- Patient of Dr. D*

*"Dr G made a point to talk to me about my recovery 13 months after my surgery. The appointment was his request because he wanted to know how I was doing. The truth is I'm having a hard time and **I really appreciated the appointment.**"*

*- Patient of Dr. G*

*"Quick, easy, and to the point. **I love the fact I can switch to telehealth** if a problem causes me to not be able to make my physical appointment."*

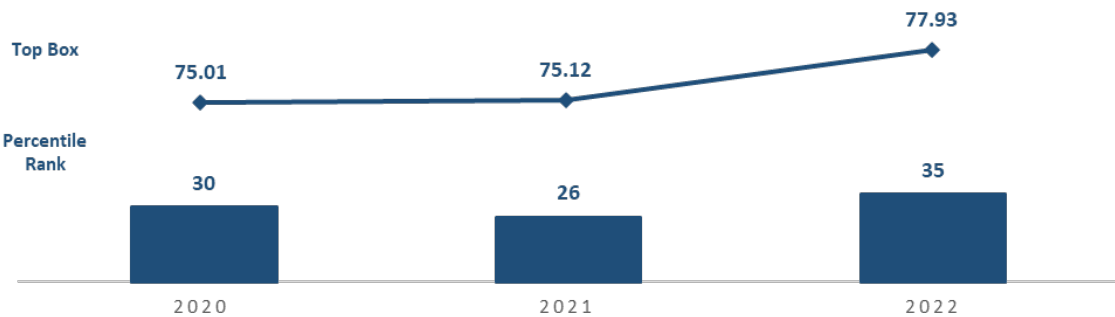
*- McKay-Dee Behavioral Health*

*"No issues at all. I'm very happy I can meet with him this way as **I live 4 hours away.**"*

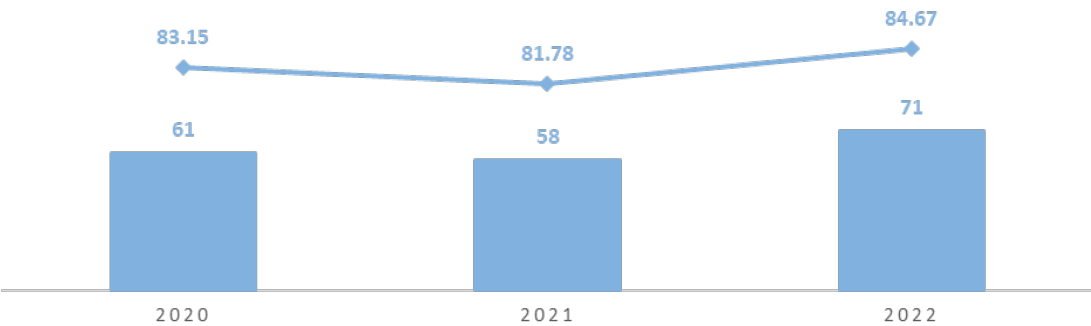
*- Patient of Dr. D*

# Likelihood to Recommend

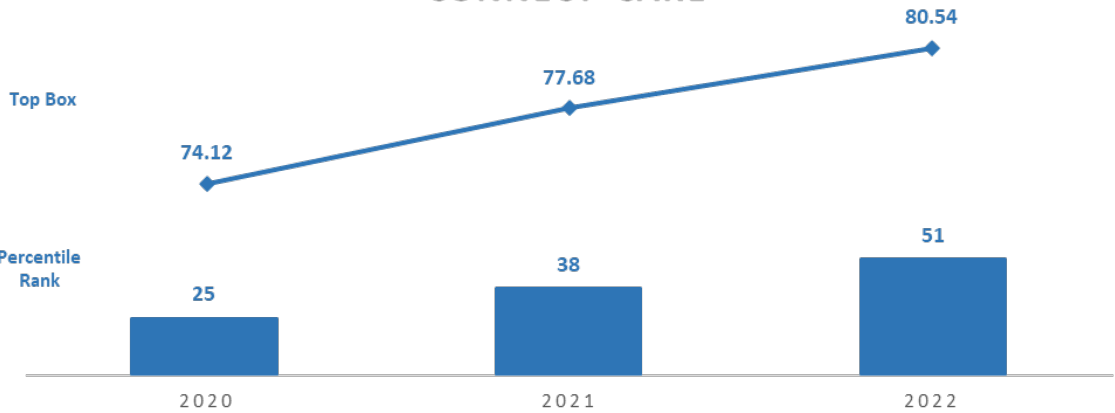
## TELEHEALTH



## BEHAVIORAL HEALTH



## CONNECT CARE



Data Through August 11<sup>th</sup>

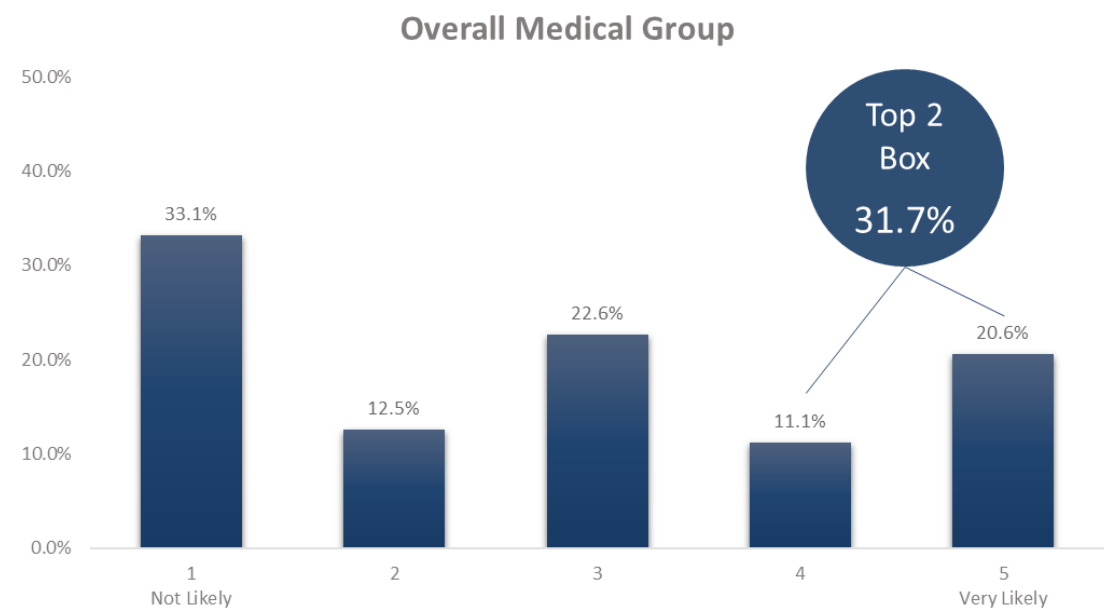
Top Box Score: % who gave a score of 5 on a 1-5 scale

Percentile Rank: Comparison to other organizations throughout the country (1=worst 99=best)

# Patient Choice

**New Question:** If you were to have a similar visit in the future, how likely would you be to have that visit via Telehealth (Virtual) if offered?

- 1 – Not Likely
- 2
- 3
- 4
- 5 – Very Likely



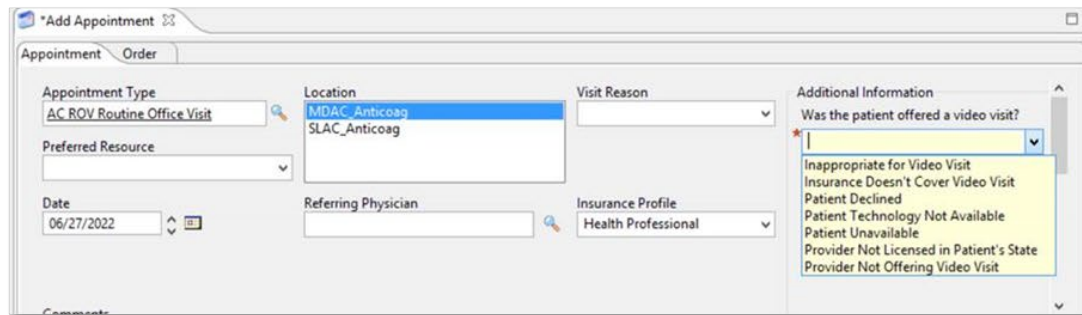
## Clinical Service Variation

Clinical Program Rollup <i>(Not all are shown below)</i>	LTR (Jan-June)	% Virtual Visit	In-Person Very Likely to Have VV
Cardiovascular	33	2.8%	20.7%
Medical Specialties	22	8.9%	18.7%
Primary Care	49	7.9%	20.9%
Surgical Specialties	28	3.4%	20.0%
Women's Health	7	1.6%	19.8%
Oncology	48	4.1%	23.8%
Musculoskeletal	62	0.3%	19.2%
Neurosciences	24	13.5%	23.7%

# Clinic Scheduling Feedback

## EMR Question when Scheduling Patients

*“Reason Patient NOT Offered Video Visit”*

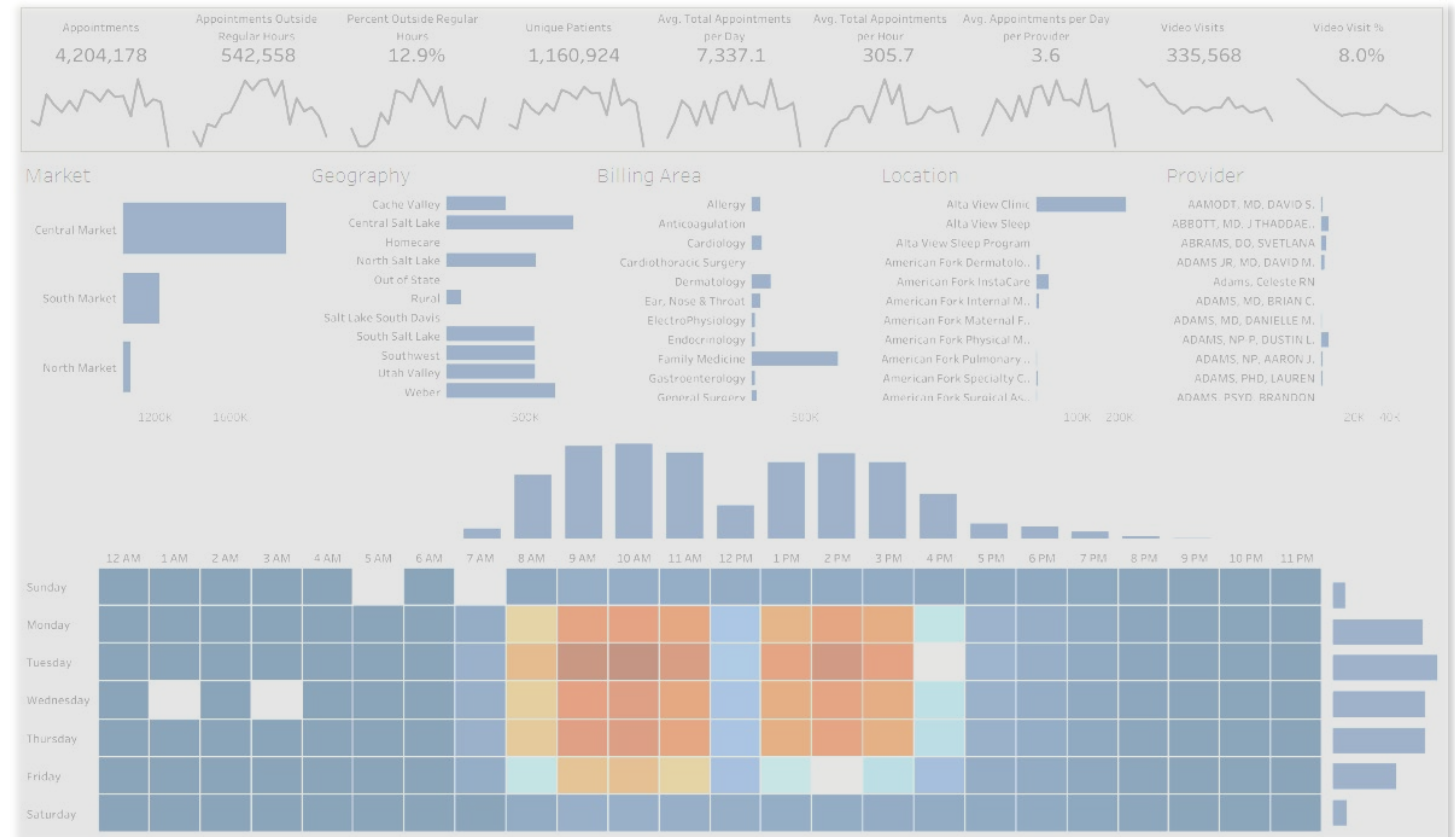


- *Inappropriate for Video Visit*
- *Insurance Doesn't Cover Video Visit*
- *Patient Declined*
- *Patient Technology Not Available*
- *Patient Unavailable*
- *Provider Not Licensed in Patient's State*
- *Provider Not Offering Video Visit*

LOCATION		
Answer	Count	PerCent
Accepted	28	0.0%
Inappropriate for Video Visit	80,142	57.9%
Insurance Doesn't Cover Video Visi	332	0.2%
Patient Declined	37,788	27.3%
Patient Technology Not Available	495	0.4%
Patient Unavailable	4,205	3.0%
Provider Not Licensed in Patient's	77	0.1%
Provider Not Offering Video Visit	15,357	11.1%
Grand Total	138,424	

# Next Steps

- Formalize KPIs in 2023
- Enhance Data Analytics
- Consistent Dashboards
- Cross Regional comparisons
- Engage clinical management
- Centralize Support



# Lessons Learned

- Visible clinical leader engagement is key
- Make technology invisible
- Ensure coaching materials are accurate and updated
- Hands-on user support and tech and process adaption
- Bring the customer voice to the front
- Care transformation is complex

# Key Takeaways

- Digital Care complements in-person care
- Improves access flexibility for caregivers and patients
- Patients want a digital option
- Each clinical service has unique needs
- Transformation takes time and effort – how fast can we go?

# Questions?



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