

# *eClinicalWorks* CASE STUDY



## **CHILDREN'S CLINIC OF JONESBORO, ARKANSAS**

SIGNIFICANT INCREASE IN PORTAL AND APP ADOPTION

*improving healthcare together*

### Children's Clinic of Jonesboro, Arkansas

Increasing Patient Engagement through training, education, and technology

#### Meet Our Pediatricians



STEPHEN ASHODIAN, M.D.



GREG BUXTON, M.D.



PHYLLIS SKAUG, M.D.



ANGELA EDWARDS, M.D.



ROEHL JOHNSON, M.D.



CHARLES KEMP, M.D.



KEVIN ROUSE, M.D.



JANE SNEED M.D.



WARREN SKAUG, M.D.

#### The Challenge

The Children's Clinic set a goal of increasing the number of patients using Patient Portal and the healow app, and maximizing their use of those tools. Clinical personnel identified four causes for low usage:

- Parents were reluctant to provide email addresses
- Patients had log-in issues because of password errors
- Patients were not aware of the healow app
- The practice lacked marketing materials for the products

#### Goals

- Patient Portal optimization
- Staff and patient education
- Increased adoption by patients
- Enhanced practice efficiency through Patient Engagement
- Marketing tools

Founded in 1959, The Children's Clinic of Jonesboro is one of the most well-established pediatric clinics in Arkansas, and is "committed to protecting and promoting the growth, development, and health of all children." The clinic occupies a 16,200-square-foot facility, with nine board-certified pediatricians, four advanced practice nurses, and a support staff of more than 50. The Children's Clinic is specifically designed to meet the needs of children and adolescents, and handles approximately 40,000 patient visits annually.





In addition to office visits, the Children's Clinic includes a wellness center and research division, and attends to the newborn nursery, pediatric ward, and emergency department at nearby St. Bernards Medical Center in Jonesboro. They also have continuous interaction with Arkansas Children's Hospital in Little Rock.

The Children's Clinic partnered with eClinicalWorks for Patient Relationship Management Services to meaningfully engage their patients through Patient Portal and

the healow app. The PRM team enabled Children's Clinic to transform their practice by branding their Patient Engagement tools and streamlining their workflows — leading to an increased adoption of online tools and apps.

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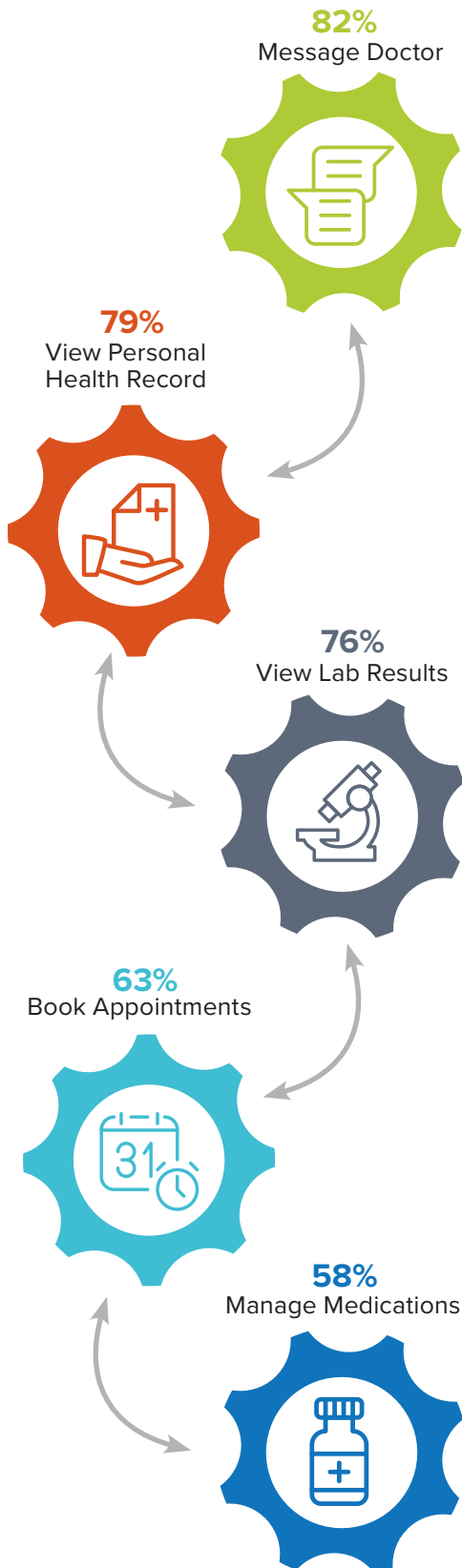
## The Solution

As a part of the PRM Services project, eClinicalWorks reviewed The Children's Clinic's workflows, challenges, product setup procedures, and overall practice requirements.

A tailored training and marketing action plan was created. To promote Patient Portal and the healow app, eClinicalWorks provided customized marketing materials and HTML code for the Patient Engagement page on the Children's Clinic's website, as well as the clinic's Facebook page.

eClinicalWorks consultants worked with The Children's Clinic on marketing material placement, Kiosk setup, patient interaction, and group education sessions for providers and staff.

## PERCENTAGE OF PATIENTS WHO PREFER TO USE ONLINE SERVICES



Training sessions with staff and providers included:

- Understanding Patient Portal and healow app functionality
- Enabling Patient Portal features that clinic staff found challenging
- Demonstrating Kiosk check-in, online booking, and e-Payments
- Reviewing the creation and use of questionnaires
- Facilitating enrollment by enhancing front-desk workflows

### Patient Interaction

The Children's Clinic staff members worked with eClinicalWorks consultants in the practice's waiting room to educate and assist patients with logging in to both Patient Portal and the healow app, web-enabling patients, resetting passwords, and answering common questions. With that training and experience, clinic staff will be able to carry out the practice's Patient Engagement plans.



"At first they were a little standoffish and didn't want to download it," said Christina, a receptionist at The Children's Clinic who worked with patients to introduce them to Patient Portal and the healow app. "And then when we started showing them the app and showing them what you can do and look at, and that you can visually see it, they were a little excited about it, and we had multiple parents downloading it right then!"

Christina noted that the practice faced two additional challenges: Many children are brought to the clinic by their grandparents, who may be less comfortable with technology, or prefer that the child's parent download and use the app. In addition, the clinic deals with many children who are in short-term foster care situations, where it makes little sense to download an app and link it to email addresses that may be outdated within a few days.

“ Being a working mom, this has been extremely helpful. I am able to access the medical records, lab results, growth charts, as well as request appointments, refills, and send messages to the doctor. I highly recommend this valuable tools to other parents.”

— Jennifer Clay  
Parent of a patient  
at The Children’s Clinic

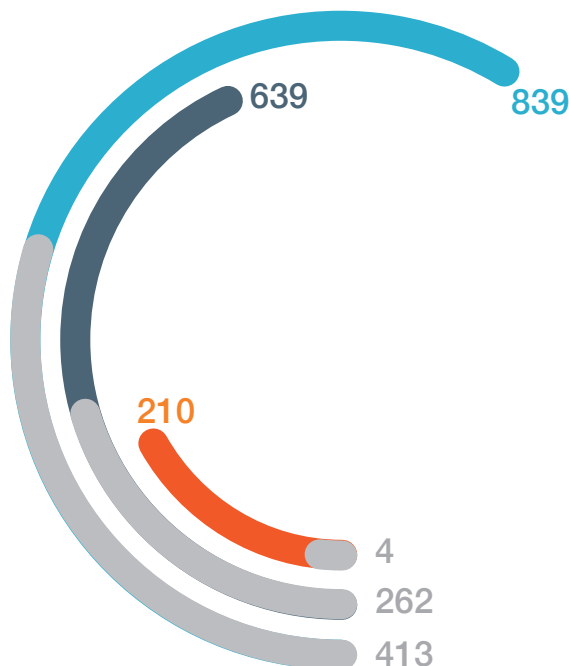
In spite of such obstacles, The Children’s Clinic staff persevered and have been able to persuade many parents of the value of the Patient Engagement tools they now offer. The result has been fewer phone calls to the practice, which has permitted staff to handle the patients who arrive for appointments more expeditiously.

“I like being able to go back and look at what the doctor said, because there may be something I didn’t understand,” said Christina, who not only works at The Children’s Clinic, but obtains care for her three children there as well.

#### Patient Feedback

- Parents now enjoy easy access to their children’s health records, and are particularly interested in accessing growth charts and immunization records. Parents and caregivers reported that the most appealing aspect for them is the ability to access all their children’s records from different devices simultaneously.
- The ability to link multiple accounts gives parents convenient record access in a single app.
- Parents who had struggled with username/password login

## IMPACT OF PRM SERVICES



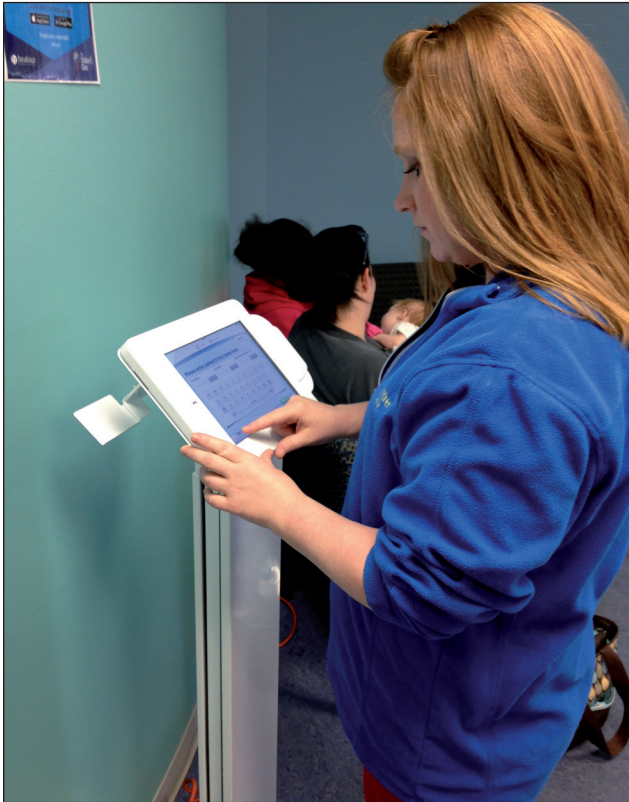
**TOTAL HEALOW USERS** 413 Before Project  
839 After 8 Weeks

**TOTAL PORTAL REQUESTS SENT** 262 Before Project  
639 After 8 Weeks

**UNIQUE LABS VIEWED** 4 Before Project  
210 After 8 Weeks



procedures for the Patient Portal now find it easier to log in through the healow app by using a four-digit PIN.



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—Jennifer Clay  
Parent of a patient at The Children’s Clinic

## Workflow Efficiency

### Lab Results

The Children’s Clinic’s work with the eClinicalWorks PRM Services team included a focus on using Patient Portal to publish and view labs:

- 76% of parents surveyed wanted to view lab results online.
- After blocking the publication of sensitive lab results — such as tests for STDs and pregnancy in teens — The Children’s Clinic was set up so that, following review

by a physician or other authorized practitioner, other lab results would be published to the Patient Portal by default.

- Through the training sessions, providers gained a clear understanding of the level of control they could exercise over the publication of lab results, which gave them the confidence to proceed.

Prior to training, just four lab results had been viewed through Patient Portal. Eight weeks later, the number of unique lab views had increased to 210.

### Secure Messages Online via Patient Portal and healow App

eClinicalWorks consultants also focused on online messaging:

- Patients can now contact the practice more conveniently.
- 82% of parents surveyed preferred communicating through online tools

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eClinicalWorks consultants set up the iPad Kiosk in the waiting area for parents to try self-check-in. Parents found the Kiosk convenient and easy to use and also wanted to make payments via Kiosk.

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- Appointment, refill, and referral requests can now be made online.
- General, non-emergency messages can be sent through the “ask a nurse” option.
- Different types of messages are automatically routed to appropriate staff for triage.

The number of online messages received by The Children’s Clinic increased from just two to 175.



### Process Optimization

Paper forms for new patient and well-visit appointments have been converted to electronic questionnaires that parents complete at their convenience through Patient Portal before coming to the clinic. That has reduced the need for staff to scan paperwork and do manual data entry. Questionnaire responses are now imported directly into Progress Notes as structured data.



### ONLINE APPOINTMENT BOOKING

**63%** of parents surveyed wanted to book appointments online.

## Marketing

### Print Marketing

eClinicalWorks provided The Children’s Clinic with marketing materials, including a variety of posters highlighting the online Patient Engagement tools and their functionalities. In addition, customized rack cards and other materials are now available in the clinic’s waiting area, exam rooms, and office spaces, helping to reinforce the value and importance of Patient Engagement tools for both practitioners and patients.

### Digital Marketing

Patient Portal and the healow app are now being marketed on The Children’s Clinic’s website and Facebook page. The Patient Engagement page provides detailed information about electronic access and benefits, includes a list of Frequently Asked Questions (FAQs), has instructions on how to download the healow app and log in, and offers a link to the Patient Portal log-in page. PRM consultants also ensured that the Patient Portal page provided to The Children’s

## PATIENT SURVEY FINDINGS



**62%**

Patients who access health information online after visit.



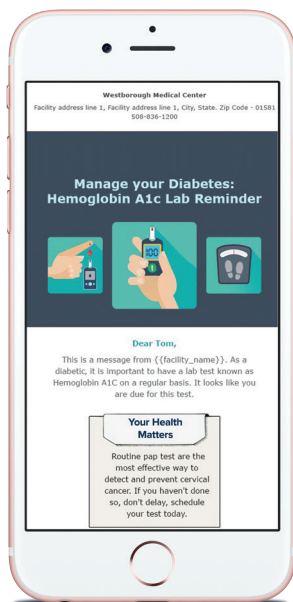
**76%**

Patients who prefer using the app to access health information.



**92%**

Patients who liked or loved the ability to access their health information online



Clinic matched the look and feel of the practice's website, so that patients and visitors have a seamless experience.

## Patient Engagement Product Adoption

### Messenger Campaign

A custom Messenger campaign replaced mailing letters to remind patients of upcoming payments. Patients now receive reminders automatically via email, Patient Portal, app, or voice messages.

### Check-in Kiosk

eClinicalWorks consultants set up the iPad® Kiosk in the waiting area for parents to try self-check-in. Parents found the Kiosk convenient and easy to use and also wanted to make payments via Kiosk. Most walked straight to the Kiosk rather than standing in line for the front desk. The Children's Clinic is now working to set up an e-payment option before going live with Kiosk check-in.

### Online Appointment Booking

63% of parents surveyed wanted to book appointments online. Based on survey feedback, The Children's Clinic has begun implementing healow Open Access®, beginning with Dr. Greg Buxton.

## Conclusion

Through Patient Relationship Management Services, The Children's Clinic successfully marketed Patient Engagement tools, resulting in an increase in the numbers of patients actively using Patient Portal and the healow app. Customized print and digital marketing helped brand their practice and engaged more parents. Parents embraced the convenience of accessing their children's records through the healow app, using Kiosk self-check-in, and using online forms rather than printed ones. The Children's Clinic has noticed a significant reduction in phone calls, increased efficiency across the board, and higher patient satisfaction because of easy access to children's health records. ■