

CUSTOMER SUCCESS STORY



CHATTANOOGA CARES

DELIVERING HOPE IN TENNESSEE

The Challenge

To effectively serve some 750 people living with HIV/AIDS in southeastern Tennessee, Chattanooga CARES adopted and integrated Patient Portal, Open Access®, Kiosk, Messenger, and TeleVisits. But informing patients and prospective patients about those services through regular mail and advertising was too expensive.

The Solution

Chattanooga CARES chose eClinicalWorks as their healthcare IT vendor in 2009, and kept pace with new products and services. The organization turned to the healow Patient Relationship Management (PRM) Services team for cost-effective ways to strengthen their Patient Engagement.

The Results

The healow PRM Services team created ads and banners, a Patient Portal information landing page, and placed an appointment widget on the Chattanooga CARES website. The organization has improved Patient Engagement, started a mobile clinic service, and is making its comprehensive healthcare services more widely available.

Chattanooga CARES

Healthcare, Counseling, and Life Skills for Those in Need

Hope in the Fight Against HIV/AIDS

The understanding and treatment of HIV/AIDS in the United States has changed dramatically in the more than 35 years since it was first noted in a June 1981 weekly report from the Centers for Disease Control and Prevention.

It is a history, on the one hand, of missed opportunities, struggles against stereotypes, and the too-slow recognition of a rapidly spreading disease. AIDS has claimed an estimated 35 million lives worldwide, and the World Health Organization reports that 36.7 million people were living with HIV in 2016.

But the history of HIV/AIDS is also one of heroism and hope.

In 1986, the National Academy of Sciences declared AIDS a national health crisis. U.S. Surgeon General C. Everett Koop called on parents and schools to openly discuss the causes and prevention of AIDS. The AIDS Memorial Quilt was created, helping put a human face on the pandemic and build support for research funding.

Coming Together in Chattanooga

In Chattanooga, Tennessee, 1986 saw a group of hospice workers unite to make a difference in their community.

“People were dying,” said Sandra Stockman, Director of Administrative Operations for the organization that has long been known as Chattanooga CARES (Council on AIDS, Resources, Education and Support), which recently began operating as Cempa Community Care. “We came together because of the need

in the community, and we’ve evolved as the epidemic has evolved, to include hospice care, meals on wheels, education and testing, and condom distribution.”

In 2002, Chattanooga CARES opened a clinic, Chattanooga Primary CARE Center, to serve patients in more than 23 southeastern Tennessee counties, with prevention and outreach and education services, including nutritional counseling, mental health counseling, labs, and testing for HIV, hepatitis C, and sexually transmitted infections (STIs).

Choosing eClinicalWorks

In September 2009, Chattanooga CARES chose eClinicalWorks as their healthcare IT partner.

“We’ve had an opportunity to grow with eClinicalWorks as they’ve evolved. They’ve made a lot of modifications, and done some great work to ensure that we can utilize the system,” said Cory Howard, Director of Development and Communications at Chattanooga CARES.

On the clinical level, that includes monitoring viral load — how much HIV is present in each patient’s blood — as well as CD4 counts, a measure of the strength of the immune system. eClinicalWorks also has templates that providers can use to meet state and federal reporting requirements.

Calling on the PRM Services Team

Chattanooga CARES implemented a full suite of Patient Engagement tools, including Patient Portal, healow Open Access®, Kiosk, Messenger, and healow TeleVisits. They then turned to



healow PRM Services helped Chattanooga CARES improve their online visibility, leading to wider use of their healthcare services among patients with HIV/AIDS.

the healow Patient Relationship Management (PRM) Services team to develop cost-effective outreach methods, including:

- Targeted Facebook advertising
- Open Access® for appointment booking on the clinic's homepage and Facebook page
- A Patient Portal tab that explains the benefits of online access to health records
- Strategically placed website banners to guide visitors to information they need

In May 2017, Chattanooga CARES implemented two outreach campaigns that used keywords and filtering. At an average cost of just \$3.50 per day, they were able to engage 87 additional patients.

Privacy and Compassion

While many of the 750 HIV-positive patients Chattanooga CARES serves live in urban areas, others are in small, remote communities, where

healthcare services are not readily available. Often, friends and family may not be aware an individual is HIV positive.

To address concerns about privacy, Chattanooga Primary CARE Center has a compliance officer to maintain patient confidentiality, which is a critical factor in developing trust within the community.

To help ensure care for those unable to drive themselves to the clinic, Chattanooga Primary CARE Center has a full-time van driver to pick up patients in rural areas. And they recently introduced a mobile van to bring care to patients in their communities.

“Our support services include medical case management, and assistance with insurance, rent, mortgage, and utilities,” Howard said. “We have an on-site supermarket that helps increase food security for our clients. And we just hired a full-time nutritionist.”

“We want to become what you would call a one-stop shop, everything that patients need,” Howard said. “With primary care services for our clients, our goal is to see them at least twice a year. And we do encourage them to stay on top of their visits. Having online presence with our Patient Engagement tools really made a difference. Patients can easily book appointments from our website or Facebook page and we have seen an increase in the number of patients using the Portal and healow app. Thanks to the PRM team for creating such an effective service!”

Sustaining Progress Against HIV/AIDS

Medical advances, better awareness, and vigilance in adhering to medication regimens are making a difference, nationally and worldwide,

To address concerns about privacy, Chattanooga Primary CARE Center has a compliance officer to maintain patient confidentiality, which is a critical factor in developing trust within the community.

in controlling the HIV/AIDS pandemic. Today's antiretroviral therapies have given HIV-positive individuals hope for near-normal lifespans, provided their illnesses are detected early and they adhere to a treatment plan.

As of 2016, according to the World Health Organization, 53% of people with HIV had access to antiretroviral therapies. The HIV infection rate in the U.S. is declining — by about 5% between 2011 and 2016 — and AIDS deaths peaked in 2005, both nationally and worldwide, and have fallen 48% in the 13 years since.

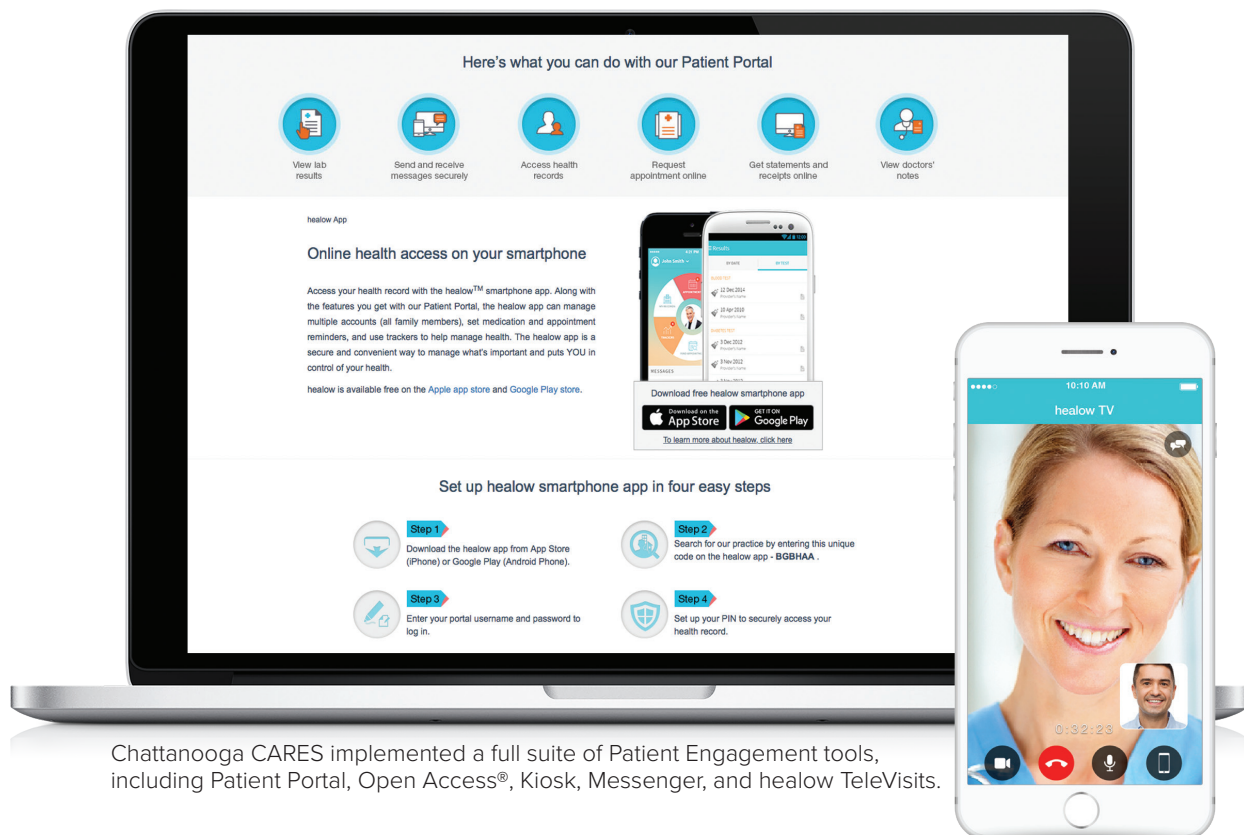
To sustain that progress, medication compliance is critical. That's why Patient Engagement matters so deeply to Chattanooga CARES.

"The Patient Portal has been very beneficial," Stockman said, "Along with Messenger

campaigns, friendly reminders for flu shots, mammograms, and annual visits. And Messenger also allows us to send just a simple happy birthday greeting. For a lot of our patients, we're their only contact, so even just getting a happy birthday message can make a real difference in their lives. The system has allowed us to do that."

eClinicalWorks has also helped with financial and analytical aspects of the clinic, including insurance verifications and generating reports through Query Studio.

"It's amazing what the system can do," Howard said. "We've been to a couple of the conferences, and one of the biggest things eClinicalWorks says is to work smarter, not harder. That's one of their biggest goals. And it works for us." ■



Chattanooga CARES implemented a full suite of Patient Engagement tools, including Patient Portal, Open Access®, Kiosk, Messenger, and healow TeleVisits.