

eClinicalWorks

CASE STUDY



RIVERDALE FAMILY PRACTICE

COMPASSIONATE AND HIGH-QUALITY PRIMARY HEALTH CARE
FOR THE ENTIRE FAMILY

improving healthcare together

The Challenge

Riverdale Family Practice (RFP), a full-service primary care practice, needed effective electronic solutions to strengthen their ability to provide quality healthcare and effective Patient Engagement to a socially, culturally, and economically diverse patient base in the Bronx, New York.

The Solution

As an early adopter of Electronic Health Records, RFP was well positioned to build upon its experience. The practice employed the full range of solutions available through eClinicalWorks, including Patient Portal, the healow family of apps, and Patient Relationship Management (PRM) Services, ensuring staff were fully trained and clearly understood the practice's mission.

The Results

Riverdale Family Practice has seen a sharp increase in effective Patient Engagement, with up to 60% of patients using the Patient Portal for appointments, online lab results, and messaging. Patient Engagement has improved, and physicians have cited specific cases where software solutions from eClinicalWorks have improved patient safety and outcomes.

eClinicalWorks

CASE STUDY

Riverdale Family Practice

Sustainable Community Engagement
in New York City

An Open Access Practice in the Bronx

Founded in August 1987, in the Kingsbridge/Riverdale neighborhood of New York City's Bronx borough, Riverdale Family Practice (RFP) is a family practice clinic dedicated to providing accessible, affordable, and high-quality medical care to a socially, culturally, and economically diverse neighborhood.

In the practice's early years, founding partners Frank Maselli, M.D. and Carl Franzetti, D.O. staggered their schedules to provide all-day coverage to a diverse patient population, one including many seniors as well as many families with children.



Staff meeting at Riverdale Family Practice

"We are very diverse," Dr. Maselli noted. "We have all ethnicities. We have newborns. We have geriatric patients. About one-third of our practice is pediatrics, maybe another third is elderly, and the other third is the rest. And we have Hispanic patients, we have

“It was a good move to switch. Our old program didn’t have the robust features that we have in eClinicalWorks, like e-prescribing, Portal, eClinicalMessenger, and eClinicalMobile. I always have my records available to me, even when the office is closed.”

— Dr. Frank Maselli

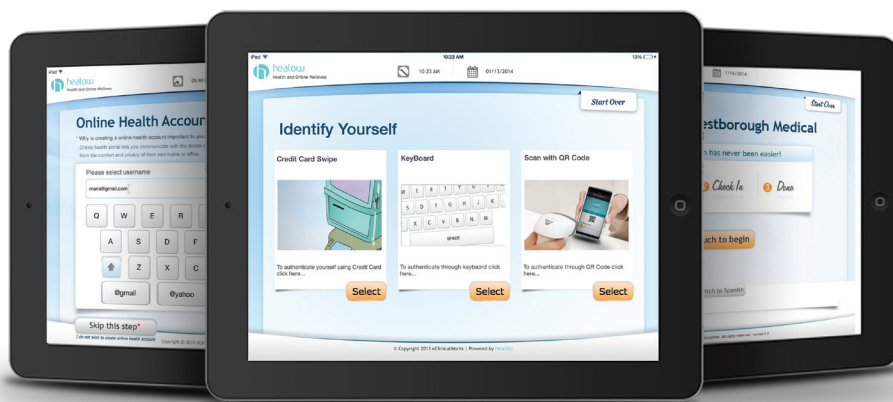
African-American patients, we have Italians, Greeks, Asians, everyone is represented. We are in a very good neighborhood here in New York City, it’s very diverse, and so we are able to attract everybody.”

Nearly 30 years later, RFP’s philosophy of accessible care for the community continues to make a difference for thousands of residents. But in addition to the usual challenges of medicine, the practice faces the additional challenges that come with growing numbers of patients, complex regulatory

requirements, and the need to adapt to the rapid changes in healthcare, including a shift from fee-for-service to value-based reimbursement models.

“We are currently 11 family doctors and two nurse practitioners. We have an open access practice,” said Dr. Maselli. “We really try to be available to patients. We have our office open from 8 in the morning to 8 in the evening, Monday through Friday, and Saturday we are here in the morning for emergencies. We allow patients to walk in to see a doctor, we have appointments, so we have open access care, and our goal is to try and provide quality, comprehensive family practice in a non-traditional setting.”

Riverdale Family Practice has used Kiosk to offer patients a more convenient way to check in for their appointments, while making front-office staff more efficient.



RFP adopted an Electronic Health Record in 2003, but after several years decided they needed a more powerful and flexible EHR. In 2009, as a result of their participation in New York City’s Primary Care Information Project (PCIP), RFP switched to eClinicalWorks,

“We talk to them, guide them on things they can do to bring their A1c down. And patients are happy to be reminded. Plus, our providers do free diabetes education classes once a month.”

— Ethel Gomez, medical assistant

which offered the practice the capacity it needed for handling the vast quantities of data generated by the practice, meeting the administrative and regulatory demands the practice faced, and offering better ways to engage a diverse patient population.

Dr. Franzetti's wife, Catherine Franzetti, joined RFP in 2008, and serves as the practice's administrator. She took the lead in implementing many of the features eClinicalWorks offers. She has

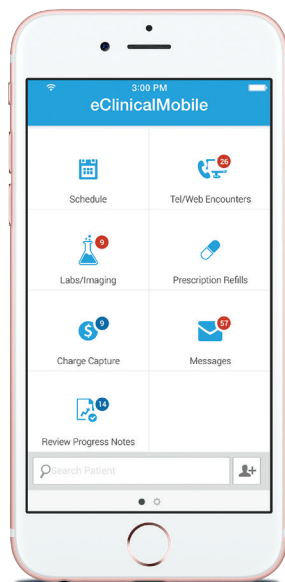
pushed doctors and staff to attend the eClinicalWorks National Conference, led the efforts to adopt and implement Patient Portal, and is relentless in training staff and patients in the use of engagement tools.

When she arrives each morning, Franzetti holds five-minute meetings with both the receptionists and the medical assistants, to go over anything that might have gone wrong the day before, to answer questions, or to let them share what they have learned about the EHR.

That sense of inclusion and teamwork extends to every employee at RFP. Medical assistant Ethel Gomez, a nine-year employee, goes over questions with patients upon intake, taking their vital signs, and asking key questions: Are they up to date on mammograms? Colonoscopies? Do they smoke? Are they at risk for depression? Are they due for a flu shot or another immunization?

eClinicalMobile now provides an enhanced user experience as well as additional features that have been requested by eClinicalWorks users. eClinicalMobile is available in Web, iOS, and Android™ app versions.

Major areas of information are accessed via icons, allowing you to see your schedule, view medical summaries, e-prescribe, and more, all while syncing to the eClinicalWorks EHR in your office.



Something Extra on the Day's Menu

Sometimes, technology does something more than add an extra layer of assurance and comfort. Dr. Maselli recalls an instance in which eClinicalWorks technology played a clear role in reducing harm to patients.

eClinicalMobile allows me to write prescriptions after hours, and review when the patient was last in the office, even if I'm at a restaurant," he said. "There was one occasion where I got a call from a local hospital. A patient of mine was

there with chest pain, and it looked like he was definitely having a heart attack. They were going to do a catheterization, but the patient told them ‘The last time I had a catheterization I had a really bad reaction, and they said I almost died.’ So now the doctor is frantic.”

The attending physician called the patient’s other hospital, but no one could locate the relevant records or figure out what had happened in that previous episode of care. He then called Dr. Maselli.

“I happened to be, luckily, in a restaurant with a really good internet connection,” Dr. Maselli said. “I was able to connect to that hospital, find the operative report, download it to the eClinicalWorks server, and then fax it over to the doctor through my server. The patient basically had had an allergic reaction to the dye. I told them just give him some cortisone, some Benadryl, you can go ahead and do your catheterization. And I did all of that before the appetizers came!”

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Refining Workflows With PRM

That is the kind of success that RFP has seen since implementing eClinicalWorks. But it’s not the end of the story. Even the best systems can always be improved, and with that in mind, RFP took an additional step by bringing in the healow Patient Relationship Management (PRM) Services team.

PRM Services helps a practice ensure that all staff are trained in Patient Portal, Messenger, and the healow family of apps for Patient Engagement.

Catherine Franzetti acknowledges that she was skeptical about PRM at first, wondering what the team could show the practice that it did not already know.

“But it was really a good exercise,” she said, “because there’s a lot of new staff, and they didn’t

know a lot of what the groundwork was, or why things were done in a certain way.”

Having that outside perspective helped Franzetti in her role as practice administrator to appreciate the importance of ongoing education for every member of the staff. And everyone at RFP got involved.

Buttons, Campaigns, and the Wall of Wellness

“The office initially had buttons, ‘Ask about healow’ and ‘Ask about the Portal,’” said Dr. Carl Franzetti, RFP’s co-founder. “It was a matter of really getting the entire staff to become active.”



Riverdale’s Wall Of Wellness engages patients by displaying posters depicting a host of eClinicalWorks features, among them the Patient Portal.

Dr. Franzetti noted that RFP now has a seamless system whereby all staff, along with a majority of established patients, are using electronic resources on a regular basis, while new patients are being actively engaged by receptionists and medical assistants through such features as the practice’s Wall of Wellness.

The Wall of Wellness is just that, literally a wall in the reception area where the practice displays posters touting Patient Portal and other eClinicalWorks features, along with news and information designed to evoke questions from patients and get them interested in using the technologies that can provide benefits to them and the practice. The practice code that patients need to use the apps is clearly displayed.

“We have the campaigns, primarily looking at mammograms, diabetes control, A1c. We do an annual health exam. Our no-shows are a campaign in eClinical Messenger. And it’s great, because it’s so little hands-on. Everything happens seamlessly, and I don’t have to tie up my staff doing all these routine things.”

— Dr. Frank Maselli

“It’s actually been a conversation starter for the patients,” said Lauren, one of RFP’s office staff. “Patients will see the wall and ask a receptionist what the wall is about. It’s a good way for us to point them in that direction. The printed marketing material is given to new patients when they are first registered. It’s a good thing that they get to take it home. They can get a feel for it after they have taken in the whole practice.”

And, Lauren notes, the training that comes with PRM Services helped RFP’s staff appreciate the range and

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power of eClinicalWorks for the practice and its patients, building understanding and making everyone more comfortable with the use of available technologies.

In Conclusion: Creating Positive Outcomes

In the final analysis, of course, healthcare IT is best measured not in dollars and cents or the number of hours spent on training, but in lives saved and improved.

Once the EHR was up and running, the partners made a conscious decision to use it as their primary method of communicating lab results and reminders to their patients. Everyone in the office was fully trained, and medical assistants were told to instruct each patient in the use of the Portal and tell them that going forward the Portal would be the primary means of communication.

The numbers of users grew quickly. Today, about 60% of the practice's patients, more than 20,000 people, use the Portal.

Dr. Maselli recalls another case that illustrates not just the value and power of the features that eClinicalWorks offers but also how they work in harmony with the human touch every care provider must possess.

One of Dr. Maselli's patients had a chest x-ray that showed an abnormality, and a follow-up CT scan showed a very small nodule in her right lower lung. The recommendation was to repeat the CT scan in three months.

Using the Actions option in eClinicalWorks, Dr. Maselli set a reminder and after three months contacted the patient, who was reluctant to have the second CT scan. Dr. Maselli followed up two weeks after that, but the patient still had not had the CT scan. He then called her and firmly insisted that she have the exam. The patient finally agreed. The scan was conducted and showed that the nodule, while still very small, had increased in size by 40%.

"She had a biopsy, and this was a very early stage, very small lung cancer," he said. "The right lower lung was resected. She is now two years disease free and is very likely cured of her lung cancer. This is a very good result, and I think if I didn't have those reminders pointing me to look after her and to nudge her to go and take care of herself, the outcome might not be as good as it is now." ■

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