

CUSTOMER SUCCESS STORY



SOUTH LAKE PEDIATRIC GROUP

LISTENING TO AND CONNECTING WITH EVERY FAMILY

The Challenge

A busy suburban Minneapolis pediatrics practice with more than 40 providers and six locations wanted to find ways to better serve their patients. The practice focused on offering parents a suite of tools, including giving them the ability to schedule appointments online with their provider of choice at any time.

The Solution

South Lake Pediatric Group worked with the Patient Relationship Management (PRM) Services team from eClinicalWorks, implementing and training all staff on healow Open Access® for online appointment booking, Kiosk for check-in, and Patient Portal and healow apps for stronger Patient Engagement.

The Result

Patients love the new tools available to them and now enjoy greater access to their physicians and the ability to book appointments at their convenience, day or night. More than 80% of the practice's families use Patient Portal, and nearly all are connected through eClinicalWorks Messenger.

South Lake Pediatric Group

Empowering Patients

Listening to and Connecting With Every Family

For the providers and staff at South Lake Pediatric Group, a practice with 41 providers and six locations in the western suburbs of Minneapolis, Minnesota, the first step toward better engaging their busy parents and families was obvious — ask them what they want.

“We would do monthly outreach for patients, asking them what they wanted from us at the clinic,” said Front Office Supervisor Alyssa Pearson. “And a lot of that was being able to use a Patient Portal, and book appointments online, see messages from our clinicians, or send a message, right when they’re thinking about something, regardless of what time of day it is.”

While many medical practices know they can and should do more for Patient Engagement, not all follow through. South Lake Pediatrics not only followed through but has become a model. After extensive training on the eClinicalWorks EHR and a full suite of integrated Patient Engagement tools, including Kiosk, Patient Portal, the healow app, and the healow Kids app, this suburban practice has achieved some astounding statistics.

Between 98% and 99% of South Lake’s families are set up to receive communications through eClinicalWorks Messenger, and 81% are using Patient Portal.

Online Appointments, STAT!

That means that the parents of South Lake’s patients never have to wait for morning to contact



The healow Kids app allows parents to book appointments online, get their child’s checkup and immunization records, get statements and receipts, send and receive messages securely, and even see the doctor’s notes.

their doctor, or worry that their sick children might not be able to get an appointment.

“So, 2:30 in the morning, 10 o’clock at night, whenever they think about something, or if their kid has a fever or pinkeye, they can schedule that, or

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go online and send a message to us through the healow app,” Pearson said.

That level of access is provided by the practice’s adoption of healow Open Access®, which makes providers’ schedules available to parents online. Every provider at all six of the practice’s locations — in Chaska, Eden Prairie, Maple Grove, Plymouth, and two sites in Minnetonka — is shown online, so parents know exactly who’s available and where their child can be seen.

The use of healow Open Access translates into lower call volumes and fewer cancellations.

Successful adoption of Patient Engagement technologies doesn’t just happen. At South Lake Pediatrics, the key was thorough staff training.

“The biggest thing we did that helped with our success, is we did an all-staff training,” Pearson said. “Our administration team, our medical assistants, our PAS department, which is our billing. Everybody went through training. We did about eight to 10 individual trainings so that we could make sure we reached everybody. Everybody received a packet of information, so it laid out what was available in both the healow and the healow Kids app so that they knew what the difference was.”

Following Up With Flipbooks!

And South Lake did something more, reinforcing that training by creating little photo flipbooks for staff.

“We just took screenshots on our phones of the different portions of the app,” Pearson added, “and each of our reception desks has those there, so that when they’re talking to the parents, they can actually get that part out and show them some of the features that are on it.”

Implementing healow Open Access was a natural next step, complementing Kiosk, Patient Portal, and the healow apps — and in keeping with the practice’s philosophy of making their services as transparent and available as possible.

“One of the biggest opportunities was being able to work with our after-hours triage service,” Pearson said. “So, when our patients call our main line, and they get ported to our triage clinic, they actually will direct patients to the website, or to the healow app to be able to schedule appointments — if it’s recommended — for the next day.”

As any parent knows, that level of service is priceless.

“As a parent, I can say the healow and healow Kids apps are great,” said Nikki Simek, whose family goes to South Lake Pediatric Group. “I love the convenience of being able to schedule my child for sick appointments whenever it is needed. Whether it is on the weekend or during the day, I love that I can pull up the app, see which providers are available, and instantly schedule him to be seen at the location of my choice.”

“Parents love being able to book an online appointment,” Pearson said, “and we still maintain control with the customized set-up. It’s a win-win.

“Parents love being able to book an online appointment, and we still maintain control with the customized set-up. It’s a win-win. It’s peace of mind and instant gratification for those families, especially when you don’t plan on your kids getting sick. And it really made a huge difference for us during our morning phone rush, especially during cold and flu season.”

— Alyssa Pearson, Front Office Supervisor

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Continuing Education Equals Continuing Success

With online access, apps, and technology in play, you might think South Lake Pediatrics would rest on its electronic laurels, so to speak. Far from it. The practice worked with the healow Patient Relationship Management (PRM) Services team to create fliers, handouts, and other educational materials that parents can take home with them.

All new patients, as well as patients coming in for prenatal appointments, leave a South Lake Pediatric Group office with a folder of information that clearly spells out the many benefits of the electronic resources available to them.

In a multimedia world, South Lake Pediatric Group recognizes that their success depends upon giving parents easy ways to find the information of greatest value to them. And the advances in eClinicalWorks V11 and Patient Portal 8.0 are making a difference too, with parents now able to access all their children’s health records with a single login.

“The big piece for us is just that effective communication, being able to communicate with parents how they want to,” Pearson said. ■

The screenshot displays the South Lake Pediatrics Patient Portal. The header includes the practice's logo and a language selector set to 'Español'. The main content area is split: the left side welcomes users and promotes the 'healow' mobile app for accessing health records, while the right side features a 'Book an appointment with your doctor' section listing Amy Steffen, Anne Skemp, and Becca Mahady, each with a 'Book an appointment' button. A separate blue sidebar on the right contains the 'LOGIN TO YOUR ACCOUNT' section, which includes a verification code prompt, a mobile phone login option, and a standard username/password login form with a 'Login' button and a 'Trouble logging in' link.

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