

# CUSTOMER SUCCESS STORY



## THE DOOR ADOLESCENT HEALTH CENTER

EMPOWERING NYC YOUTH TO REACH THEIR POTENTIAL BY PROVIDING  
COMPREHENSIVE DEVELOPMENT SERVICES

### The Challenge

The Door is a Federally Qualified Health Center serving thousands of NYC youth with primary care, mental health counseling, career guidance, legal and immigration services, and art, dance, and nutrition classes. The Door has worked with eClinicalWorks since 2013 but realized they needed a way to further strengthen Patient Engagement.

### The Solution

After months of planning and staff meetings, The Door brought in the healow Patient Relationship Management (PRM) Services team in July 2017 to improve workflows and marketing at the Adolescent Health Center. Providers, staff, and clients received training on Kiosk, Patient Portal, the healow app, and Messenger campaigns.

### The Results

With training and marketing materials from healow PRM Services, staff at The Door have improved workflows, improved communications among providers, and given patients new tools, including the ability to request appointments, view lab records, and receive messages online. The Door has seen an increase in patients using their services.

# The Door

## Empowering Youth in NYC



Renee McConey,  
director of health services

### Dynamism and Youth in New York City

Even in a place as diverse and dynamic as New York City, it would be hard to find a more vibrant neighborhood than SoHo, where artists’

lofts, cast-iron architecture, upscale shopping, and fine dining tell a tale of inner-city renewal and the ceaseless reinvention that characterize the Big Apple.

In the midst of that energy is The Door, an organization that since 1972 has sought to meet the medical, mental health, social, and career needs of thousands of NYC youth. Through both The Door: A Center of Alternatives, and the Adolescent Health Center, the organization seeks to give underserved city youth, ages 12-24, a wide range of services.

“We provide everything that a young person might need to reach their full potential,” said Renee McConey, director of health services, “including arts programming — such as dance, music, and visual arts — legal services, immigration services, services for runaway and homeless youth, nutrition services such as meals and culinary training. And we provide career and education services, GED or college preparation. And, of course, adolescent health services.”

### The Critical Role of Access

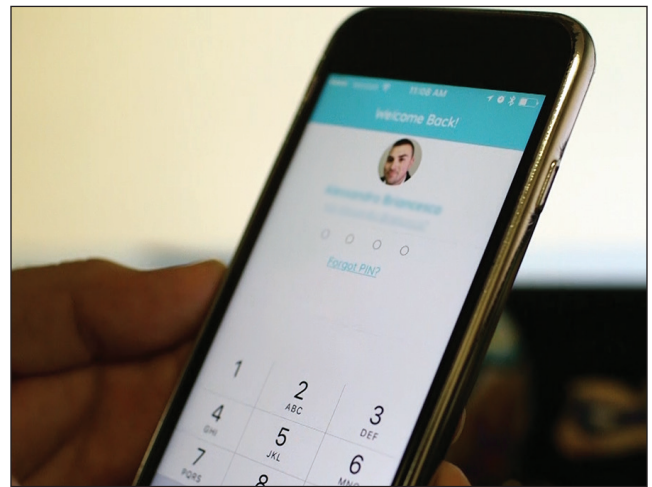
As a Federally Qualified Health Center, The Door’s services include primary care, dental,

optometry, nutrition, dermatology, reproductive healthcare, and counseling. And since 2013, they have relied upon eClinicalWorks to meet their healthcare IT needs.

But staff at The Door recognized they needed something more.

“A lot of these young people are coming to a health center for the first time on their own,” McConey said, “It was important for us to add Patient Relationship Management Services to our EHR. It’s added to our efficiency. It’s helped with our productivity. It’s helped us really serve patients in the way they want to be served.”

The Door’s patients are very comfortable with technology, so adding Patient Portal and Kiosk to allow them to make appointments and check in more easily made sense.



In the age of the smartphone, patients at The Door are the perfect demographic for using apps to take charge of their own health.

### Meeting Youth Where They Are

“My biggest goal is access,” McConey said. “They’re in school, they have after-school jobs, they have other responsibilities within their

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families. It's our responsibility to meet them where they are. And healow PRM Services has helped us with that."

"It's giving a patient a reminder of their rights," added Tamara McDonald, health center coordinator. "We're making access easier for them, having them use their phones, which they do anyways. Log on to the healow app, request information, look at their health records. And just making them more autonomous."

"We're really also trying to help them learn this is how it works when you come to a healthcare provider," said Ayisha Owens, a nurse practitioner and clinical manager at the health center. "That's why we wanted to do the PRM Services — to educate our young patients, and really to build relationships with them even more than we are now."

Nineteen-year-old Abraham Centeno, both a patient and peer educator at The Door, exemplifies the multidimensional approach. Centeno loves taking art classes and appreciates the free and confidential health services.

"One thing that's great is when I use the Kiosk it reminds me of what I have to do and where my appointments are," he said. "The Kiosk has definitely made it smoother. I just use my Door ID number. I find the Kiosk very convenient. It's very easy to use."

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## Implementing PRM Services

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Irene Rodriguez, manager of health center operations, said The Door became aware of healow PRM Services at the 2017 eClinicalWorks Health Center Summit in Boston.

"It just really called and resonated to us, because of our patient demographic. We primarily deal with adolescents, and they have their cellphone glued to their hands. You know they find that

digital access fascinating, whether it's making an appointment online with the healow app, or getting access to their records from their phone."

McDonald said The Door held weekly staff meetings to prepare for the healow PRM Services team's visit.

"That was actually a fun process because we were able to put up fliers, 'Ask about the Patient Portal,'" she said. "I was excited, because I came to staff meetings with the Portal buttons and made all the staff wear them. The providers wore them on their lab coats. Front-desk staff wore them, and even the administrative team wore them around their lanyards at work."

From the waiting area to the front desk and into the exam rooms, the messaging was everywhere. And there was training to match.

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## How PRM Services is Working

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Staff at The Door were impressed with the thoroughness of that training and the care the healow PRM Services team took to tailor online solutions and resources to their needs.

"We have a large Hispanic population among our patients," McDonald said, "so when we ordered the marketing materials for the healow app and Patient Portal, we were able to get them in Spanish and English. On-site, we had the worker help them log on to the Portal, and seeing that whole movement helped increase the number of our web-enabled patients that week, and it kept going up from there."

McDonald said that staff meetings and preparation were critical because a practice wants to avoid having staff unprepared for the questions young people may ask. That can lead to chaos and confusion, and poor adoption rates for new technologies. So staff learned their various roles and how to be an asset to each patient.



Having healow PRM Services personnel on site was helpful, McDonald added, because she and other staff would otherwise not have known about all the available features and options.

“It’s helpful to know that these options were available and the screens could be changed and that you can lock the screens to avoid a patient surfing,” she said. “It was helpful to see how to make it accessible to a young person, and what works better in their eyes and at their level. And just having that person on site that week helped us understand how we work.”

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## Lessons for Other Practices

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“We incorporated the cost of PRM Services in our budget, and have found it to be very helpful meeting young people where they are,” McConey said. “eClinicalWorks has been a great partner in helping us to move to the next level. The team that came to work with us on their project has been great.”

“Before we implemented PRM, we didn’t have too much Patient Engagement,” Rodriguez said. “And we knew we needed this to sustain our grants and other things we were working on, such as our PCMH recognition. This service has really opened our eyes to what we can offer.”

With the right training, the right marketing materials, and buy-in from all the staff, healow PRM Services is making a difference at The Door.

“We’ve been live since the fall of last year, and it’s been a great difference, in part because of the confidentiality,” Rodriguez said. “We teach our patients that there’s no such thing as a stupid question when you’re reaching out through the Portal. We’ve seen a rise in usage of the Portal and the healow app. This morning I logged in, we had 10 requests, and we took care of them. They were from the weekend!”

And what advice does The Door have for other organizations considering healow PRM Services?

“I highly recommend you have your group meeting ahead of time, to know and understand what PRM

is about,” Rodriguez said. “You won’t regret it. It will increase your connection with your clients, and they will be happy for it. And it’s the wave of the future, actually. No one has their cellphone out of their hands. So, having your health record at your fingertips is just the way to go.”

“This is the age of the cellphone,” Centeno noted. “So, being able to access your health services through the phone is amazing and makes it so much more convenient for yourself.” ■

## About Federally Qualified Health Centers (FQHC)

Federally Qualified Health Centers are community-based healthcare providers that receive funds from the HRSA Health Center Program to provide primary care services in underserved areas. They must meet a stringent set of requirements, including providing care on a sliding fee scale based on ability to pay and operating under a governing board that includes patients.

Federally Qualified Health Centers may be Community Health Centers, Migrant Health Centers, Health Care for the Homeless, or Health Centers for Residents of Public Housing.

In order to qualify for federal support as a health center, an organization must:

- Offer services to all persons, regardless of the person’s ability to pay
- Establish a sliding fee discount program
- Be a nonprofit or public organization
- Be community-based, with the majority of their governing board of directors composed of their patients
- Serve a medically underserved area or population
- Provide comprehensive primary care services