

# Increasing Telehealth Patient Engagement

## Redwood Community Health Coalition Promising Practice

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### PROMISING PRACTICE OVERVIEW

As part of their continued response to the Covid-19 pandemic, CommuniCare Health Centers (CCHC) set out to increase telehealth visit opportunities for patients. For CCHC, rolling out telehealth included a focus on patient engagement through this new technology. To engage patients, staff concentrated on outreach and building relationships.

CCHC created two goals in the process for their telehealth work.

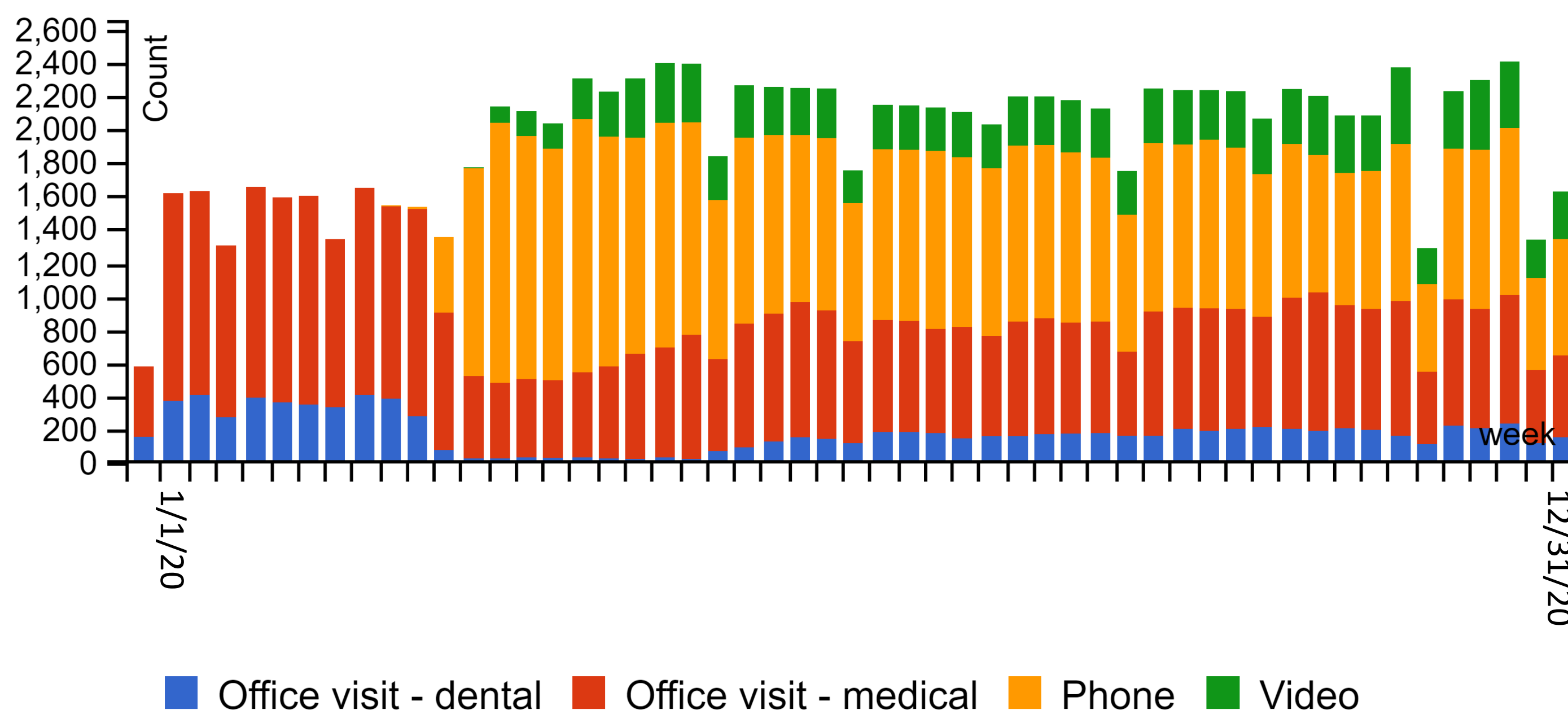
- Goal #1: Registered Dietician to begin telehealth visits with Medi-Cal patients
- Goal #2: Host diabetes classes online via virtual platform

### ACTIONS TAKEN

- Select a telehealth platform for video visits (Doxy.me)
- Train care teams on the platform and EHR documentation
  - How to register new patients over the phone
  - Doxy.me visit workflow
  - Doxy.me instructional videos
- Provide platform instructional videos to patients and troubleshooting as needed
- Provide designated roles and tasks to outreach, register, and schedule patients

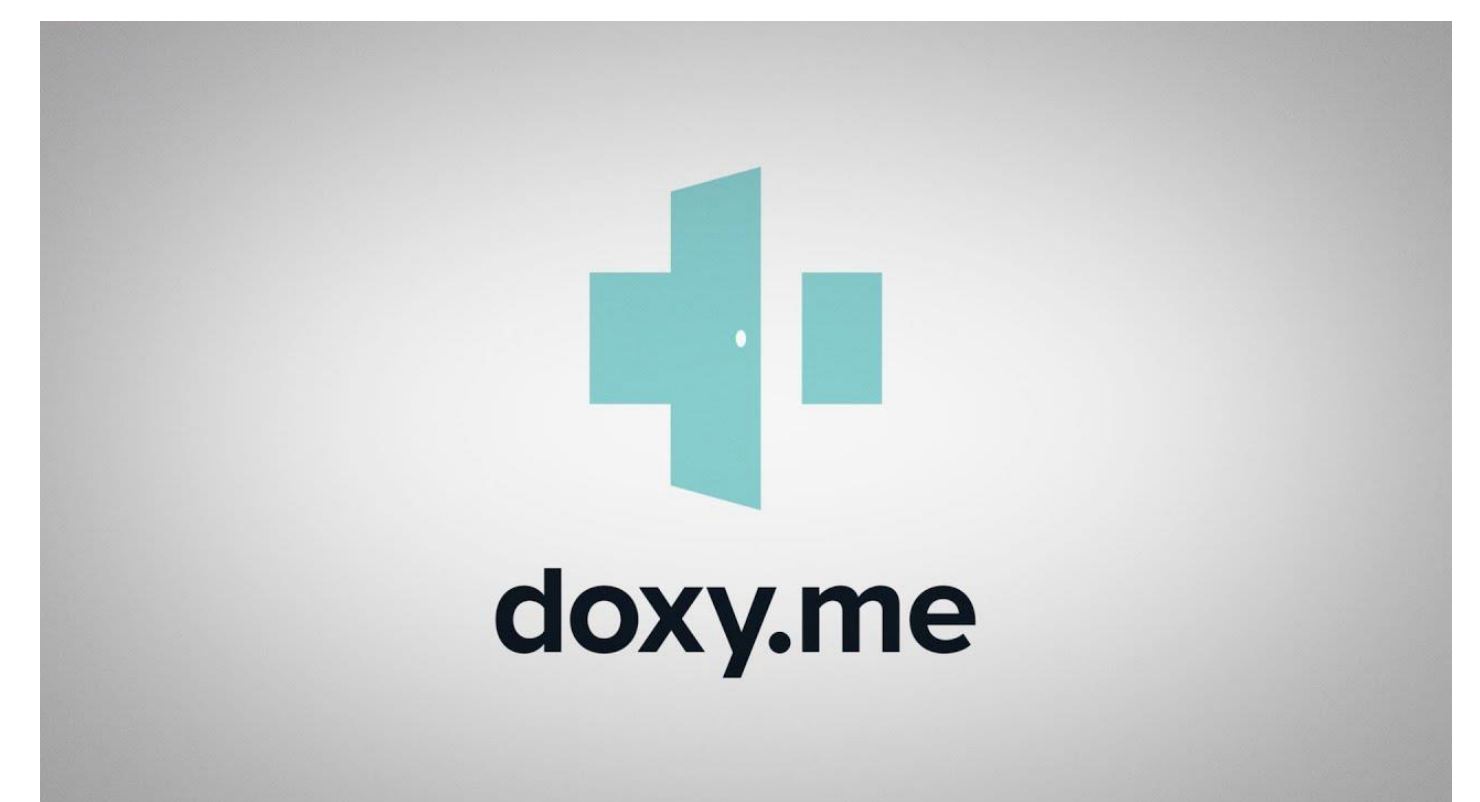
### MEASURES

Visits Type by Week Throughout 2020



### AIM

To increase patient telehealth engagement by offering Doxy.me telehealth visits for patients with Medi-Cal, and hosting online diabetes classes through a virtual platform.



### Results & Lessons Learned

CCHC realized early in the process that active outreach, patient education, staff support and building relationships were the keys to success. Working across departments CCHC brought together a small but effective toolkit including six videos to support staff in technical troubleshooting with patients, a check in process instructional video for patients, and guidelines in building patient relationships for staff. The guidelines consisted of specific scripting “Our services are currently done via video...”, and tips to acknowledge & normalize patient experiences & feelings. Staff were also asked to help set the patient up for success by confirming the best modality to receive the video visit link, asking what type of technical support the patient may have, and if they have a safe, private space to hold their appointment in. By coupling this with a strategic communication plan utilizing social media to post announcements and short educational messaging; text messages about offered services; and sending announcements via email and patient portal, CCHC was able to increase video visits from 4% to 16% of total visits between October 2020 and February 2021.

### WORKFLOW

#### Doxy.me Visit Workflow (PC)

