

Test Flight: Leveraging Multimedia Patient Engagement During Covid

Redwood Community Health Coalition

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Pilot Profile

Located in Winters California, Winters Healthcare Foundation (WHF) was created in 2000 by community members to serve and improve the health of those in southwestern Yolo County and surrounding areas including historically excluded populations. Certified as a Federally Qualified Health Centers in 2005, WHF 2,093 Medical, 1,675 Dental 448 and Behavioral Health encounters in 2020, serving 3,587

Issue

After being closed for a short time due to state Covid Stay-At-Home orders, WHF needed a way to efficiently inform patients that the Dental Clinic was open for services as well as communicate the new safety measures in place.

Tool

eClinicalWorks Patient Portal, Messenger, YouTube and Social Media pages

Hello from Winters Healthcare! Please watch the attached link to our video for a brief description on what to expect at your next dental visit. Remember to click on the "Cc" button once on YouTube for subtitles.
Thank you, see you soon!

Hola de parte de Winters Healthcare! Mire el enlace adjunto a nuestro video para obtener una breve descripción de lo que puede esperar en su próxima visita al dentista. Recuerde hacer clic en el botón "Cc" una vez en YouTube para los subtítulos. ¡Gracias, hasta pronto!

<https://youtu.be/bZVcsfJNzKQ>

SOLUTION

To help patients feel comfortable and safe during their visit; WHF filmed a bilingual video on new Covid safety precautions and Dental intake process. It was uploaded to Youtube & a link was distributed via patient portal, text message and social media platforms.

CHALLENGES

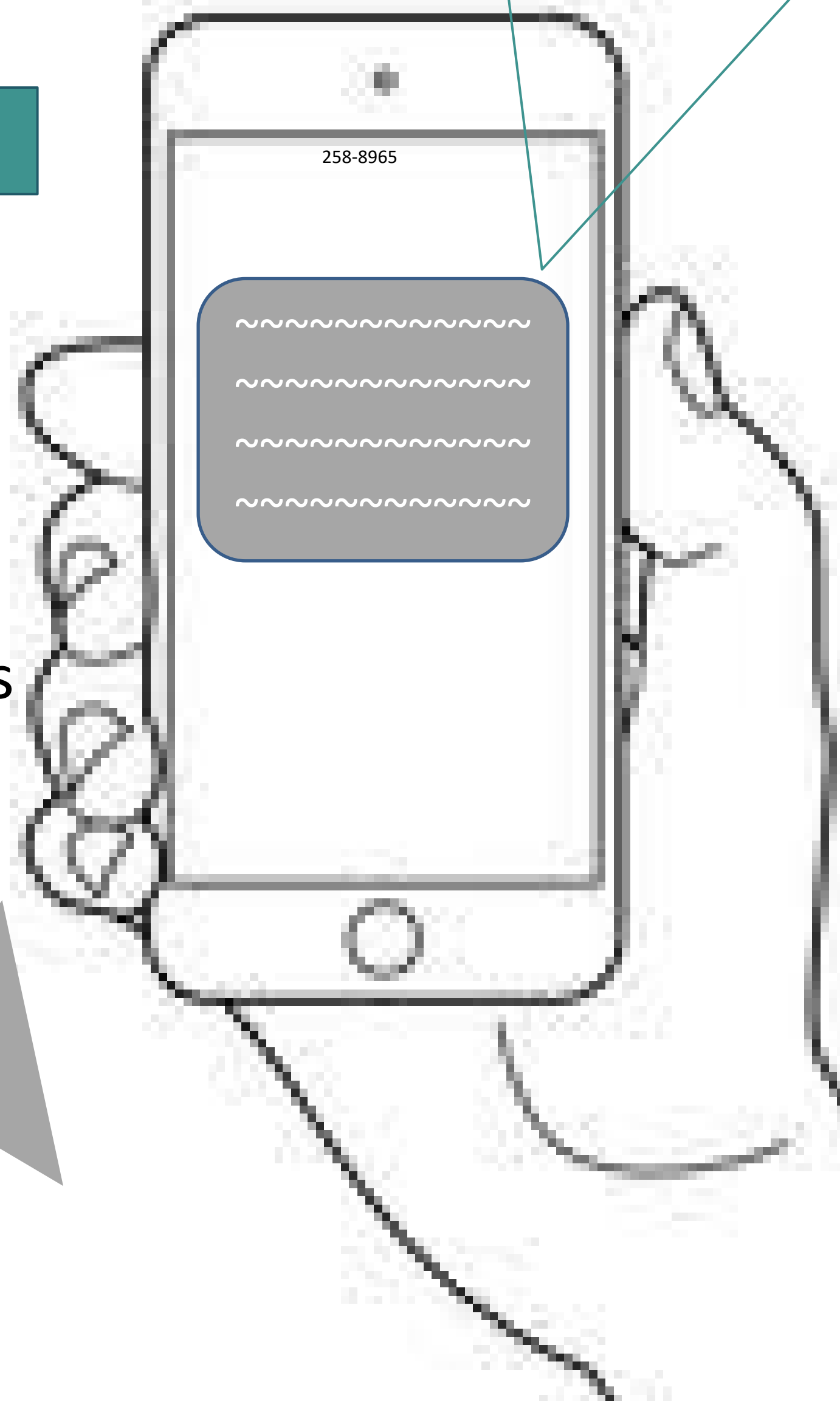
- Video became outdated within a few months due to updated safety precautions
- Not all patients are portal or messenger enabled

LESSONS LEARNED

- The limited character count and often not allowing accent marks made it difficult for eCW Messenger to meet WHF's needs for large mass texts in English and Spanish.
- Camatasia was not an ideal system to edit bilingual videos. Subtitles that would be automatically generated upon the video playing, could not be easily added. Video rendering was slow which made it time consuming to upload.

OUTCOME

- 330 Text/portal Messages
- 138 Youtube Views
- 138 FaceBook views



[Click here to view a short video on this Test Flight](#)