

Outreach Platform NexHealth

*Aliados Health
Promising Practice*

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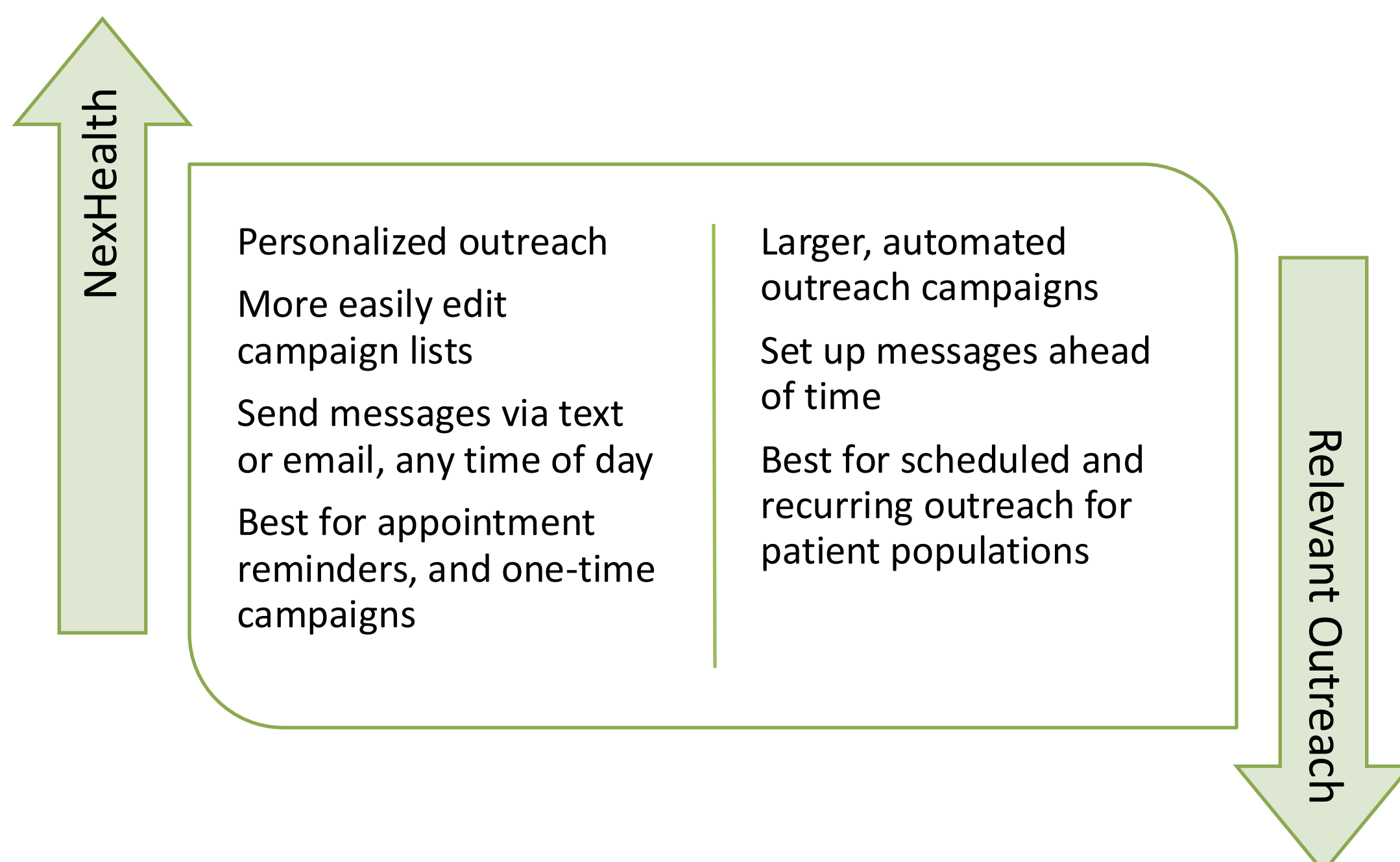
OVERVIEW

In a continued effort to improve patients experience and streamline clinic workflows, the NexHealth platform provides straightforward, cost-effective patient outreach in the form of appointment reminders, online bookings, payments, waitlists, and general outreach campaigns. After going live in August 2023, NexHealth provided a replacement for eCW appointment reminders and FormDr. NexHealth is best for one-time campaigns, either for visit campaigns set up based on eCW visit and age data (i.e. all patients 3-17 not seen in the last year), or custom campaigns where a .csv file is uploaded from another source to send a campaign (i.e. all women due for a mammogram). Currently patient services create visit campaigns, and QI staff create custom campaigns. NexHealth costs a monthly flat rate, which includes all features, unlimited texts, emails, and forms, and provides unique outreach characteristics that is best used in tandem with other outreach tools, like Relevant's texting features. Additionally, electronic forms are partially integrated in the platform. Finally, NexHealth automatically sends a post-visit survey to patients, and high scores prompt the user to leave a public google review. NexHealth has ultimately resulted in timelier 2-way communication, improving the use of online forms, and more responsive patient communication for confirming appointments.

AIM

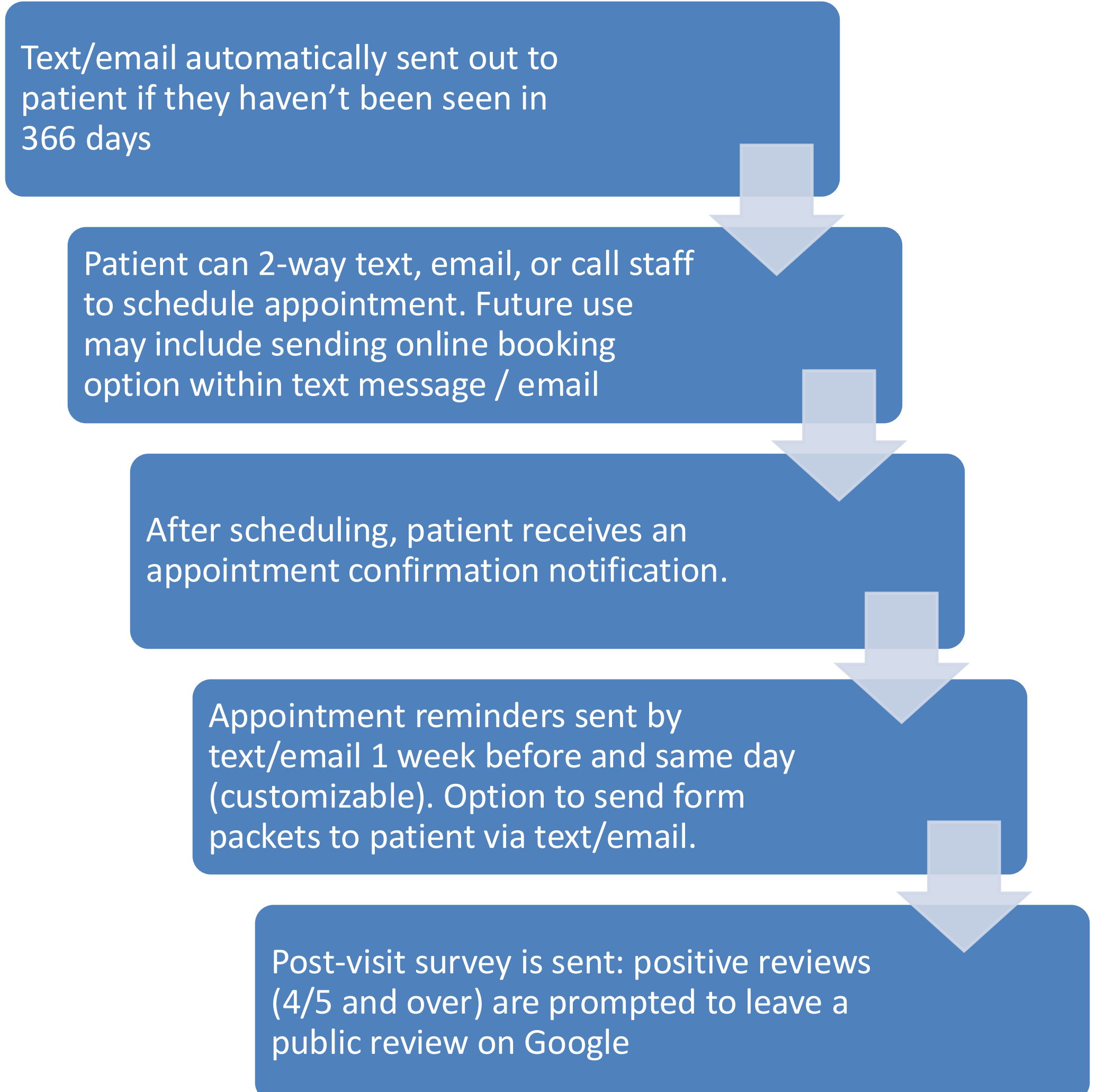
- Fewer appointment cancellations and no-shows
- Secure two-way texting
- Increase post visit surveys
- Recalls and reminders
- Increase patient volume
- Increase personalized care
- Timely communication
- Online appointment bookings
- Digital patient forms

USE OF NEXHEALTH VS RELEVANT



NexHealth Home Screen

WORKFLOW EXAMPLE: ANNUAL VISIT RECALL



ROLLOUT & RESULTS

NexHealth was first implemented in August 2023. The transition to Nexhealth from eCW appointment reminders occurred as follows:

1. Converted all appointment reminders for Medical, Dental and Behavioral Health from eCW to NexHealth
2. Converted all online forms from FormDr to NexHealth
3. Converted birthday campaign from eCW to NexHealth
4. Trained staff to use NexHealth, especially the 2-way texting system
5. Added post visit surveys to NexHealth (never used in eCW)
6. Converted annual visit recall from Relevant to NexHealth
7. Added appointment reminders for Acupuncture and Chiropractic
8. Began campaign testing (starting simple such as Happy Holidays)

Use of NexHealth has resulted in benefits for both staff and patients. The personalized 2-way texting feature has improved timely communication. Texting and forms in NexHealth are more intuitive and easier to use and setup compared to eCW and FormDr. Patients have been more responsive to confirming appointment reminders.

LESSONS LEARNED

1. Easy to implement: Users can personalize the outreach tool as needed by asking developers of NexHealth to design and integrate different features. They are very responsive and flexible.
2. Personalized outreach: Health center staff like being able to personally engage with patients, rather than communicating through generalized and automated outreach platforms.
3. Staff Efficiency: PSRs are saving time making appointment reminder calls, scanning patient forms and ID's
4. Manual patient lists: Beneficial to be able to edit patient outreach lists to fit the need of more specialized and specific messages.
5. Google reviews: Automatically sending suggestions to leave a review on google has resulted in more positive public reviews, which is especially useful for smaller health centers with fewer patients. After not having any Google reviews for over a year, LVHC received 26 Medical reviews and 16 Dental by the end of the year, boosting their overall rating to 4.5 and 4.0 respectively.