



## **Outreach Platform NexHealth**

Aliados Health Promising Practice

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U86CS45894, Health Center Controlled Networks, for \$665,817. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

## **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.

## WORKFLOW EXAMPLE: ANNUAL VISIT RECALL

Text/email automatically sent out to patient if they haven't been seen in 366 days

> Patient can 2-way text, email, or call staff to schedule appointment. Future use may include sending online booking option within text message / email

## 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 Personalized outreach Larger, automated outreach campaigns

# After scheduling, patient receives an appointment confirmation notification.

Appointment reminders sent by text/email 1 week before and same day (customizable). Option to send form packets to patient via text/email.

> Post-visit survey is sent: positive reviews (4/5 and over) are prompted to leave a public review on Google

## **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

2

More easily edit campaign lists Send messages via text or email, any time of day Best for appointment reminders, and one-time campaigns outreach campaigns Set up messages ahead of time

Best for scheduled and recurring outreach for patient populations Relevant

Outreach

### **NexHealth Home Screen**

🔂 Home									
Activity		892 Appointmen Last 90 days	ts confirmed ⊘	26 New patients Last 90 days		27 Forms synced Last 90 days	2	<b>4 8</b> Average	e patient satisfaction 🏠
🗉 Patients						Last 90 days That's 6.75 hours saved by sync			
Templates		Prevent no shows with r	egular reminders.	We love seeing your practice gr	ow!	forms.	ing	Turn every visit ir	nto a 5 star review.
Communications	~	< > Today, ]	ſuesday, March	5					
Messages	0	Today,	ruesuay, march	5					
Campaigns		All (47) Con	firmed (2) Und	confirmed (13)					Filter patie
Reminders									
Recalls									
Reviews	35 past appointments								
Scheduling	~								
Waitlist		Time	Patient	c	Contact		C	etails	Status
Online Booking		1:45 PM	_						
Forms		30 minutes	TG						Unconfirmed
2		1:45 PM	_						
S Payments			PK						Unconfirmed

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

- 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.