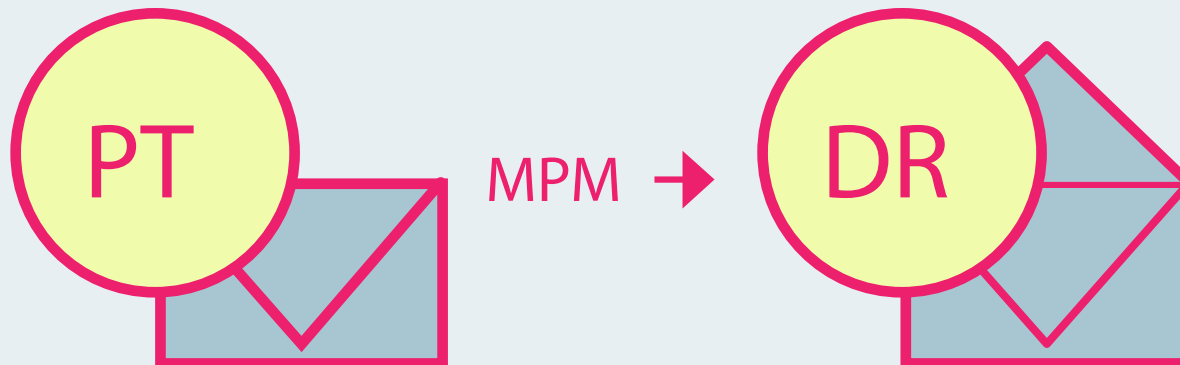


METRIC: >5% of patients seen in any quarter must send a secure, electronic message to their provider (via myPennMedicine)



## EXPERIMENTS

IDEA 1: **Call center enrollment:** encourage patients to enroll in MyPennMedicine when they call for an appointment

Assumption: patients may not know the benefits, and would enroll if prompted

IDEA 2: **Physician leaderboard:** showcase physicians' achievement of their % of patients who message, in comparison to their peers

Assumption: providers will be motivated by a public announcement of their %, and encourage more patients to send messages

IDEA 3: **Email invitations:** send invitations to patients who are not enrolled in MPM but for whom we have email addresses

Assumption: inviting patients by email will increase enrollment in MPM, which can, in turn, increase messaging

IDEA 4: **Guest wifi:** the guest home page can advertise the benefits of MPM

Assumption: if prompted, patients would use MPM within UPHS buildings

IDEA 1: **Call center enrollment:** in a 2 week experiment, patients were prompted at time of scheduling to enroll in MPM to communicate with their doctor

OUTCOME: 429 rheumatology patients called during the 2-week experiment:

- 37 (9%) patients were generated accounts and became newly “active” users
- 160 (37%) were generated accounts but have not yet activated their login
- 183 (43%) patients were already active
- 49 (11%) declined

NEXT:

- Share findings across health system phone reps: Give prompt to all call center reps for CPUP; share script with CCA
- Add additional script for call center reps to use for patients who are already MPM users but still using the call center: “I see you are already have an active MyPennMedicine account online; did you know you can (insert: quickly request refill prescriptions, message your doctor, etc) through that account?”

IDEA 2: **Physician leaderboard**: an email blast to all physicians in neurology which describes the MU2 metric and displays individual physician achievement in comparison to their peers

OUTCOME:

- At the launch of the experiment, only 6 of 33 (18%) of physicians had >5% of patients messaging in the previous quarter
- After 8 weeks, 11 of 33 (33%) of physicians were achieving the measure
- Combining the 8 week experiment window in the full quarter, 13 of 33 (39%) of physicians were achieving the measure

NEXT:

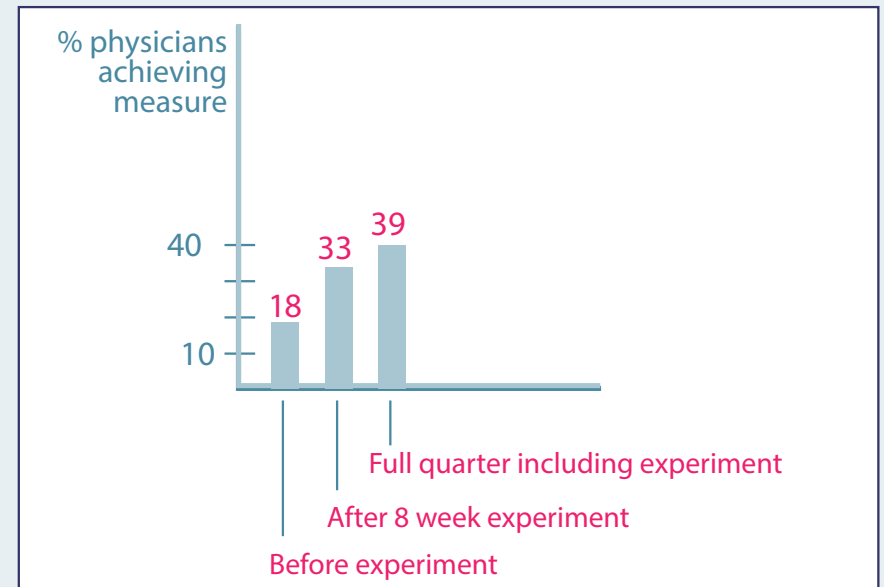
- IS will create and distribute a quarterly leaderboard to department chairs
- Department chairs will distribute leaderboards to physicians
- Department clinicians will share best methods for achieving the measure according to their department and patient population

# Design Sprint: Meaningful Use Stage 2, Measure 17

## March 2014

### Idea 2: Physician leaderboard detail

Original % sent via Jan 22 Email to Neurology		Change in 8 week Experiment		Last 3 months, report run 3/12/2014		
Provider	Enrollment Rate	%Pts Secure Mig	Enrollment Rate	%Pts Secure Mig	Enrollment Rate	%Pts Secure Mig
	17	0.00%	23%	5.71%	26%	5.26%
	21	1.12%	35%	3.51%	31%	4.00%
	35	0.93%	33%	0.00%	34%	0.00%
	26	1.75%	32%	5.41%	27%	5.88%
	24	3.19%	28%	4.35%	24%	3.16%
	33	2.78%	31%	3.45%	36%	4.55%
	21	3.49%	26%	4.05%	24%	4.63%
	45	7.89%	44%	5.56%	48%	8.00%
	33	0.00%	60%	20.00%	43%	14.29%
	14	0.00%	18%	9.09%	18%	5.88%
	14	0.00%	22%	2.20%	19%	1.67%
	29	4.73%	35%	3.92%	35%	4.49%
	31	2.08%	33%	7.41%	38%	21.43%
	25	0.00%	30%	0.00%	26%	0.00%
	23	2.74%	24%	0.00%	20%	0.00%
	20	4.00%	34%	0.00%	31%	0.00%
	39	2.63%	48%	0.00%	41%	0.00%
	22	1.45%	25%	3.92%	24%	3.17%
	24	2.86%	22%	3.80%	24%	4.24%
	27	1.01%	31%	2.00%	32%	2.11%
	18	7.14%	27%	0.00%	24%	5.88%
	23	2.51%	29%	4.55%	29%	3.88%
	13	0.00%	28%	0.00%	26%	0.00%
	33	2.22%	25%	0.00%	33%	2.50%
	28	0.00%	48%	10.34%	44%	9.33%
	36	2.22%	25%	14.29%	28%	10.26%
	27	2.00%	30%	3.70%	28%	2.70%
	24	3.80%	29%	6.57%	31%	7.14%
	35	0.00%	40%	4.44%	38%	3.85%
	29	5.51%	36%	10.48%	31%	7.47%
	29	5.76%	43%	15.48%	40%	14.94%
	25	5.95%	20%	0.00%	20%	3.54%
	26	6.70%	28%	4.96%	25%	6.09%



IDEA 3: **Email invitations:** send MPM invitations to patients who are not enrolled in MPM but for whom we have email addresses

OUTCOMES:

- 100 patients were emailed invitations to MPM: 50 with upcoming appointments and 50 with recent appointments:
- 8 (16%) of future patients became active
- 3 (6%) of past patients became active

NEXT:

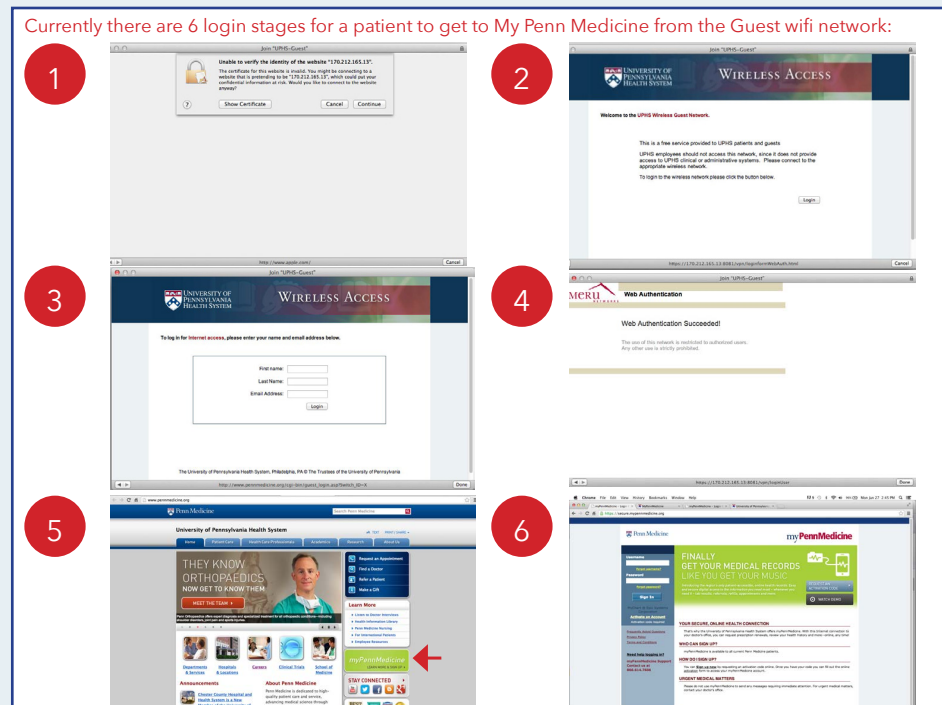
- IS will send invitations broadly to all patients for whom we have email addresses but are not active MPM users. Emails will be sent in advance of upcoming appointments

IDEA 4: **Guest wifi:** the guest home page can advertise the benefits of MPM

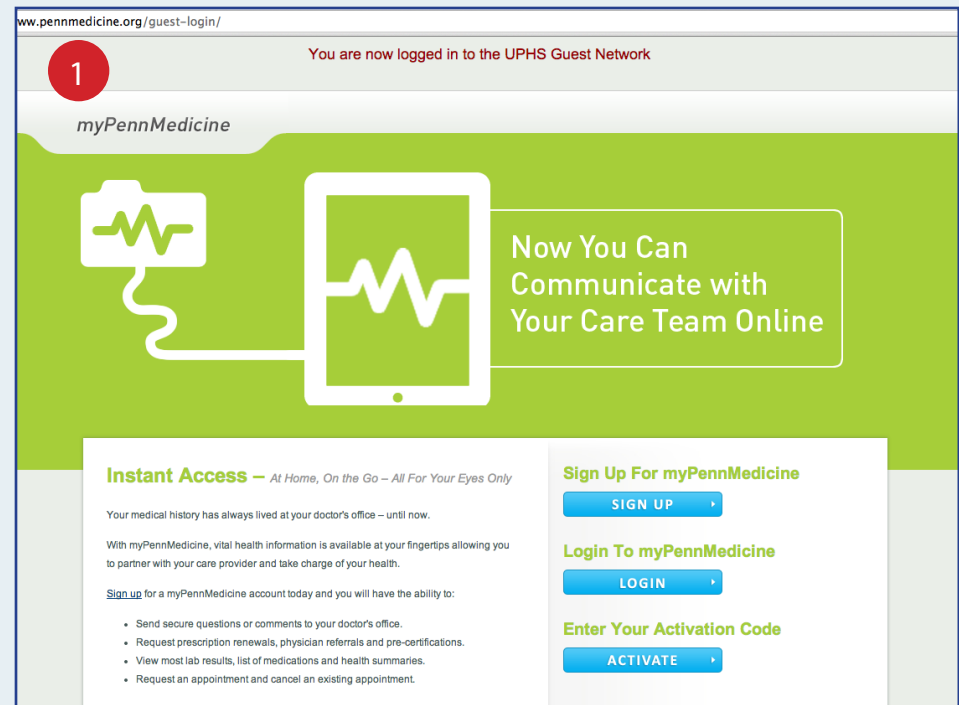
OUTCOMES: The 6-page guest wifi login process was streamlined to one page

Next: IS will measure web analytics of “login” and “sign up” buttons engaged

Currently there are 6 login stages for a patient to get to My Penn Medicine from the Guest wifi network:



Before



After