How The Iowa Clinic used digital solutions to respond to the pandemic & how to prepare for the future

Presented by The Iowa Clinic and Experian Health to members of the American Medical Group Association

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Introductions

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Agenda

• Introduction
• COVID-19 Response
• Strategies for Reopening
• Preparing for the Future
• Q&A
About The Iowa Clinic

• **250+** physicians and healthcare providers
• **40+** specialties
• **1.1 million** patient population served
• **450,000** patient visits each year on average
About Experian Health

- **25+ years** of healthcare experience
- Our solutions are used in over 3,400 hospitals and **7,300 medical & ancillary groups**, representing over 500,000+ providers
- **Acquired MyHealthDirect** in August of 2019 as key addition to expanding our consumer digital experience suite of solutions

- MyHealthDirect provides the industry’s leading solutions for online scheduling and omni-channel access
Before COVID-19

- Implemented online scheduling in 2017
- Bi-directional integration with GE Group Management for real-time booking
- 55+ online scheduled appts per provider per month on average (Jan-Feb 2020)
- Over 46,000 online appt bookings in 2019

44% of online bookings from mobile

44% of online bookings during “non-business hours”

Office Hours

Non-business Hours

44%
COVID-19 Response
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>3/9/20</td>
<td>State of emergency first declared in Iowa</td>
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<tr>
<td>3/11/20</td>
<td>WHO declared global pandemic</td>
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<tr>
<td>3/23/20</td>
<td>Major Disaster Emergency declared in Iowa and confirmed by the federal government</td>
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Response Strategies

- Screening Questionnaires
- Online Scheduling for Drive-up Testing
- Virtual Care
- Urgent Care
In response to the COVID-19 (coronavirus) situation:

If this is an emergency, please call 911 immediately.

Our primary goal is the safety and well-being of our patients, staff, and care-givers. We are working closely with the state and Metro departments of health as well as the Centers for Disease Control and Prevention (CDC). We will update these pages appropriately as more information is known.

To help us maximize the safety of all involved, please answer the questions below to determine if you may proceed with online scheduling or if you should speak directly with one of our experts.

Has there been a specific incident where the patient may have been exposed to COVID-19 (coronavirus)?
- [ ] Yes  [ ] No

Does the patient have a fever or respiratory symptoms? (eg. cough or difficulty breathing)
- [ ] Yes  [ ] No

Has the patient traveled from China, Iran, Italy, Japan, or South Korea within 14 days of getting sick?
- [ ] Yes  [ ] No

Has the patient had close contact with a person confirmed by a laboratory test to be infected with COVID-19 (coronavirus) within 14 days of getting sick?
- [ ] Yes  [ ] No
Screening Questionnaire - Current

- Do you have a fever, cough, or fatigue?
  - Yes  
  - No

- Have you had, or have you been in direct contact with a Covid positive patient in the last 2 weeks?
  - Yes  
  - No

- Have you traveled to a known hot spot in the last 2 weeks?
  Please click [here](#) for a hotspot reference guide.
  - Yes  
  - No

Next »
Scheduling for Drive-up Testing

- Launched from online screening questionnaire
- Kept infected out of provider offices
- Gathered car info and allowed patient to schedule a time for testing
- Customized over time as conditions and situation evolved
  - Current focus is on determining if the person really needs a test before allowing them to schedule one
- Also have separate dedicated online scheduling links for:
  - Mobile testing unit that can travel to businesses
  - Pre-op testing to test patients prior to operations
With novel coronavirus (COVID-19) confirmed in the state of Iowa and the somewhat limited supply of testing kits, it is essential that you seek testing only if you meet the criteria we know today to be present for a positive diagnosis of the virus:

- You have a fever with accompanying respiratory symptoms such as cough and/or possible shortness of breath

AND

- You believe you may have been exposed to novel coronavirus

If you do not have any symptoms, but are wanting to be screened, please visit https://www.testiowa.com/en. Being honest about your current conditions allows us to help as many at-risk patients as possible.

*If you feel this is a true medical emergency, you should call 9-1-1 or go to your nearest emergency room.*

Before you book your online testing appointment, you MUST:

- Meet the criteria for novel coronavirus (COVID-19) as stated above
- Have a mobile phone with SMS text capabilities (standard messaging rates apply)
- Have a valid driver’s license or form of identification

Once you confirm your online appointment, you will receive a text message with check-in information. The online check-in process is mandatory in order for our staff to complete your testing at your scheduled time.
Would you like to proceed with scheduling as an "established patient"?
By selecting yes you are confirming that the patient has received treatment at The Iowa Clinic since 2018.

- Yes  - No
Because our testing process will be done from your vehicle, you will be required to provide the make and model of your car so we can identify you and designate a parking spot upon your arrival.

Please enter your vehicle color:

Please enter your vehicle type:

Please enter your license plate number:
Updated scheduling workflow
Before you begin your appointment request, you will need to meet the following criteria:

1) I am an established patient of an Iowa Clinic Primary Care Provider (defined as a Family Medicine Practitioner, Pediatrician, Internal Medicine Practitioner, or OB/GYN) and have been seen by that provider on or after January 1, 2018.

2) I have had first-hand, direct contact (defined as close contact within 6 ft. of distance) without the use of proper personal protective equipment such as a mask or face shield for at least 15 minutes beginning two days before the onset of the confirmed positive person's symptoms until the date of their positive test) with someone who has tested positive for COVID-19 in the last 14 days AND/OR

3) I have developed any of the following signs and symptoms of COVID-19 in the last five days:
   - Fever of 100 F or higher or shaking chills
   - Cough
   - Respiratory issues
   - Diarrhea
   - Fatigue
   - Headache
   - Vomiting
   - Muscle aches
   - Loss of taste and smell
   - Sore throat

If you are requesting an appointment for more than one person in your household, only those who have direct contact with someone who has tested positive for COVID-19 in the last 14 days will be tested. Second-hand exposures within the same household are not eligible for testing at this time, but should self-isolate with those tested while awaiting test results.

IMPORTANT: All testing appointment requests are reviewed by The Iowa Clinic staff. Any attempt at falsifying information on the testing pre-appointment screening questions will result in cancellation of your appointment.

If you do not meet the above criteria, please visit TestIowa or contact your Primary Care Physician for other testing options.

If you feel this a true medical emergency, you should call 9-1-1 or go to your nearest emergency room.

By selecting next, I verify that I have read the above criteria for COVID-19 screenings being offered at The Iowa Clinic and all of the answers to following questions will be answered accurately.

Next >
Scheduling for Drive-up Testing: August

* Are you:

- Please select an option
  - An Iowa Clinic Employee
  - A current Iowa Clinic patient (seen at The Iowa Clinic since 2018)
  - A new patient to The Iowa Clinic
  - An employee being sent for a screening (Employer must have written/signed agreement with The Iowa Clinic to select this option)
Would you like to proceed with scheduling as an “established patient”?
By selecting yes, I confirm that I am an established patient of an Iowa Clinic Primary Care Provider (defined as a Family Medicine Practitioner, Pediatrician, Internal Medicine Practitioner, or OB/GYN) and have been seen by that provider on or after January 1, 2018.

Yes  No

Previous  Next
Have you been in direct contact with a Covid positive patient in the last 2 weeks?

- Yes
- No
Scheduling for Drive-up Testing: August

Do you have:
- Fever (100+) or chills
- Cough
- Shortness of breath or difficulty breathing
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

☐ Yes  ☐ No
Because our testing process will be done from your vehicle, you will be required to provide the make and model of your car so we can identify you and designate a parking spot upon your arrival.

**Please enter your vehicle color:**

Please select an option

**Please enter your vehicle type:**

Please select an option

**Please enter your license plate number:**
Scheduling for Drive-up Testing: August
3,344
Test scheduled 3/20 – 8/9

2.8 days
Average lead time

87%
Show rate

Information captured up-front
• New or current patient
• Symptoms
• Contact/Exposure
• Vehicle information
Drive-up Testing Appts Booked 3/20 – 8/9

Weekly scheduled appointments

Date (weeks)
Drive-up Test Scheduling Results 3/20 – 8/9

Launched Questionnaire: 20,131

Viewed Calendar Availability: 32% (6,414)

Booked Testing Appt.: 52% (3,344)

Conversion rate: 17%
Pre-op Test Scheduling

• Prior to operations patients are scheduled for a drive-up test as well.
• 1,408 pre-op screenings have been scheduled (5/4 – 8/9)

Combined with the online scheduled screenings, a total of 4,752 drive-up screenings have been scheduled (3/20 – 8/9)
Virtual Care

• Virtual care was critical to staying connected with patients
• Leveraged online scheduling for certain appt types to help guide patients to the right care
• Helped capture revenue being lost due to in-person appt cancellations
Virtual Care Booking Example

The Iowa eClinic is a secure, HIPAA compliant platform for you to conduct an online video consult with your Iowa Clinic healthcare provider. Through the eClinic, we can continue to provide you with the same level of care as if you were seen in the office.

In order to use The Iowa eClinic, you must:
- Be 18 and older or ages birth-17 with an adult present
- Be physically located in the state of Iowa
- Have a working webcam and microphone

The Iowa Clinic will bill the insurance you have on file for your consultation. If you have no insurance, you will be financially responsible for your visit.

Child well check visits and annual exams, IV hydration, IV antibiotic administration and infusions cannot be done through an eVisit. If you are experiencing any of the following symptoms, please do not use eVisits – seek immediate medical attention.
- Allergic Reactions (Minor – seek Urgent Care, Major – go to the ER)
- Broken Bones, Fractures and Dislocations
- Chest Pain
- Constant Vomiting
- Continuous Bleed and Deep or Large Wounds
- Severe Shortness of Breath
- Weakness or Pain in Arm or Leg
- Head or Eye Injuries (Minor – seek Urgent Care, Major – go to the ER)
- Unconsciousness
- Suspected Heart Attack or Stroke

If this is a medical emergency, dial 9-1-1.

If you would like to continue scheduling a virtual visit, please click next.
Virtual Care Booking Example

For medical emergencies, dial 9-1-1.
If you have an urgent medical matter, please contact your physician.

Please answer a few short questions to match you with the appropriate primary care provider:

* Please select your primary care preference for your eVisit:
  - Family Medicine treats patients of all ages.
  - Internal Medicine treats patients age 18 and older.
  - Pediatrics treats patients younger than age 18.

  Please select an option

* Are you a new or established patient for Internal Medicine/Family Medicine/Pediatrics at this location?
  Established patient is defined as visiting a provider's specialty within the past three years.
  If you are a new patient, you must first call 515.875.9000 to be registered before completing your eVisit

  Please select an option

* What is the patient's date of birth?

  mm/dd/yyyy
Virtual Care Booking
Virtual Visit Results

- Visits scheduled: 879
  - 4/6 – 8/9

- Average lead time: 2.9 days

- Booked within 1 week: 89%

- Show rate: 97%
Virtual Visits booked (4/6 – 8/9)
Virtual Visit Scheduling Results 4/6 – 8/9

Launched Scheduling: 4,101
Viewed Calendar Availability: 49% (2,007)
Booked Virtual Visit: 44% (879)

Conversion rate: 21%
Urgent Care

- Needed to eliminate ‘walk-in’ traffic.
- Switched to appointment only via phone or online scheduling
- Enabled us to use the screening questions to ensure people didn’t need to receive a COVID-19 test
Urgent Care Booking Results

1,265 Visits scheduled (4/13 – 7/21)

98% Booked same or next day

95% Show rate

Urgent Care
Weekly Scheduled Appointments
Urgent Care Scheduling Results 4/13 – 7/21

Launched Scheduling: 3,916
Viewed Calendar Availability: 71% (2,790)
Booked Urgent Care Visit: 45% (1,265)

Conversion rate: 32%
Strategies for Reopening
Strategies for Reopening

• A series of safety precaution emails to all patients informing them of:
  – Virtual care options for those that want/need to continue to social distance
  – Where to go for care (separation of sick vs. well patients)
  – Re-opening safety processes (360 video highlighting masks, zero contact waiting areas, cleaning measures, etc.)

• Targeted patient emails for appointment cancellations and upcoming appointments (colon cancer screenings, mammograms, vaccinations, etc.) as well as call-backs

• Social media content centered around safety

• YouTube and Facebook/Instagram ads centered around safety as well as broadcast tv/radio
Interactive Safety Precautions Images

You're Safe With Us

The Iowa Clinic has implemented thorough safety measures designed to keep you safe and reduce the risk of Coronavirus/COVID-19. Our purpose is unwavering in that the care and safety of our providers, staff and patients remains our priority.

Explore the interactive image below for a look at what you can expect when you visit any Iowa Clinic location.
Online Booking Trends - 2020

Weekly Online Scheduled Appointments

- State of Emergency Declared in Iowa 3/9
- COVID Screenings Launched 3/20
- Virtual Care Launched 4/6
- Urgent Care Online bookings 4/13

March – July Bookings by Type

- Office Visits 65%
- Drive-In Screenings 16%
- Pre-op Screenings 7%
- Urgent Care 7%
- Virtual Visits 5%
Preparing for the Future
Strategies for the Future

- Implement online scheduling now
- Institute a mobile registration platform
- Make payments easier to streamline collections
- Have a digital forward position – be ready to quickly roll-out online screening and routing to book appts at mobile testing units, to keep infected out of your waiting rooms and to triage any surge of sick patients.
- Harden your virtual health offering and have a contingency strategy in place that you are prepared to engage quickly
Questions?