



## **CASE STUDY:**

Highland Clinic Leverages  
Patient Notify During COVID-19



## Company Background

**Highland Clinic** is a full-service clinic with more than 35 physicians and 15 mid-level providers who deliver services in 12 specialties in Shreveport, Louisiana. Highland Clinic has been serving the tri-state region where Arkansas, Louisiana, and Texas converge for over a century. The mission of Highland Clinic is to exceed public expectations for comprehensive, convenient, quality healthcare for all generations.

**35**

physicians

**15**

mid-level providers

**12**

specialties

Highland Clinic believes healthcare should be brought to the people and continually introduces additional services and features for the convenience of its patients. In keeping with that philosophy, it recently upgraded how it stays connected with its patients using solutions from IntelliChart's Healthy Outcomes patient engagement platform.

Highland Clinic's Director of Medical Records, who had worked with IntelliChart at a previous employer, knew the quality of the solutions on the Healthy Outcomes platform and was eager to bring that same sophisticated patient engagement technology to Highland Clinic.





## Challenges

When COVID-19 hit, Highland Clinic needed a quick, streamlined process for sending out mass communication with critical information, such as:

- Education on COVID-19 symptoms and instructions for patients with symptoms
- Updated clinic procedures due to the COVID-19 pandemic
- COVID-19 visitor policy
- The availability of virtual visits



## Solution

Highland Clinic used Patient Notify to communicate all COVID-19-related information, including the process for patients to follow if they needed to come to the facility. The clinic notified its patients about its new telehealth services and further leveraged the solution to send appointment reminders for telehealth visits via e-mail and text. E-mail and text templates were generated with customizable tokens, and the telehealth link was also embedded in them.





## Results

The project team met on a Sunday and had patient communications flowing the next day. According to the project lead, this would have taken much longer with their previous reminder tool.

It was imperative to be able to send patients an e-mail with the link to their virtual visit and then also text them the link an hour before the appointment. Before deploying Patient Notify, patients were losing the link or typing it in incorrectly. Patient Notify made using the link 100% autonomous, a true convenience for patients and providers.

Highland Clinic requested enhancements to customize Patient Notify to meet its specific needs, and IntelliChart responded quickly to make those adjustments.

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## What's Next for Highland Clinic

Highland Clinic is implementing IntelliChart's Patient Portal, the flagship solution of the Healthy Outcomes patient engagement platform. Patient Portal makes managing healthcare easier for patients with its smart, intuitive navigation and aesthetically pleasing design. Acting as a "healthcare hub," Patient Portal will give Highland Clinic's patients instant access to their medical records. It also interacts with Patient Activate, the Healthy Outcomes population health solution.

Healthy Outcomes delivers orchestrated engagement that allows Highland Clinic's providers to bring consistently positive experiences to their patients and efficient workflows to their staff. All the solutions on the Healthy Outcomes platform working in unison to achieve orchestrated engagement is IntelliChart's special sauce. For example, Patient Notify reminds Highland Clinic's patients of appointments via text, email or phone, but they can also see those same reminders and confirmations in Patient Portal. Having everything they need in one convenient, centralized location saves patients the hassle of scanning through texts and e-mails in search of a reminder, form, or bill.

Highland Clinic wanted a solution that will grow with it. Healthy Outcomes accomplishes that with multiple solutions for engaging people as both consumers and patients, and IntelliChart is continually enhancing and expanding its platform. Highland Clinic is giving its patients tools for taking an active role in its own healthcare. Engaged, satisfied patients strengthen Highland Clinic's position in the healthcare market.

As one of the original pioneers of patient management solutions, IntelliChart is committed to helping healthcare organizations engage consumers at every level of care. The Healthy Outcomes platform is the most comprehensive patient engagement tool on the market. It was designed to empower consumers to take control of their healthcare while simplifying the patient management process for providers. A single, easy-to-implement integration is all that's needed to access a robust set of tools to engage patients at every level of their healthcare journey—from initial engagement to healthy outcome.

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