



CASE STUDY:



Genesis Medical Associates Leverages Patient Activate During COVID-19



Company background:

Genesis Medical Associates is an independent practice of primary care physicians operating since 1995 out of multiple locations north of the Pittsburgh area. They serve a population of 40,000 patients.



Challenges:

COVID-19 necessitated Genesis' quick and widespread communication with patients concerning the status of numerous medical offices and the practice's introduction of telehealth.



Solution:

Genesis chose Patient Activate, part of the Healthy Outcomes platform, for its urgent, short-term communication needs and long-term population health benefits.



Results:

Genesis saw up to an 80% rate of usage for telehealth and the capability to perform outreach reminding patients to take actions that affect quality standards.



What's next for Genesis:

Genesis continues to rely on IntelliChart's solutions to keep them connected with their patients and help their patients achieve optimal health outcomes.



Patient Portal and Patient Activate are two of the seven solutions on the Healthy Outcomes patient engagement platform that work in unison to support the connection between provider and patient.

When COVID-19 stormed the nation in April 2020, Genesis Medical Associates in Pittsburgh, PA, needed a way to communicate quickly with their patients. Since they were already using IntelliChart's Patient Portal, Genesis was able to quickly access Patient Activate, a patient-focused population health solution with robust messaging capabilities. Patient Portal and Patient Activate are two of the seven solutions on the Healthy Outcomes patient engagement platform that work in unison to support the connection between provider and patient.

"We sent out initial campaigns through Patient Activate to touch base with our 40,000 patients about the status of our offices using automated texts, emails, and phone calls, depending on the communication preference of each patient," said Regis Singer, IT Director.

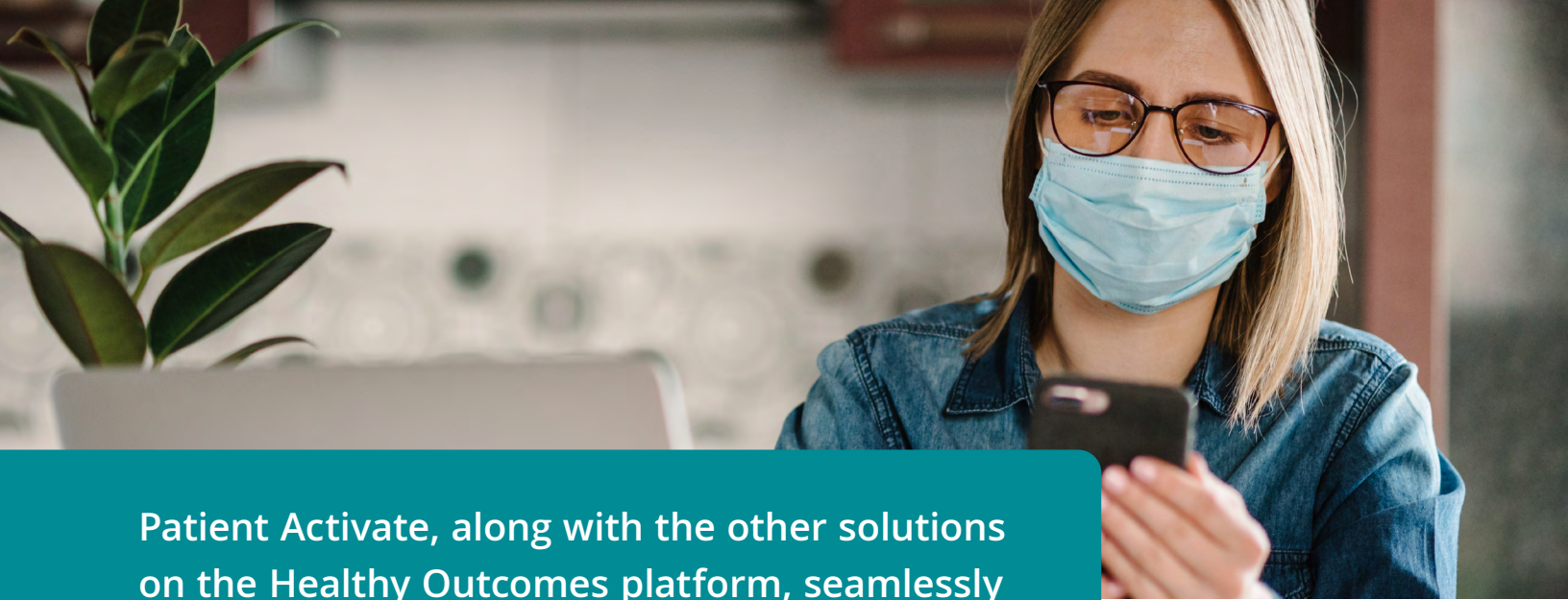
Following those campaigns, Genesis wanted to inform their patients that they could have virtual visits through their new telemedicine platform.

“We had experienced a drop in our in-office visits and it was important for us to assure our patients that we were still there for them. Again, we sent preference-based, automated messages letting everyone know that they could still receive care without having to travel to our office or be around sick people and we included instructions on how to set up their webcam to have a virtual visit.”

In the following weeks, some of Genesis’ offices saw an 80% rate of usage for telehealth.

“How else would our patients have known if it weren’t for Patient Activate?”





Patient Activate, along with the other solutions on the Healthy Outcomes platform, seamlessly drives orchestrated patient engagement.

“Once the word got out about the success of our Patient Activate messaging campaign, doctors were saying they wanted to send a text a day, a chiropractic practice in our system asked us to send out a text and email for them, and our Quality Department was thrilled with the capability to perform outreach reminding patients to take actions that affect quality standards. They particularly appreciate that in Patient Activate, they can see what type of outreach they sent to each patient, if they were able to get ahold of that person, and if they need to follow up.”

Patient Activate’s strength is defining and managing concurrent populations through intervention and outreach campaigns that are designed to activate patient engagement and deliver successful outcomes. Whether practices want to manage a very specific group of patients or several large populations, Patient Activate gives them everything they need to automate their efforts and reduce their manual workflows.

Patient Activate, along with the other solutions on the Healthy Outcomes platform, seamlessly drives orchestrated patient engagement.

“We have peace of mind now knowing that we can communicate quickly and efficiently with our patients when the need arises, whether it’s during a crisis like COVID-19, for population health purposes, or to make announcements about a new location opening or a temporary office closure due to weather-related circumstances,” said Singer. “We rely on IntelliChart to keep us connected with our patients and keep them healthy.”

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.

Contact Us



www.intelichart.com