

My PPE—Productive Pandemic Experience

**The right patient, in the right room, at the right time.
Patient engagement for the Pandemic and beyond**

Manual Outreach—one-by-one phone calls, 5,383

Dr Hoagland Patients - Listed as PCP and Seen in Past 5 Years

Last Name	First Name	Address 1	Address 2	City	State	Zip	Home Phone	Cell Phone	Email Address	DOB
		901 S 1875 W		Syracuse	UT	84075	8014224293			20200406
		1312 SW 3325 WEST		Cedarville	UT	84015	8018888953	8018888933		20200329
		1008 Winding House Rd		Riceville	UT	84047	8015138906			20200324
		3585 S White Lily Lane		Syracuse	UT	84075	8015287424	8015287424		20200329
		3484 W 1175 N		Layton	UT	84041	8016888357			20200317
		3485 S 100 South		Cedarville	UT	84014	8017251470	8017251470	slack324@gmail.com	20200325
		2057 South James Circle		Cedarville	UT	84015	8015435534	8015435534		20200317
		1902 South Vesper Way		Kaysville	UT	84037	3854743378	3854743378	halleyturnerpace@gmail.com	20200403
	boy	1840 W 2005		Cedarville	UT	84015	8016945081			20200317
		2581 S 60 N		Cedarville	UT	84015	385287864		rljag60149@gmail.com	20200324
		357 W W 1350 South		Kaysville	UT	84037	8014588251	8014588251	stat.holmes@ionmail.com	20200408
		1425 Blinnigton Drive		Kaysville	UT	84037	801688357			20200317
	girl	3133 S 1600 W Way		Hill City	UT	84052	4077915722			20200318
		287 W Gordon Ave		Layton	UT	84041	8014098089			20200413
	boy	1763 E 3325 N		Layton	UT	84040	8159553315			20200317

Caption

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Introduction Text

Thu, Jul 2, 2020 10:02 AM

Sent by RelevantLocal

Hi Michael, Dr. Hoagland here.

Due to COVID-19, I am working extended hours to fit everyone in before school starts.

We've had no illness in our office for the past 4 months.

Text/Call 385-308-5463 to schedule now. I am here for you.

You're doing a great job!

Stop to opt-out.

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Flu Vaccine Campaign

Thu, Sep 10, 2020 10:16 AM

Sent by RelevantLocal

Dr. Hoagland here.

For your convenience and safety I am scheduling flu shot visits for you.

Daily, 9 AM - 5 PM from Sept. 9th - Oct. 30th.

Call or text 385-308-5463 for a time dedicated to you.

'Stop' to opt out.

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Reminder 2 Weeks Before Well-Check

Mon, Oct 26, 2020 11:24 AM

Sent by RelevantLocal

Junior high years for Kayleigh.

We cover sports, maturation, mental health, and growing!

I am looking forward to seeing you! - Dr. Hoagland

'Stop' to opt-out

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ROI Return on Investment

**Dr. Hoagland
Three Month Trial**



Results:

725

APPOINTMENTS

\$83,375

TOTAL REVENUE
(Based on \$115 per appointment)

\$447

TOTAL COST

\$187 TO \$1
RETURN ON INVESTMENT



Engagement

**30 DAY
Flu Shot Campaign**



Participating Doctors:

Evans	\$149	119
DOCTOR	COST	APPOINTMENTS
Eberhard	\$149	155
DOCTOR	COST	APPOINTMENTS
Forebush	\$149	170
DOCTOR	COST	APPOINTMENTS
Hoagland	\$149	319
DOCTOR	COST	APPOINTMENTS
Totals	\$596	763
	COST	APPOINTMENTS



Case Study

**Case Study:
Family Medicine Clinic: 34 Doctors**

15,632 current patients due for annual wellness checks, annual physical exams, and/or annual cholesterol checks. Using, email and text messaging, the practice scheduled 1,208 wellness checks, 667 physical exams, and 774 cholesterol checks in three months. The practice realized total revenues of \$644,481.

3-MONTH NURTURE RESULTS

\$644,481

Total Revenue

\$5,000

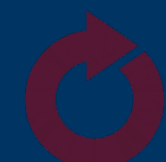
Total Cost

\$129 to \$1

ROI



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Tanner Clinic Potential Focus Areas for Engagement

Quality Measure Overdue				
id	program_name	measure_name	Single Office	Nine Offices, 34 Doctors
345	Adult Preventive Care Guidelines	Abdominal Aortic Aneurysm (AAA) Screening in Men	22	256
357	Adult Preventive Care Guidelines	Adult annual preventive visit	4,169	48,402
353	Adult Preventive Care Guidelines	Advance care planning	1,109	12,876
331	Adult Preventive Care Guidelines	Blood Pressure Screening	191	2,217
332	Adult Preventive Care Guidelines	Breast Cancer Screening (Mammogram)	1,001	11,622
352	Adult Preventive Care Guidelines	Cervical Cancer Screening 21-29 (Every three years)	356	4,133
329	Adult Preventive Care Guidelines	Cervical Cancer Screening 30-64 (with co-testing)	1,443	16,753
347	Adult Preventive Care Guidelines	Chlamydia Screening in Women	44	511
334	Adult Preventive Care Guidelines	Colorectal cancer screening	1,736	20,155
364	Adult Preventive Care Guidelines	Gonorrhea Screening in Women	51	592
363	Adult Preventive Care Guidelines	Hepatitis C Screening	5,885	68,325
355	Adult Preventive Care Guidelines	Medicare annual wellness visit	816	9,474
358	Adult Preventive Care Guidelines	Medicare screening pelvic examination	372	4,319
346	Adult Preventive Care Guidelines	Osteoporosis screening or therapy for women aged 65 years and older	356	4,133
362	Adult Preventive Care Guidelines	Pneumonia Vaccination (PCV13 and PPSV23)	1,263	14,663
344	Adult Preventive Care Guidelines	Shingles (herpes zoster) vaccination	3,401	39,486
350	Adult Preventive Care Guidelines	Td/Tdap Adult Booster	5,060	58,747

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Value of Patient Engagement

9,474 Medicare Annual Wellness Visits = \$1.9 million
20,155 colon cancer screening colonoscopies = \$8.1 million
48,000 adult prevention exams = \$9.6 million
Value to you and your patients = \$Priceless

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Patient Engagement for the Pandemic and Beyond

Relevant during Pandemic:

- Survival
- Messaging—it is safe to get care and we are ready to serve you
- Ease of scheduling—link to schedule included in text

Relevant going forward:

- Proactive medicine vs. reactive medicine
- Care for your patients early before you run out of time in the year
- Keeps you productive throughout the year
- Population Health Hero

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