Patient Engagement
Iowa Primary Care Association

Presenter
October 23, 2019

nextgen healthcare

Agenda

Patient Engagement Market Drivers

What Consumers Want

Our Vision of Patient Engagement

Current Capabilities

Future Prediction

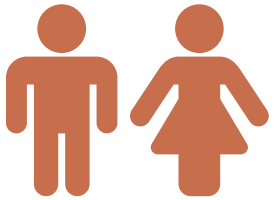
Q&A

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Market Drivers

Market Drivers for Patient Engagement

Importance of patient acquisition and retention due to **intensified competition**



Patients as **payers**

Digital **health & tech utilization**

Pressure to **manage chronic conditions** and focus on wellness.

Shift towards value-based care drives focus to outcomes and populations

81% of Americans own a smartphone[1]

86% of nations $3B annual healthcare costs are for patients with chronic and/or mental conditions[2]

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

1. www.pewinternet.org/fact-sheet/mobile/2019 2. www.cdc.gov/chronicdisease/overview/index.htm

What Consumers Want

- Want to know what to expect
- Convenience, access and cost-transparency
- To schedule appointments, email physicians, renew prescriptions and pay bills
- **Patients “overwhelmingly” believe a partnership with their clinical team is critical to maintaining and improving health.**

Advisory Board. Chilmark Research, Society for Participatory Medicine survey, Accenture

Patients Prefer their Telehealth Provider Knows them

56%

felt it was important to have an **established relationship**

60%

felt it was important for a telemedicine provider to have **access to their health records**

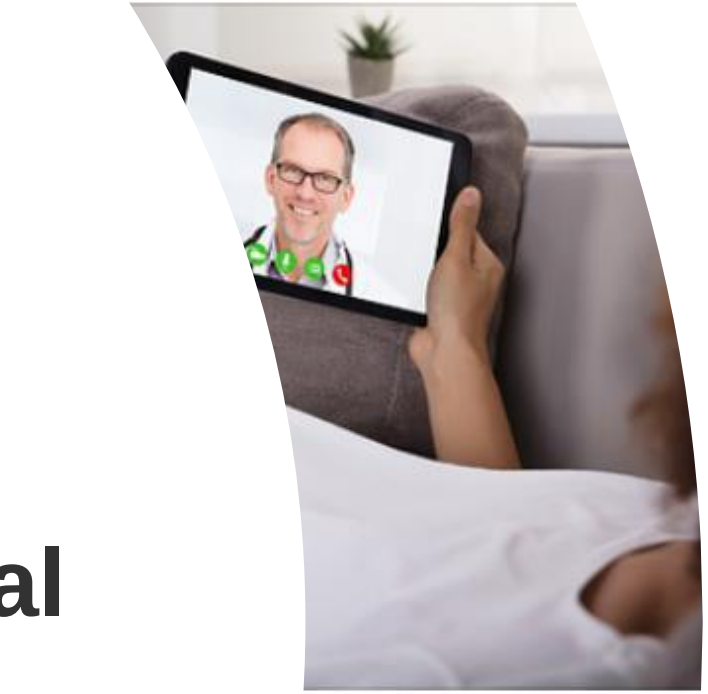
Less willing to see a different provider from the same healthcare organization (35%) or different organization (19%)

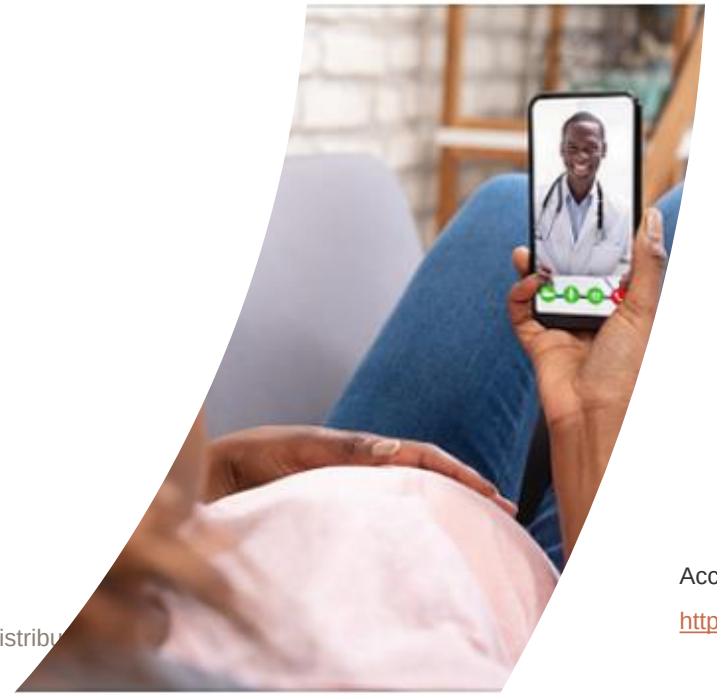
2015 Nationwide Telemedicine Survey of 4,345 Respondents

Patient preferences for direct-to-consumer telemedicine services: a nationwide survey
Brandon M. Welch, Jillian Harvey, Nathaniel S. O'Connell, James T. McElligott
BMC Health Serv Res. 2017; 17: 784. Published online 2017 Nov 28
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5704580/

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Consumers increasingly choose medical providers who offer digital capabilities





More likely to choose

70% Providers that offers **reminders for follow-up care (email or text)**

49% Providers that offers **video visits**

13% Both increased when compared to 2016

Accenture 2019 Digital Health Consumer Survey

https://www.accenture.com/us-en/insights/health/todays-consumers-reveal-future-healthcare

Confidential—For Use By Authorized Parties Only. Do Not Distribu

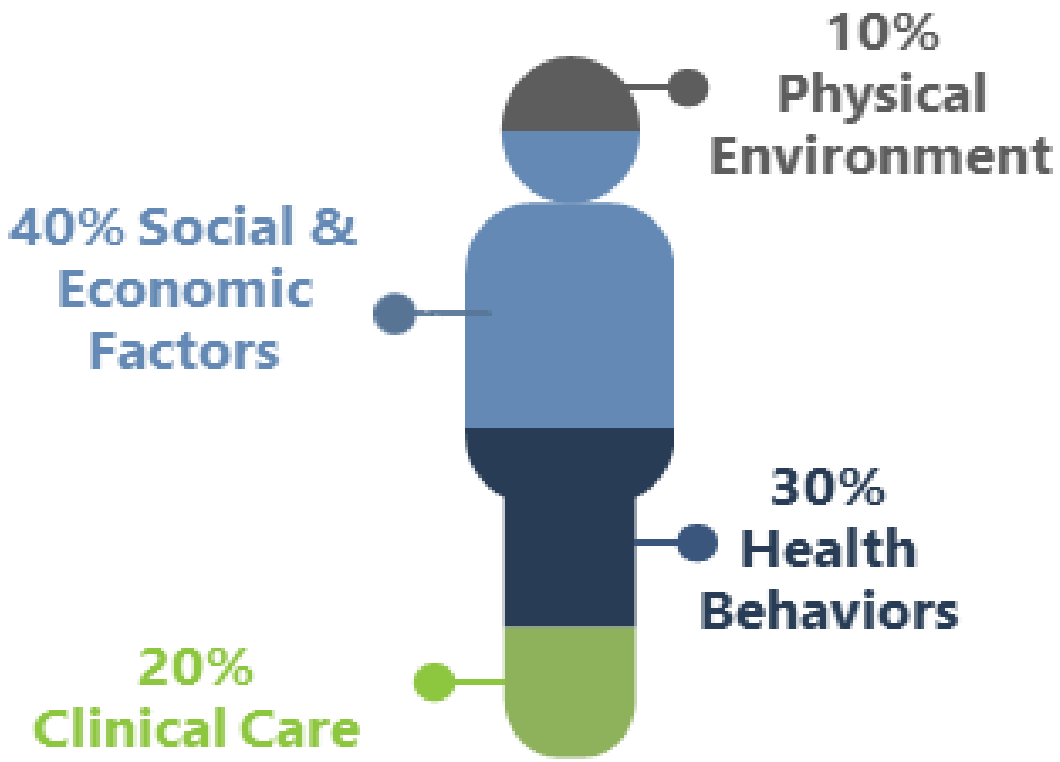
Our Vision of Patient Engagement

Patient Engagement

Patients actively working together with their providers to design, manage, and achieve health goals

Health is not Healthcare: Social Determinants of Health (SDoH) are also drivers of outcomes

DRIVERS OF OUTCOMES



https://www.countyhealthrankings.org/what-is-health

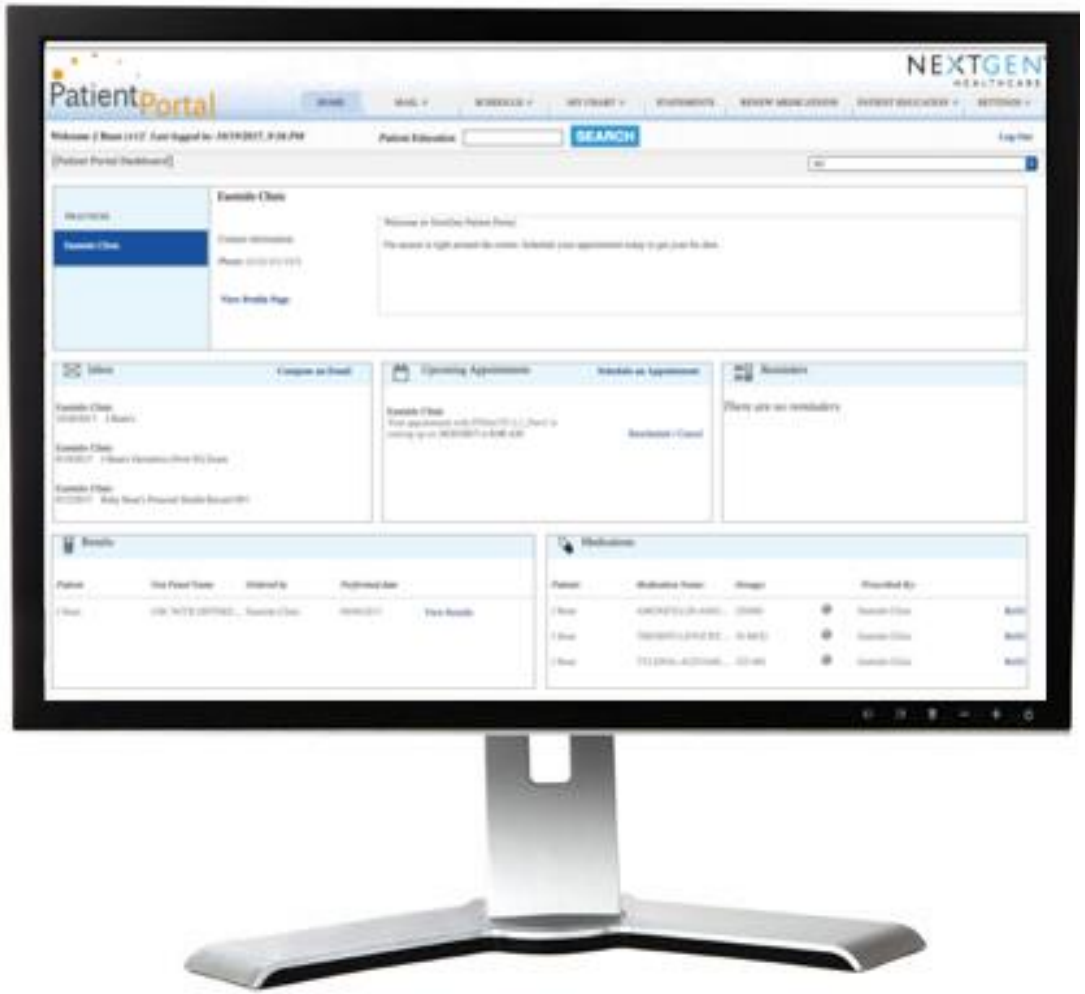
Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Current Capabilities: How we help providers engage patients today

NextGen Patient Portal

Enables the Interactions that Patients want with Providers

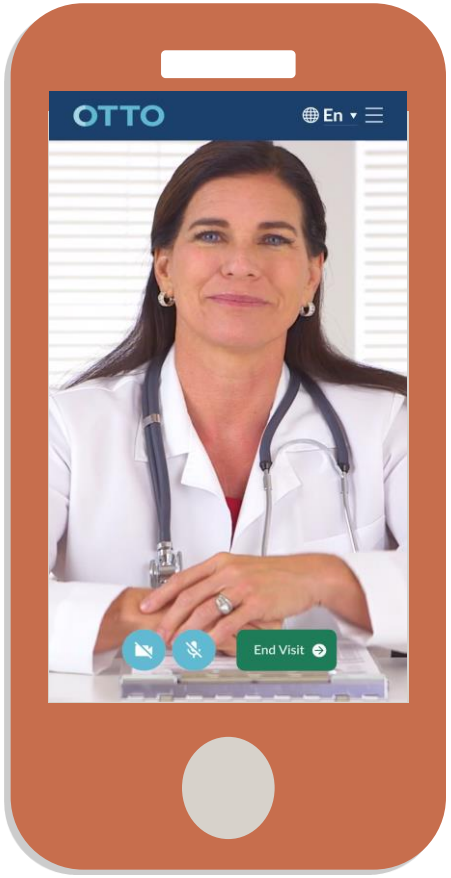
- Secure Messaging
- Scheduling / Appointments
- View Chart
- Gather Information
- View Statements/ Make Payments
- Renew Medications
- Patient Education
  - Healthwise
  - Symptom Checker
  - Medications
  - Health Decision Tool



Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Telehealth: NextGen Virtual Visits with OTTO Health

Provides access and convenience for patients and is integrated into the practice workflow



Mobile and desk top

Our provider clients want to see their patients virtually

56%

Use or plan to use telehealth

90%

Virtual visits **Established** Patients

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Source: NextGen Healthcare Telehealth Voice of the Client Survey April 2018

2019 NEW PRODUCT FEATURES

In-Visit Features

Share your screen, pass documents, and chat with your patient all within the Virtual Visit.

On-Demand Integrated Visits

Transition after-hours phone calls to integrated Virtual Visits in OTTO, without needing access to your EHR or PM system.

Clinical Administrator Workflow

Enable support staff to perform their full administrative functions during Virtual Visits such as verifying insurance information, completing intake reviews, or scheduling follow-up appointments.

Customizable Patient Communication

Customize patient email and text reminders.

Payment Flow

Collect patient payment via integration with common payment processors.

Hub and Spoke Functionality

Accommodate Medicare patients at originating sites, or coordinate other hub-and-spoke models like mobile health services, in-home care, or off-site specialists.

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

NextGen Care Outreach – Calling your patient to action

- **Design & execute automated outreach campaigns to targeted groups of patients**
- **Methods of outreach:**
  - Voice Reminders (via NextGen EDI or PhoneTree)
  - e-mail
  - Text Messages
  - NextGen Patient Portal Secure Message
  - NextGen PM Recall Letter
  - NextGen EHR Tasks Or Chart Alerts
  - To File (Excel)
  - Print & Mail (via NextGen EDI)

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

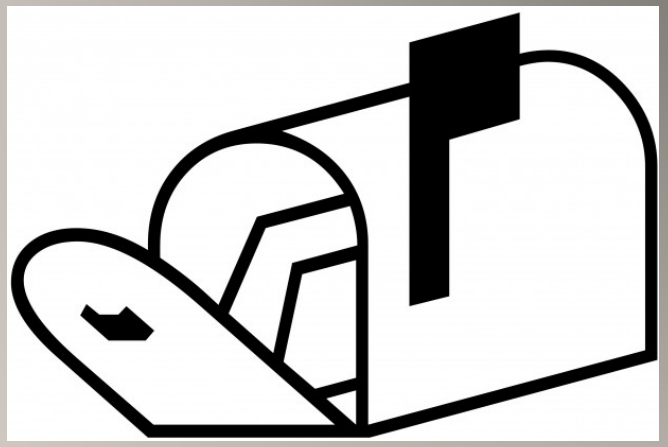
44.7 %

27.4 %

11.3 %

9.7 %

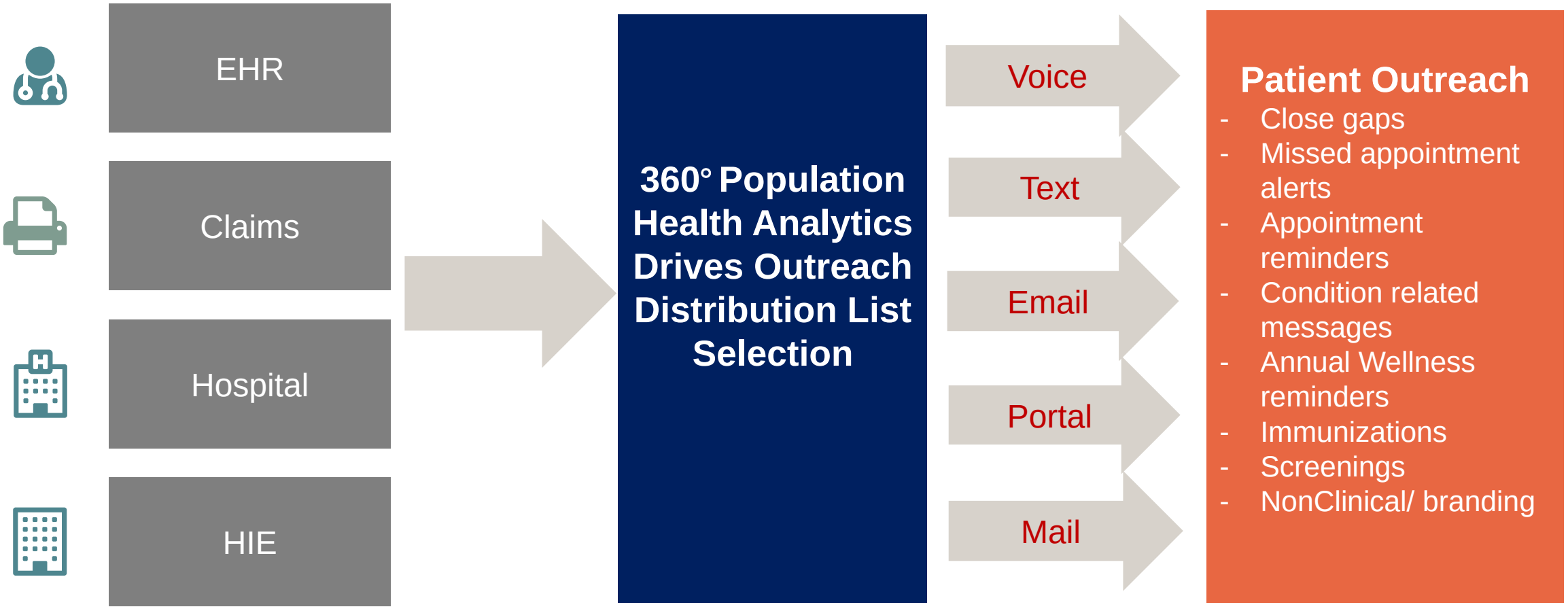
6.2 %



0.6%

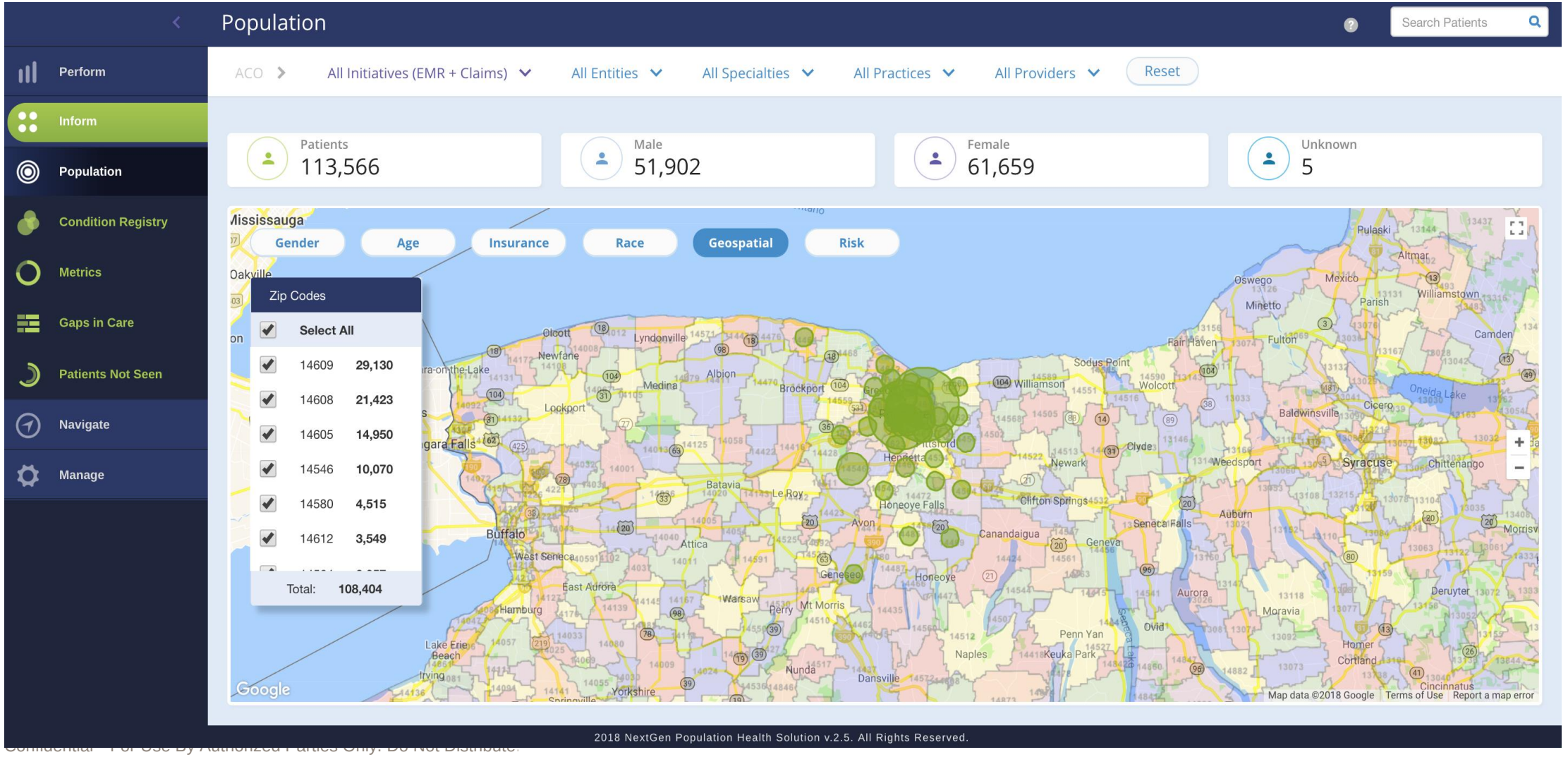
Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Population Health Analytics adds insight for Outreach



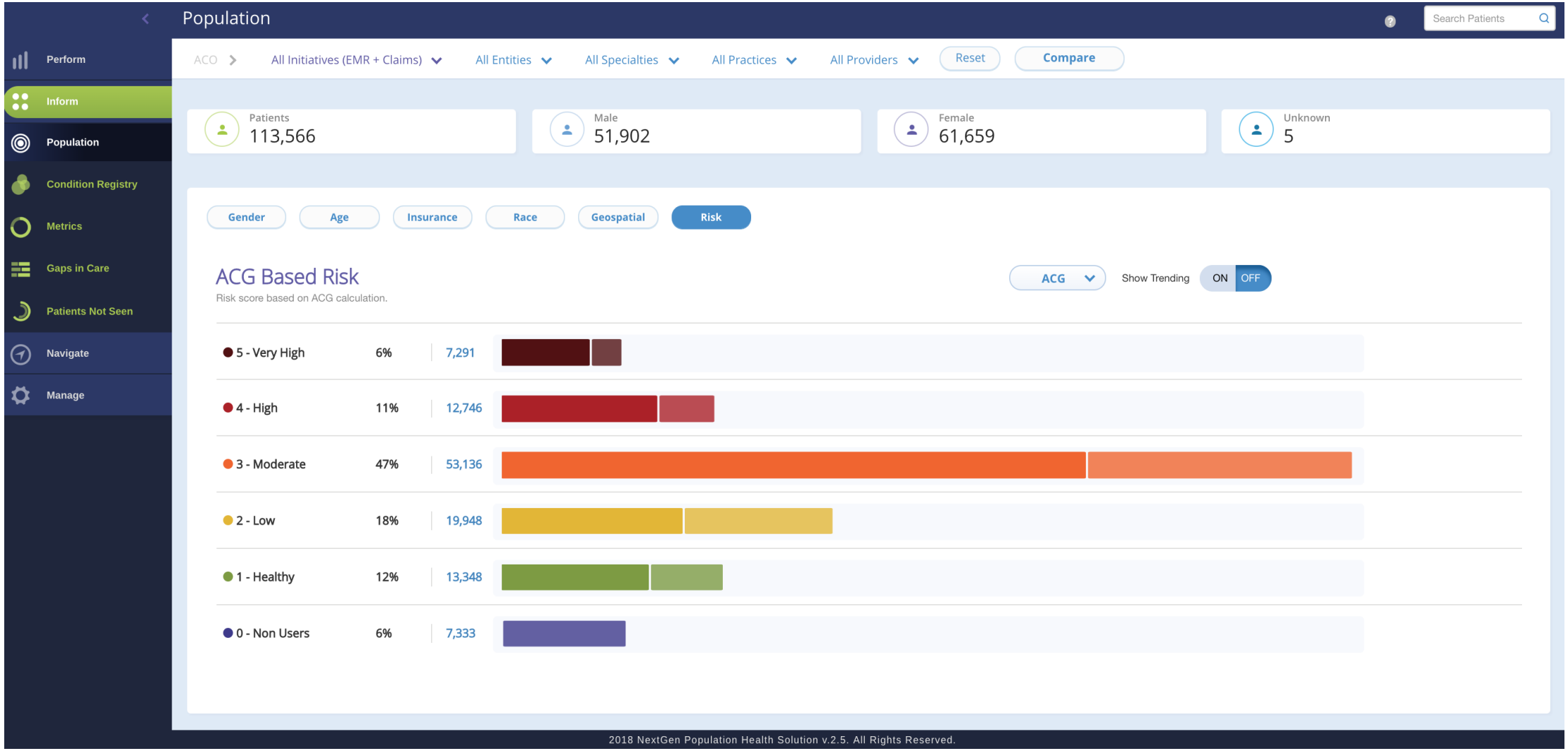
Confidential—For Use By Authorized Parties Only. Do Not Distribute.

If zipcode can help predict health, where are my patients coming from?



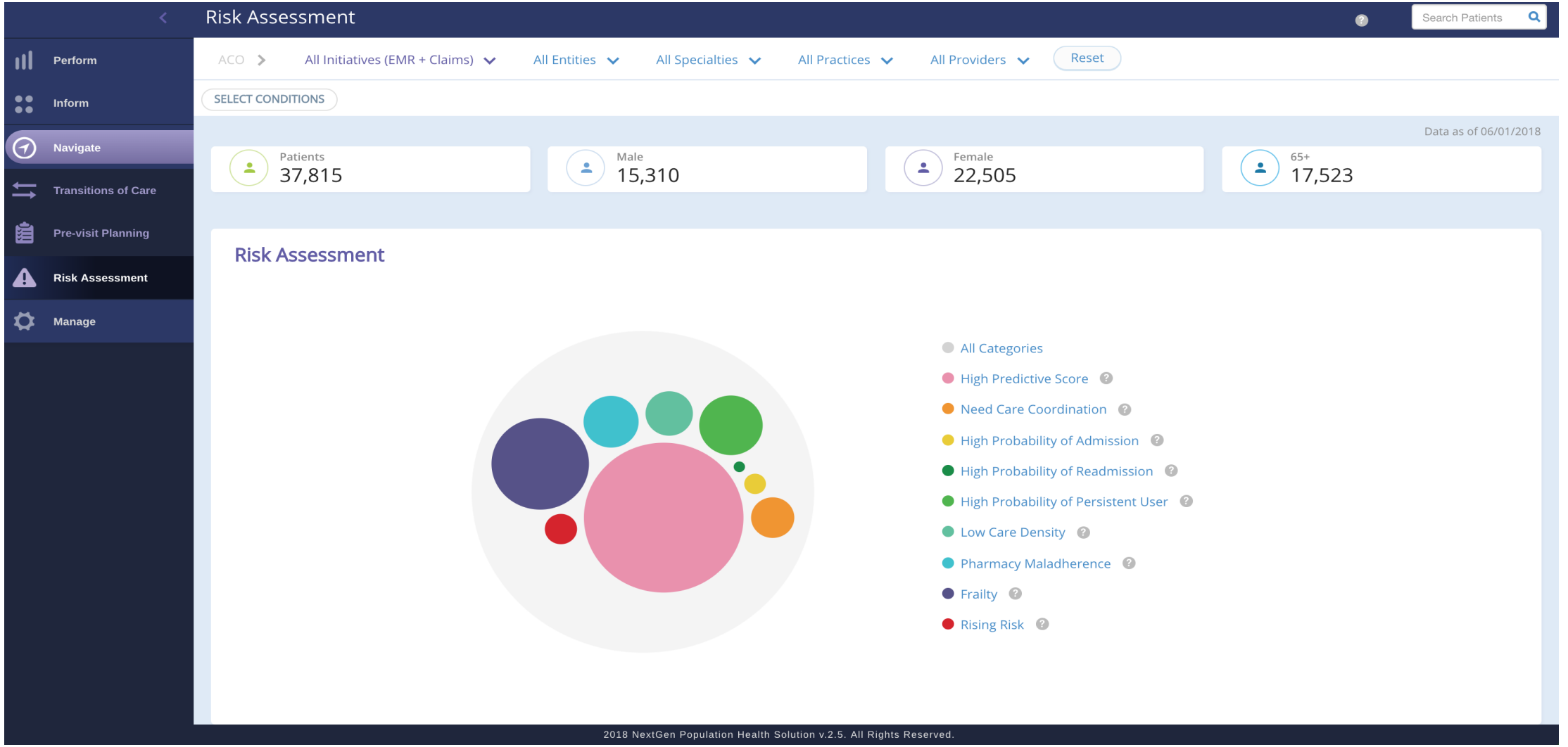
Confidential – For Use By Authorized Parties Only. Do Not Distribute.

Who are my most at risk patients?



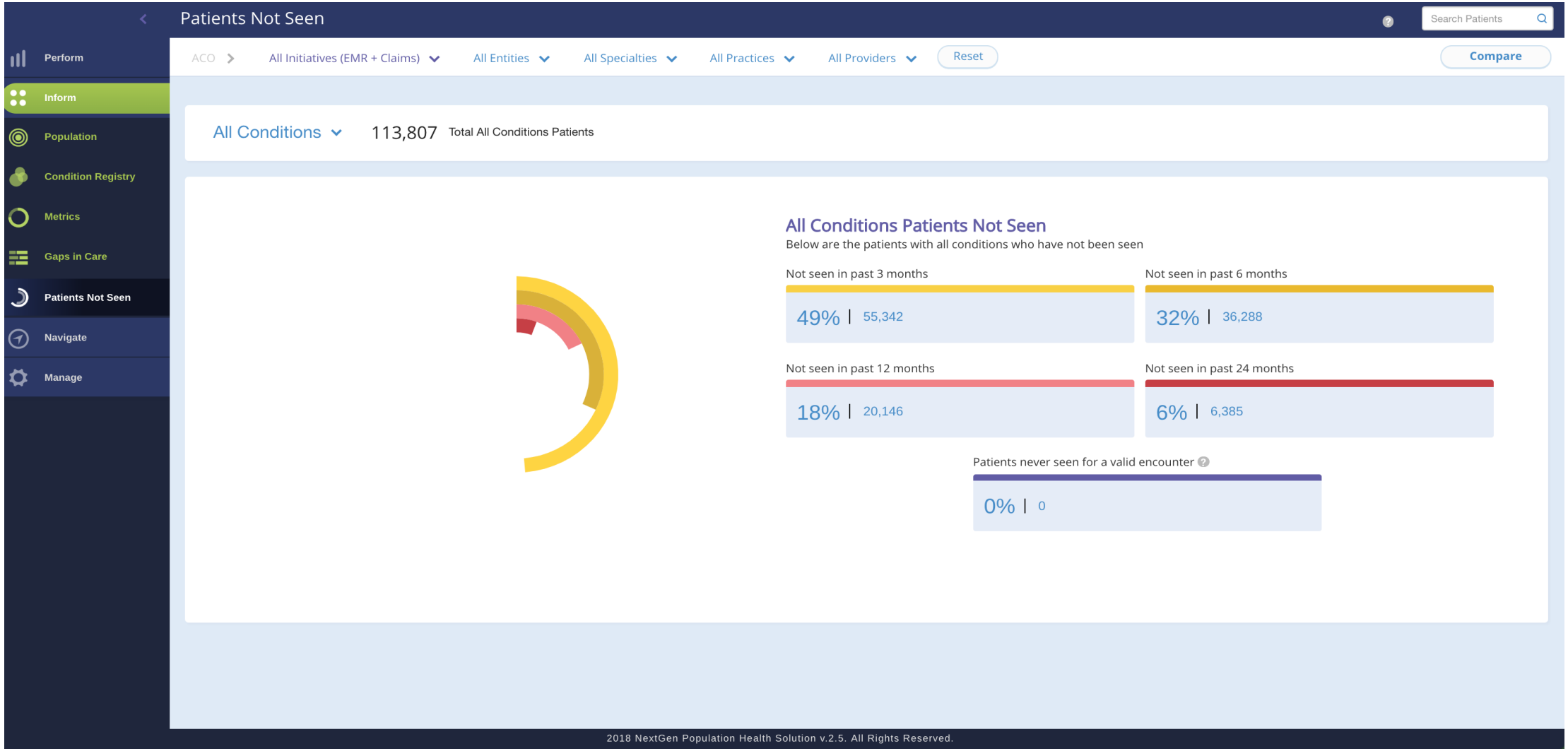
Confidential—For Use By Authorized Parties Only. Do Not Distribute.

What predictive risks flags do my patients have?



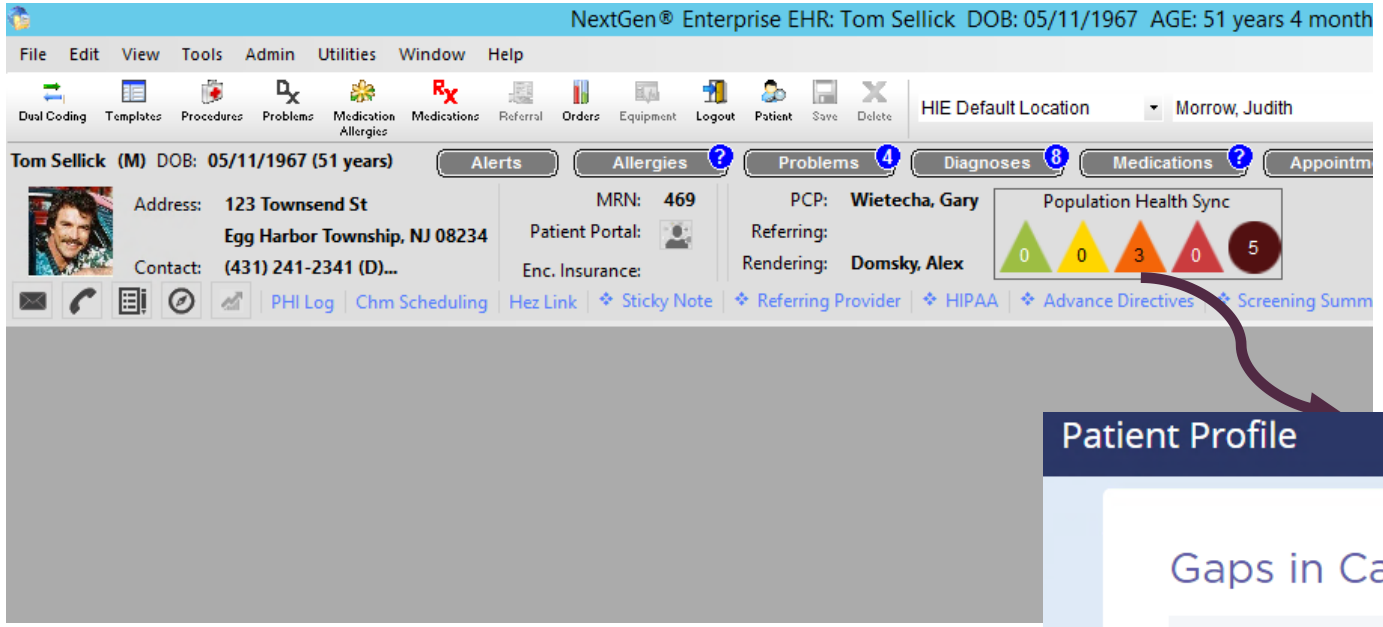
Confidential—For Use By Authorized Parties Only. Do Not Distribute.

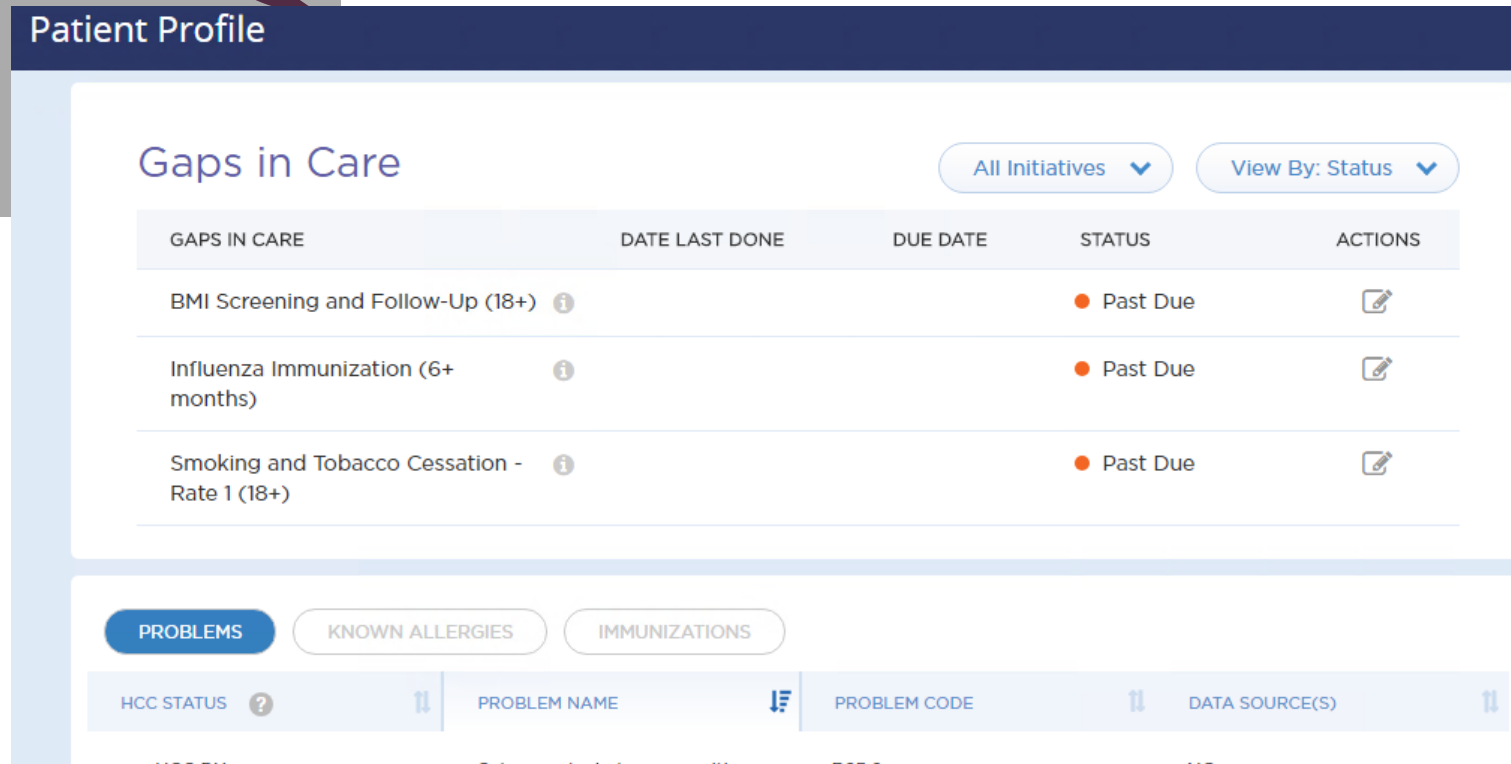
How can we identify patients we haven't seen?



Confidential—For Use By Authorized Parties Only. Do Not Distribute.

We integrate Population Health into our EHR workflows





Confidential—For Use By Authorized Parties Only. Do Not Distribute.

Future Prediction

Care team will be expanded to include virtual clinicians

- When it comes to virtual care, and artificial intelligence (AI), **consumer interest is surpassing what providers currently offer**

2018 survey of 2,301 U.S. consumers

Most said likely to use AI-enabled clinical services:

- home-based diagnostics **(66%),**
- virtual health assistants **(61%)**
- virtual nurses that monitor health conditions, medications and vital signs at home **(55%).**

Almost 20% said already have used AI-powered healthcare services

Accenture 2018 Consumer Survey on Digital Health

Patients adopt virtual "clinical services" as part of their clinical team to maintain and improve health.

Thank You!

LinkedIn
NextGen Healthcare

Facebook
NextGen Healthcare

www.NextGen.com

Twitter
@nextgen

Instagram
nextgenhealthcare

Confidential—For Use By Authorized Parties Only. Do Not Distribute.

BELIEVE IN BETTER.™

nextgen® healthcare

LEGAL NOTICE: This document contains information that is confidential and proprietary to NextGen Healthcare, Inc. and its subsidiaries and affiliates (“Company”) and is intended for use solely by its authorized employees. This document may not be copied, reproduced, published, displayed, otherwise used, transmitted, or distributed in any form by any means as a whole or in any part, nor may any of the information it contains be used or stored in any information retrieval system or media, translated into another language, or otherwise made available or used by anyone other than the authorized employee to whom this document was originally delivered without the prior, written consent of Company.

By retaining or using this document, you represent that you are a Company employee who is authorized to use this document and that you will use this document and the information it contains solely as and to the extent permitted by the Company. Any other use or distribution of the contents of this document, as a whole or in any part, is prohibited.

Although we exercised great care in creating this publication, Company assumes no responsibility for errors or omissions that may appear in this publication and reserves the right to change this publication at any time without notice.

© 2019 NXGN Management, LLC. All Rights Reserved.

The registered trademarks listed at www.nextgen.com/legal-notice are the registered trademarks of NXGN Management, LLC.
All other names and marks are the property of their respective owners.

Our issued and published patents can be found at www.nextgen.com/legal-notice.