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## Portal Use Factors: The Keys to Patient Portal Adoption



Session 208, February 22, 2017



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# Speaker Introduction

Jon P. Burns

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Speaker(s) will provide their own brief  
introduction – 2-3 minutes max

# Conflict of Interest

Jon P. Burns

Has no real or apparent conflicts of interest to report.

# Speaker Introduction

William C. Reed, FCHIME, FHIMSS

Executive Vice President & Partner

The Huntzinger Management Group,  
Inc.

Speaker(s) will provide their own brief  
introduction – 2-3 minutes max



# Conflict of Interest

William C. Reed, FCHIME, FHIMSS

Has no real or apparent conflicts of interest to report.

# Agenda

- Learning Objectives
- Patient Portal Expectations
- Patient Portal Experience
- UMMS Portal Approach
- UMMS Portal Experience
- Portal Use Factors
- Essential Conversations
- Realized STEPS™ Impacts
- Questions

# Learning Objectives

- Describe the factors studies have identified as affecting patient portal use
- Analyze the factors studies have identified, noting additional ones encountered, through audience participation
- Describe potential approaches to address these factors and enhance patient portal adoption and utilization
- Recognize the potential approaches, noting additional approaches being used
- Identify organizations and their experiences where patient portal adoption and utilization exceed national norms, through audience participation

# Patient Portal Expectations



Expected to positively impact all STEPS™



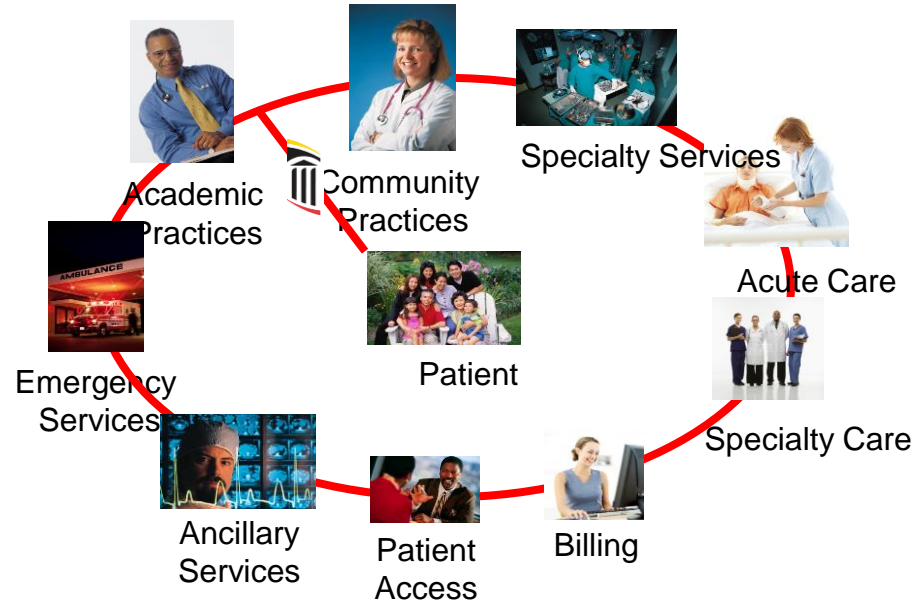
# Patient Portal Experience

- Overall, adoption has been poor (<30% of potential users)
- Ethnicity appears to impact portal adoption (predominately non-minorities)
- Patient age and gender, while related to portal adoption, appear to be less significant
- Method of portal introduction impacts adoption
- Provider influence has an impact on portal adoption
- Portal adoption appears significantly related to patients' literacies – computer/Internet, health, and numeric/graphic

Not quite the “*Field of Dreams*” we intended and expected

# UMMS Portal Approach

Integrated  
Patient  
Care and  
Services



Patient  
Centered  
One  
Portfolio

# UMMS Portal Approach

- Evolving and Flexible Adoption
  - New uses = New users
- Patient Engagement
  - PROMIS
  - Self Service
- Considerations for the “Family Care Manager”
- Chronic Care Management
- Provider Engagement
- Physician advocates

# UMMS Portal Experience

- Portal registration has to be friendly - technology variables / security guardrails
- Device matters
- Self-scheduling and other convenience factors are a big deal
- Patient age was not an overwhelming adoption factor
- Physician directed will only move you so far but is important
- Provider adoption is just as important as patient adoption
- Flexibility in meeting patient needs is critical
- 24-hour support
- Understand your liabilities

# Portal Use Factors

- Patient Demographics (Age, Gender, Ethnicity)
- Influence of Others
- Perceived Portal Usefulness
- Perceived Portal Usability
- Patient Literacies (Computer/Internet, Health, Numeric/Graphic)
- Portal Introduction Approach

# Essential Conversation #1

- Which use factor has the most influence on portal use?
  1. Patient Demographics (Age, Gender, Ethnicity)
  2. Influence of Others
  3. Perceived Use Factors (Usefulness/Usability)
  4. Patient Literacies (Computer/Internet, Health, Numeric/Graphic)
- What other use factors have you encountered?

# Which use factor has the most influence on portal use?

Demographics

Influence of Others

Perceived Use  
Factors

Patient Literacies

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# Essential Conversation #2

- Who has the most influence on a patient's portal use?
  1. Family
  2. Friends
  3. Providers
  4. Hospital/Clinic Staff
- How have you enhanced the influence these people exert on portal use?



# Who has the most influence on a patient's portal use?

Family

Friends

Providers

Hospital/Clinic

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# Essential Conversation #3

- What function has the most effect on perceived portal usefulness?
  1. Financial Functions (e.g. Bill Pay)
  2. Scheduling Functions
  3. Clinical Results
  4. Provider Messaging
- What other functions increase perceived portal usefulness?

# What function has the most effect on perceived usefulness?

Financial Functions

Scheduling  
Functions

Clinical Results

Provider Messaging

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# Essential Conversation #4

- What feature has the most effect on perceived portal usability?
  1. Limited “Clicks”
  2. Screen Esthetics (Color, Font, Spacing, etc.)
  3. Language Level
  4. Non-verbal Presentation (Charts, Graphs, etc.)
- What other features increase perceived portal usability?

# What feature has the most effect on perceived usability?

Limited Clicks

Screen Esthetics

Language Level

Non-verbal

Presentation

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# Realized STEPS™ Impacts



Portal use has positively impacted all STEPS™

# Questions

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