LUMA HEALTH TELEHEALTH

A Patient Engagement Case Study

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NEEDING HEALTHCARE CAN BE HARD — GETTING CARE SHOULDN'T BE.

We built Luma Health because we are all patients. We believe it should be easy to see and connect with our doctor. To get the care we need, when we need it. Ours is a new vision aligned around letting systems deliver high-quality healthcare, lower the burden on staff, and provide the modern, mobile-first experience we all deserve. Let's go!

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Speaker, HIMSS Houston Chapter
RCM Analytics Leader

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LEARNING OBJECTIVES

Today we'll talk about:

- Demonstrate the impact of texting on patient experience

- Produce operational efficiency through EHR-integrated messaging of patient data

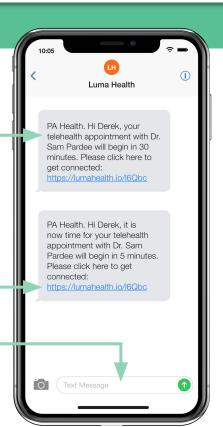- Report best practices to implement comprehensive access solution

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TELEHEALTH - PATIENT EXPERIENCE

Seamless patient engagement via SMS
- No apps
- No logins
- No portals
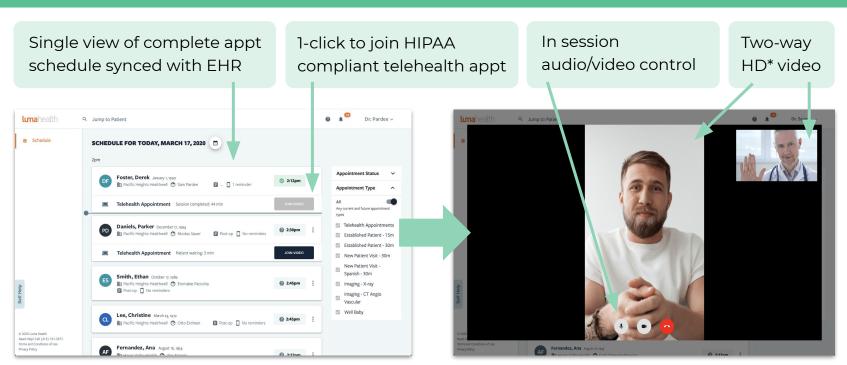- No account set up

1-click to join HIPAA compliant telehealth appt

Easily reschedule appt directly within reminder cadence

Phone 1 — Messages

10:05

LH

Luma Health

PA Health. Hi Derek, your telehealth appointment with Dr. Sam Pardee will begin in 30 minutes. Please click here to get connected:
https://lumahealth.io/l6Qbc

PA Health. Hi Derek, it is now time for your telehealth appointment with Dr. Sam Pardee will begin in 5 minutes. Please click here to get connected:
https://lumahealth.io/l6Qbc

Text Message

Phone 2 — Video Call

10:05

Messages

AA https://lumahealth.io/l6Qbc

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TELEHEALTH - PROVIDER EXPERIENCE

Single view of complete appt schedule synced with EHR

1-click to join HIPAA compliant telehealth appt

In session audio/video control

Two-way HD* video

*HD video dependent on internet bandwidth

TELEHEALTH SOLUTION CAPABILITIES

CORE CAPABILITIES

- ❏ Real time EHR integration supports mass telehealth appointment conversion and individual appointments
- ❏ Virtual sessions record:
  - ❏ Provider-patient info
  - ❏ Session start time
  - ❏ Session duration
- ❏ Supported video platforms
  - ❏ Twilio (built-in with Telehealth product)
  - ❏ Zoom
  - ❏ Cisco Webex

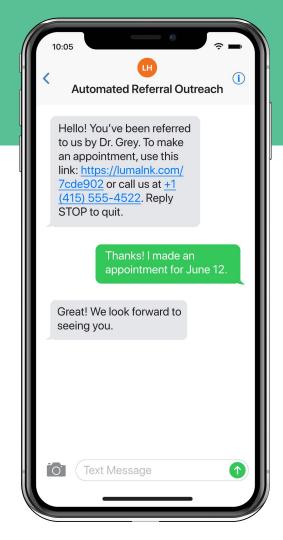## ADDITIONAL PLATFORM CAPABILITIES

- ❏ Artificial Intelligence reminders understands and processes natural language responses for reschedules, cancellations, confirmations
- ❏ Pre-screen and guide qualified patients to self-schedule telehealth appointments
- ❏ Capture pertinent patient info via appointment reminders prior to telehealth visit, including insurance card, reason for visit, patient intake, and more
- ❏ Capture patient feedback post virtual visit to improve future virtual experiences

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INTEGRATING WITH YOUR SOURCE OF TRUTH – YOUR EHR
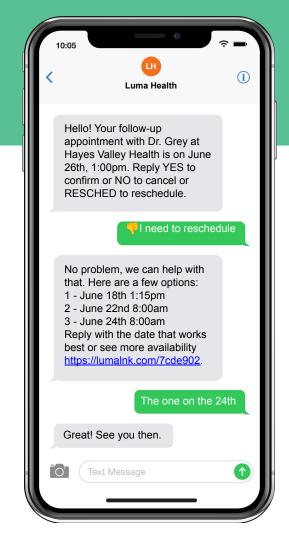
INCREASE OUTREACH CONVERSION

- Automate outreach via text, phone, or email.

- Luma Health then drives patients to schedule online or via text.

- Patients get real-time availability synced directly from your EHR.

10:05

LH

Automated Referral Outreach

Hello! You've been referred to us by Dr. Grey. To make an appointment, use this link: https://lumalnk.com/7cde902 or call us at +1 (415) 555-4522. Reply STOP to quit.

Thanks! I made an appointment for June 12.

Great! We look forward to seeing you.

Text Message

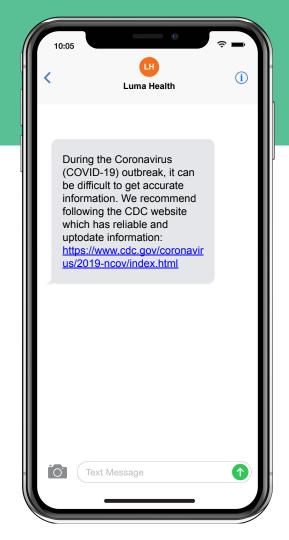**luma**health

REDUCE NO-SHOWS AND AUTOMATE REMINDERS

- Automatic, customizable, and unlimited reminders.
- Patients can reply, reschedule, and join waitlists.
- Reduce no-shows and last-minute cancellations.

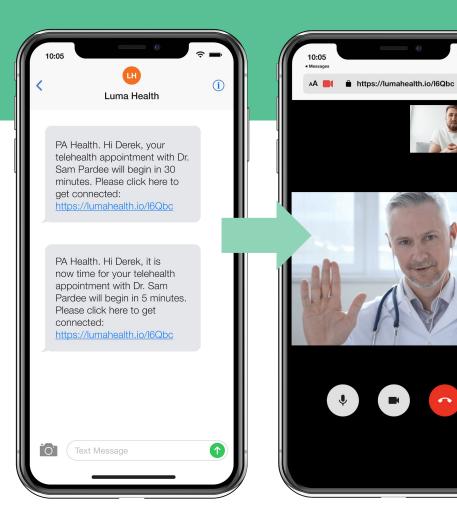luma health

SEAMLESSLY MESSAGE PATIENTS

- Staff can easily send custom messages directly to any segment or all of your patient population.
- Reschedule patients en masse or convert patients from referral lists.
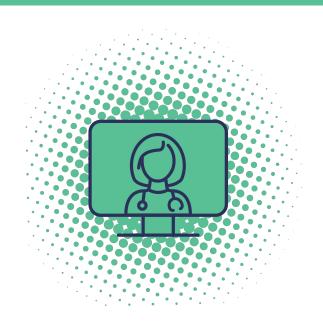

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TELEHEALTH

- Seamlessly engage patients for virtual visits - no apps, no logins, no portals
- 1-click to join HIPAA compliant telehealth appointment

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TELEHEALTH IN THE COVID-19 ERA

- Maintaining patient care
- Minimize revenue loss through telehealth reimbursements and keep doors open
- Bridge until post COVID-19
- Additional capacity and revenue streams post COVID-19

LOOK FOR TWO-WAY, REAL-TIME EHR INTEGRATION

- Make sure your appointment reminders are accurate and up-to-date
- Offer patients the convenience of scheduling online with always accurate availability
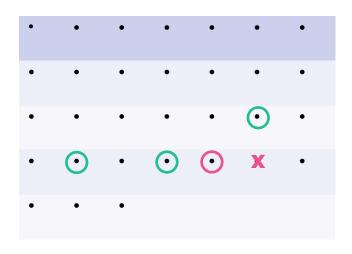- Target communications based on provider, appointment type, ICD-10, and CPT codes

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OPTIMIZING YOUR REMINDER CADENCE

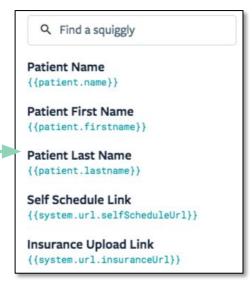# MAKE SURE PATIENTS GET THE REMINDERS THEY NEED, WHEN THEY NEED THEM

- Use the 7-, 4-, and 2-day rule for optimized reminders
- Automate a reminder 1 day out if the appointment is not cancelled or confirmed
- Update your custom cadence anytime

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STEPS FOR IMPLEMENTING A SUPER-EFFECTIVE REMINDER SYSTEM

1. Integrate your reminder system with your EHR or PM.

2. Customize message templates for different providers, appointment types, or locations.

3. Make messages personal with squigglies!

4. Deliver reminders at the optimal times.

Q Find a squiggly

Patient Name
{{patient.name}}

Patient First Name
{{patient.firstname}}

Patient Last Name
{{patient.lastname}}

Self Schedule Link
{{system.url.selfScheduleUrl}}

Insurance Upload Link
{{system.url.insuranceUrl}}

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LIVING THE RESULTS — NO MORE NO-SHOWS

RESULTS FROM HOUSTON ENT

- Evaluate current process

- Know your analytics for no-show appts

- Implementation

- ROI

PATIENT ENGAGEMENT & TELEHEALTH

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‹ Messages

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COVID-19 & TELEHEALTH

- Mass adoption of Telehealth

- Considerations for vendor selection

- Mass confusion of workflow for staff

- Providers working from home

- Uncertain Reimbursements

IMPLEMENTATION CHALLENGES

- Communicating system requirements (OS, browser)
- Video & audio issues on desktop and mobile
- Patient learning curve (i.e. - denying access)
- Poor patient experiences, high stress for providers

EAR · NOSE · THROAT
HOUSTON
& ALLERGY *est. 1907*

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BEST PRACTICES

- Test audio and video of device before appointment

- Provider and staff training for new workflow

- Communication via text

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QUESTIONS?

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