



Online Booking and Email - Engagement , Access and Service



Faculty/Presenter Disclosures

- Faculty: Stephen McLaren, BSc, MD, CCFP, FCFP
- Relationship with Commercial Interests:
 - OntarioMD-Peer Leader



Disclosure of Commercial Support

- **Potential for conflict(s) of interest:**
 - Dr. McLaren has received payment in the past from OntarioMD for Peer Leader engagements.
 - Dr. McLaren pays for, and uses, the following products that will be mentioned in this program: Accuro EMR, Medeo Secure email, Medeo Virtual Visits, Cliniconex Reminders, Sendblaster Pro and Turbo-Smtp.

Mitigating Potential Bias

- The content of this presentation represents a self driven practice pattern free of commercial bias or sponsorship.

Online booking & email

OUTLINE

Practice Context

Motivation

Online Booking

Unsecure Email

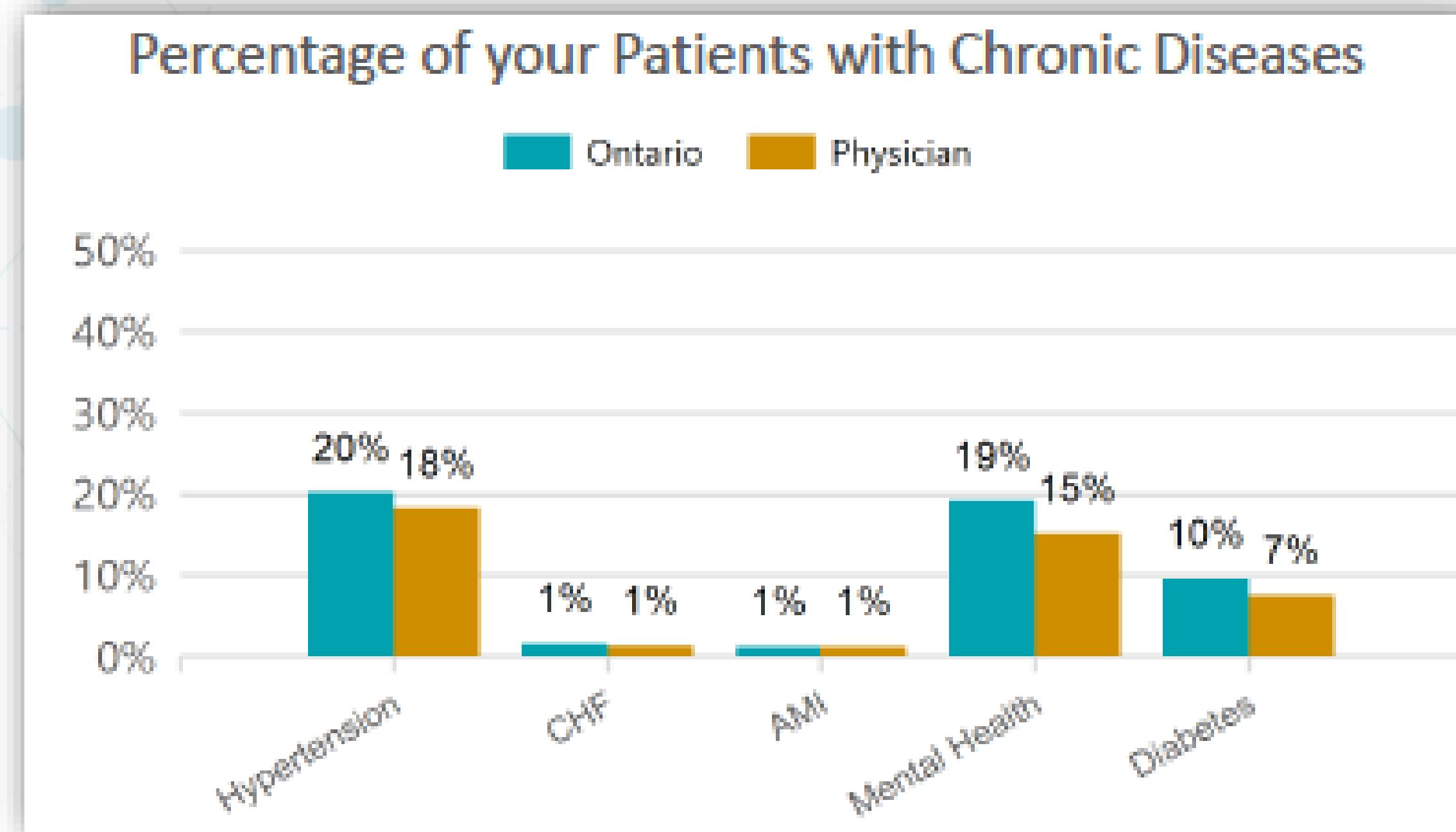
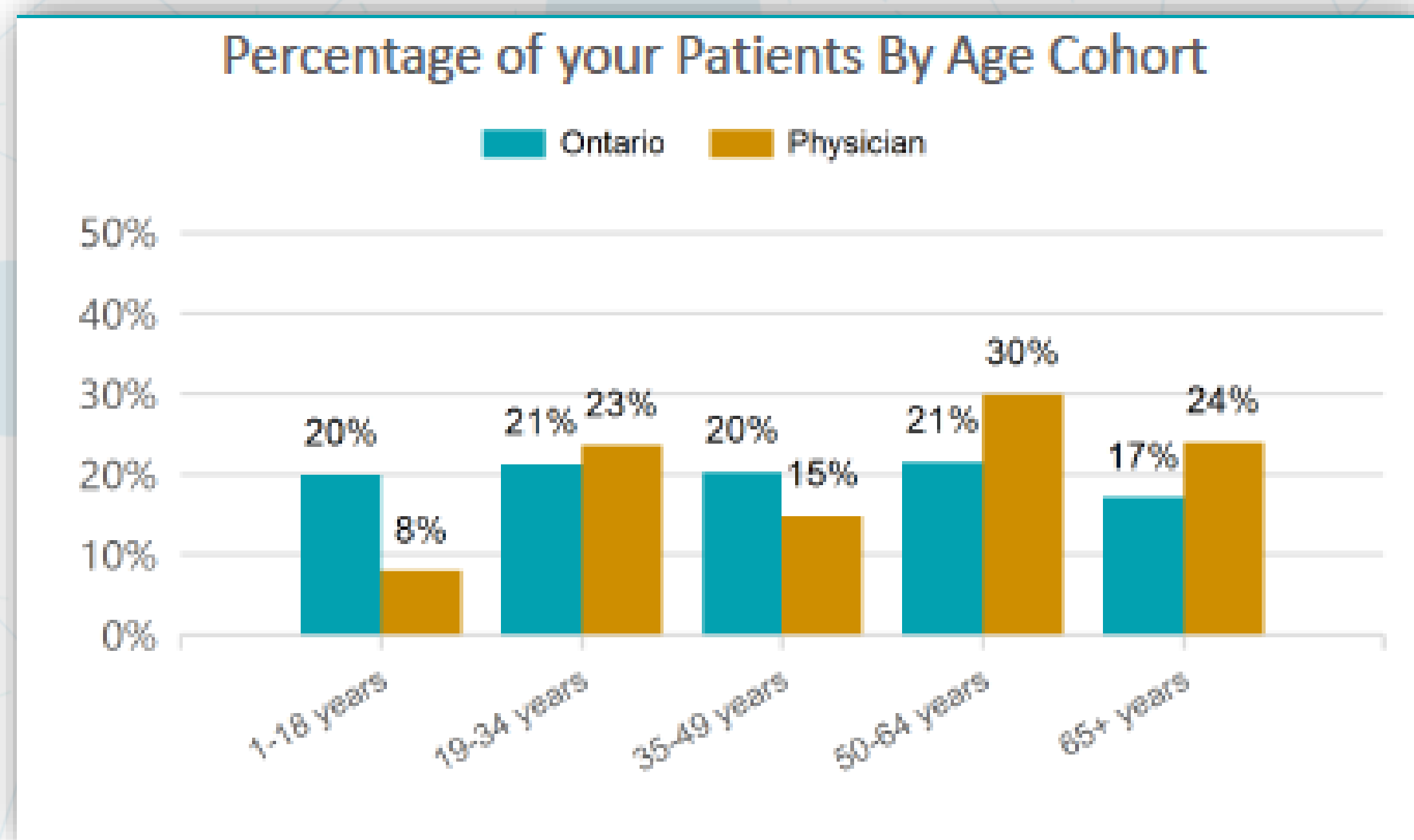
Email Blasts

Secure Email



Practice Context

2,200 patients - 10 minute appt. slots - 4.5 d/week - 22 years FFS - 13 years FHN/FHO



Motivation

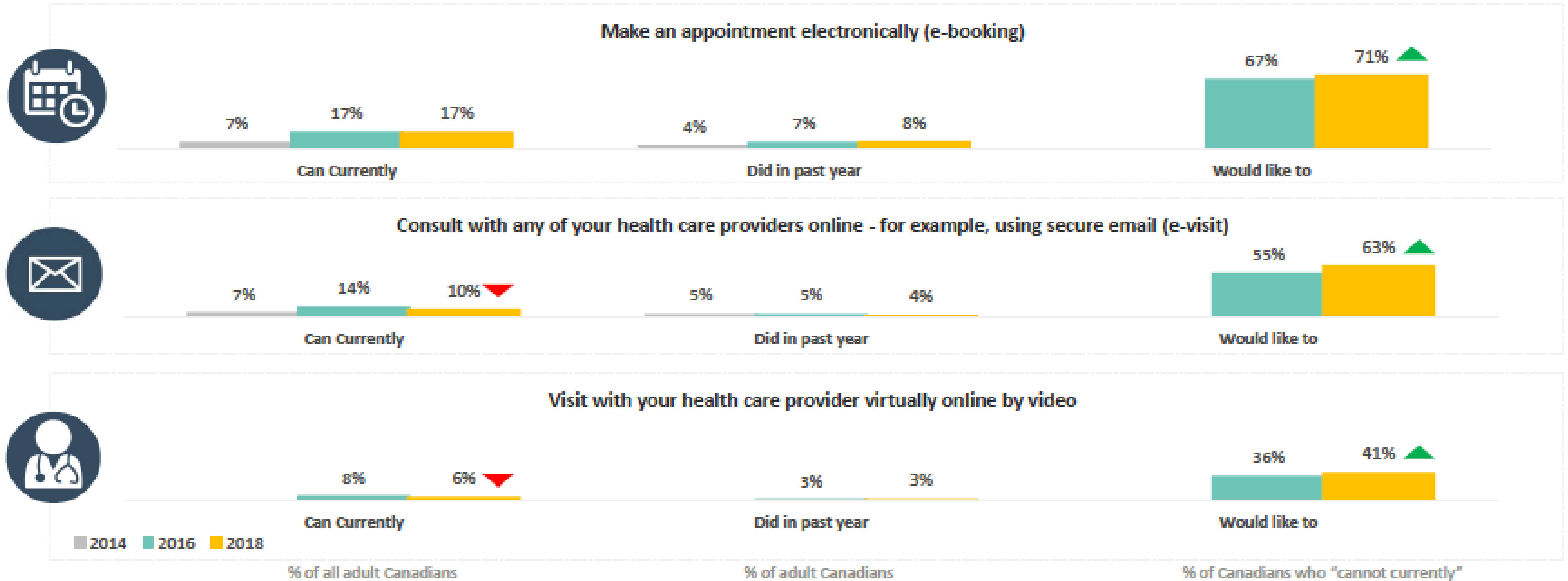
Dangerous Ideas Soapbox



2 problems to solve: 1) the phones

2) "circular" messaging

Making appointments electronically is on par with results from 2016. Current levels of access to e-visit and virtual visit e-services is down significantly since 2016 (-4% e-visits and -2% virtual visits). Interest in these e-services has significantly increased.



Q38. Can you currently...? / Q39. In the LAST YEAR, did you? / Q40. Would you like to be able to?
 2018 ACCESS Digital Health Survey. Base: Canadians 18yrs+ (n=2,272)

E-booking

March 2016

Same day urgent care

3 of 19 MDs

Fall 2016

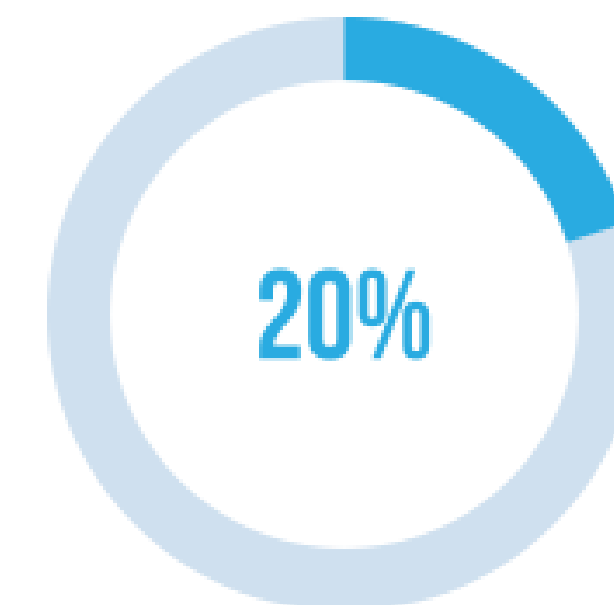
Some appointments
15 of 19 MDs

All appointments
2 or 3 of 19

Current

Most appointments
15 of 19 MDs

All appointments
3 of 19



E-booking

Appt type

1000 appointments

- 500 e-booked

724 - 10min. routine visits

- 470 booked online

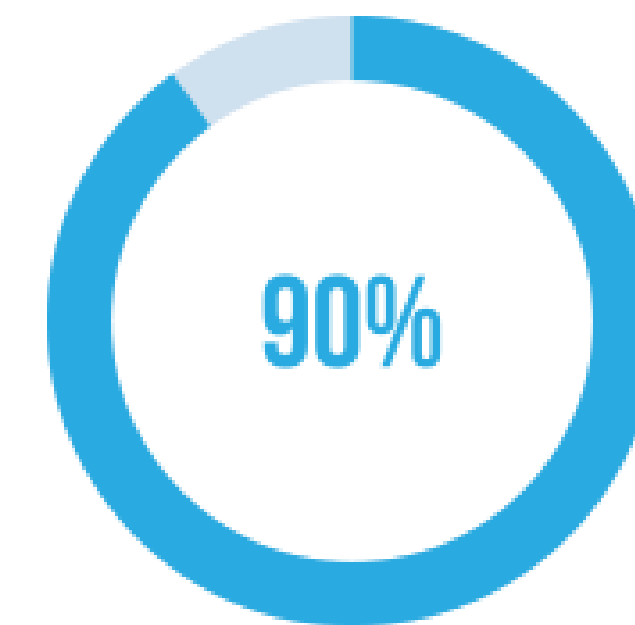
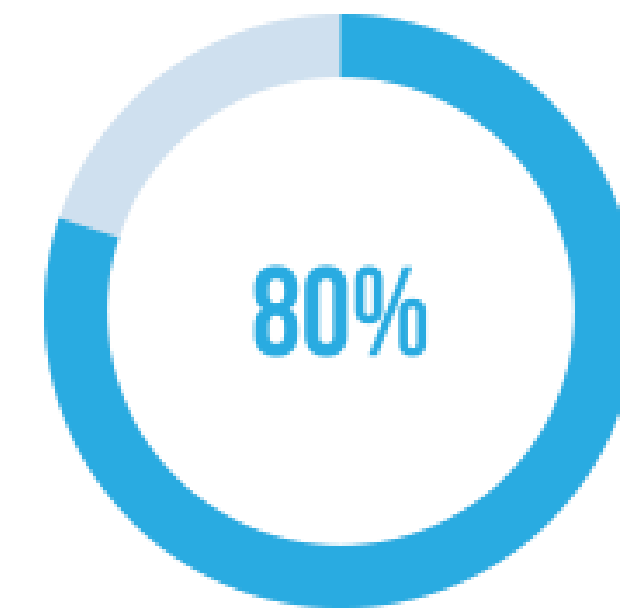
94 Wellness visits

- 17 booked online

Age

Age 2-98

Survey says!



8:30am		Visit (eBooking) 10... (t-)		Visit (eBooking) 10... (t-)	Visit (eBooking) 10... (t-)	
8:40am		Visit (eBooking) 10... (t-)	Wellness Adult 21... (t-)	Visit (eBooking) 10... (t-)	Visit (eBooking) 10... (t-)	Wellness Adult 21... (t-)
8:50am		Visit (eBooking) 10... (t-)		Visit (eBooking) 10... (t-)	Visit (eBooking) 10... (t-)	
9:00am					Visit (eBooking) 10... (t-)	
9:10am		Wellness Adult 21... (t-)	Wellness Adult 21... (t-)	Wellness Adult 21... (t-)	Admin.	Wellness Adult 21... (t-)
9:20am					Admin.	
9:30am				Admin.		Visit (eBooking) 10... (t-)
9:40am		Wellness Adult 21... (t-)	Wellness Adult 21... (t-)	Advanced Access	Wellness Adult 21... (t-)	Visit (eBooking) 10... (t-)
9:50am				Advanced Access		Admin.
10:00am		Admin.	Admin.	Advanced Access	Visit (eBooking) 10... (t-)	Admin.
10:10am		Advanced Access	Visit (eBooking) 10... (t-)	Admin.	Visit (eBooking) 10... (t-)	Advanced Access
10:20am		Advanced Access	Visit (eBooking) 10... (t-)	Advanced Access	Admin.	Advanced Access
10:30am		Advanced Access	Visit (eBooking) 10... (t-)	Advanced Access	Advanced Access	Advanced Access
10:40am		Admin.	Admin.	Advanced Access	Advanced Access	Advanced Access
10:50am		Advanced Access	Advanced Access	Advanced Access	Advanced Access	Advanced Access
11:00am		Advanced Access	Advanced Access	Admin.		Admin.
11:10am		Advanced Access	Advanced Access	Advanced Access	Admin.	Admin.
11:20am		Admin.	Admin.	Advanced Access	Advanced Access	Advanced Access
11:30am		Advanced Access	Advanced Access	Advanced Access	Advanced Access	Advanced Access
11:40am		Advanced Access	Advanced Access		Advanced Access	Advanced Access
11:50am		Advanced Access	Advanced Access	Admin.	Advanced Access	Advanced Access

ONLINE BOOKING

Your provider's name will appear if online booking slots remain available and will disappear when all available online appointments are booked. New openings appear daily in preparation for the next day.

No appointments available? – [Call our Call Centre at 905-471-9999](#) as your provider may still have openings as they cover [Urgent Care](#) for the office.



Online Booking

✓ Practitioner: Dr. Stephen McLaren ^

2 Select an Appointment Type v

a) Regular Office Visit (10 minutes) - * Same Day Access *

Today for Today and Tonight for Tomorrow. This is the preferred appointment method to meet your needs now. New slots open each evening for the next day. If no appointments are left please look to future appointments choice b) or call the office at (905) 471-9999 to access "Dr Available" appointments. Urgent Care Clinics are also available on walk-in basis. www.markhamfht.com/urgent-care-hours for more information.

b) Regular Office Visit (10 minutes)

Choose this type if you wish to plan ahead. Please ensure if this is a followup visit such as Diabetes that your lab tests are done for review.

c) Wellness 21 and older

For adults 21 and older. This is an overview of health and health related risks. This service is at the following intervals: 21-39 every 3 years, 40-64y every 2-3 years, 65y and older every 1-2 years. ** If you are 30 or older, please indicate if you would like to pickup a lab req, or have it emailed to you, to go to the lab prior to your Wellness visit.

d) Video Visit - NEW - trial summer 2018

This uses the secure Medeo video platform to connect you and the doctor. The best reasons to use this service would be to review and renew medication for depression / anxiety or to discuss test results. Clinical concerns requiring examination are not suitable for video visits. You will need to download the free Medeo Health app to your android or OS device, or use a computer with mic, camera and with Google Chrome as a browser. An invite/link will be sent by email after your confirming email. You will be guided through some easy steps to acquire the app and setup your device. This service is NOT covered by OHIP but will be offered for free during a trial period in the summer of 2018. If your visit requires a note / letter / travel advice etc then those uninsured services will be billed to you. We hope you find value in this service.



3 Unavailable	4 12 available	5 Unavailal
------------------	-------------------	----------------

11:10 AM - 11:20 AM EDT

11:30 AM - 11:40 AM EDT

11:40 AM - 11:50 AM EDT

11:50 AM - 12:00 PM EDT

2:10 PM - 2:20 PM EDT



4 Create an account or Sign In ▼

Already have an account with Medeo? Please [sign in](#) to complete your booking.

First Name REQUIRED

Last Name REQUIRED

Email REQUIRED

This will allow you to be notified when your request status changes

Password REQUIRED

A minimum of 6 characters please

Birthday (YYYY-MM-DD) REQUIRED

Phone Number REQUIRED

Personal Health Number

Please note that prior to accepting an appointment request, some providers will require your Personal Health Number to complete the online booking process.

Dr. Stephen McLaren



Markham Family Health Team via Medeo

Your appointment request is under review

To: Stephen McLaren

Your ap
Septem
Family
when yo

Please
your ap
cancell

4:40 PM
Markha
Markha

RECEIVED BY CLINIC

Inbox - Yahoo!

when

Markham Family Health Team via Medeo

Your appointment request has been accepted

To: Stephen McLaren

Inbox - Yahoo!

Your appointment request for Dr. Stephen McLaren at 4:40 PM EDT on September 4, 2018 has been accepted by a Markham Family Health Team staff member.

To see more instructions from Markham Family Health Team, view your [appointment requests](#).

Please contact Markham Family Health Team with any questions about your appointment. Markham Family Health Team's standard appointment cancellation policy applies to all appointments booked online.

4:40 PM EDT on September 4, 2018
Markham Family Health Team
Markham, ON, L6B 1A1, CA

Powered by [Medeo](#).

Appointment Details Markham Family Physicians FHO - Markham FHT

Loads Settings from this Patient's Previous Appointment

7 **MCLAREN, STEPHEN** Confirmed Arrived

Details

Appointment Date: 07-Sep-2018 Type: Adv. Access (eBooking)

Appointment Time: 11:50am Reason:

Appointment Length: 10 minutes (12:00pm) Location: O Provider's Office

Referred By: --None-- Priority:

Other Providers: Insurer: OHIP

Room: --None--

Notes

test

Popup Notes

Medeo Booking Request Pending

Stephen McLaren

10-Oct-1955
stephenmclaren@rogers.com

Checkout

a) Regular Office Visit (10 minutes) - * Same Day Access *

test

No Patient MCLAREN, STEPHEN

Adv. Access 10min	Advanced Access	Admin	Admin
Admin	Advanced Access	Advanced Access	Advanced Access
Adv. Access 10min	Advanced Access	Advanced Access	Advanced Access
Adv. Access 10min	Admin	Advanced Access	Advanced Access
Adv. Access 10min		pbsg @ 12:30	Advanced Access

Medeo Booking Requests

All

Tuesday September 04, 2018

- ALEXANDER, MICHELLE
10:30 AM for 15 minutes
Patient Cancelled
- MCLAREN, STEPHEN
11:00 AM for 10 minutes
- HAW, PETER
4:00 PM for 15 minutes
Patient Cancelled

Wednesday September 05, 2018

- LOUGHEED, DARYL
10:45 AM for 15 minutes
- LOUGHEED, DARYL
11:00 AM for 15 minutes

Thursday September 06, 2018

- ALEXANDER, MICHELLE
11:30 AM for 15 minutes
- WISE, YISHAI
3:30 PM for 10 minutes

- No reason given
- Please Clarify
- Incorrect Doctor
- Time
- Duplicate Appointment
- Incorrect Patient
- Free Text Rejection Message--
- Free Text ACCEPT message
- Video Visit Accept

Online booking

24 hr convenience - global
Email confirmation with date / time
Time allotment is clear
Seconds to complete
Office workflow is easy
Less NO Shows

Access = continuity
More acute care



Phones are still problematic
Reluctance to create an account
Unique email per person required
“Delegated” booking - ?clunky
Occasional erroneous booking

Messaging from staff reflects their training

Online booking

Q: Has there been a shift in service to younger demographic?

2014 avg age 56.6, median age 61 yr

2018 —> 60.6 median age 65 yr

2018 avg age 54.2, median age 60 yr



Email

Regular email

Grass roots demand
@rogers.com
Say very little
Copy Cut Paste
"Encrypt" and send = labour!

Mass emails

Great way to inform
Express consent required
3rd party products required
Anti Spam rules to follow

Secure email

EMR integrated
Encrypted secure portal
Easy
Part of the Medical Record *
Patient satisfaction is high



Email

Regular email

CPSO

... physicians who wish to send personal health information by e-mail must obtain express consent to do so from the patient or their representative unless they have reasonable assurances that the information sent and received is secure. Physicians should use a secure e-mail system with strong encryption... it is advisable to copy all e-mail correspondence for the chart.

CMPPA

- Many patients want it
- Can improve efficiency of care scheduling, reminders
- May save time and unnecessary visits
- Can foster patient engagement

Physicians considering using unsecured or unencrypted email or text messaging should do so only for information that does not include identifiable personal health information

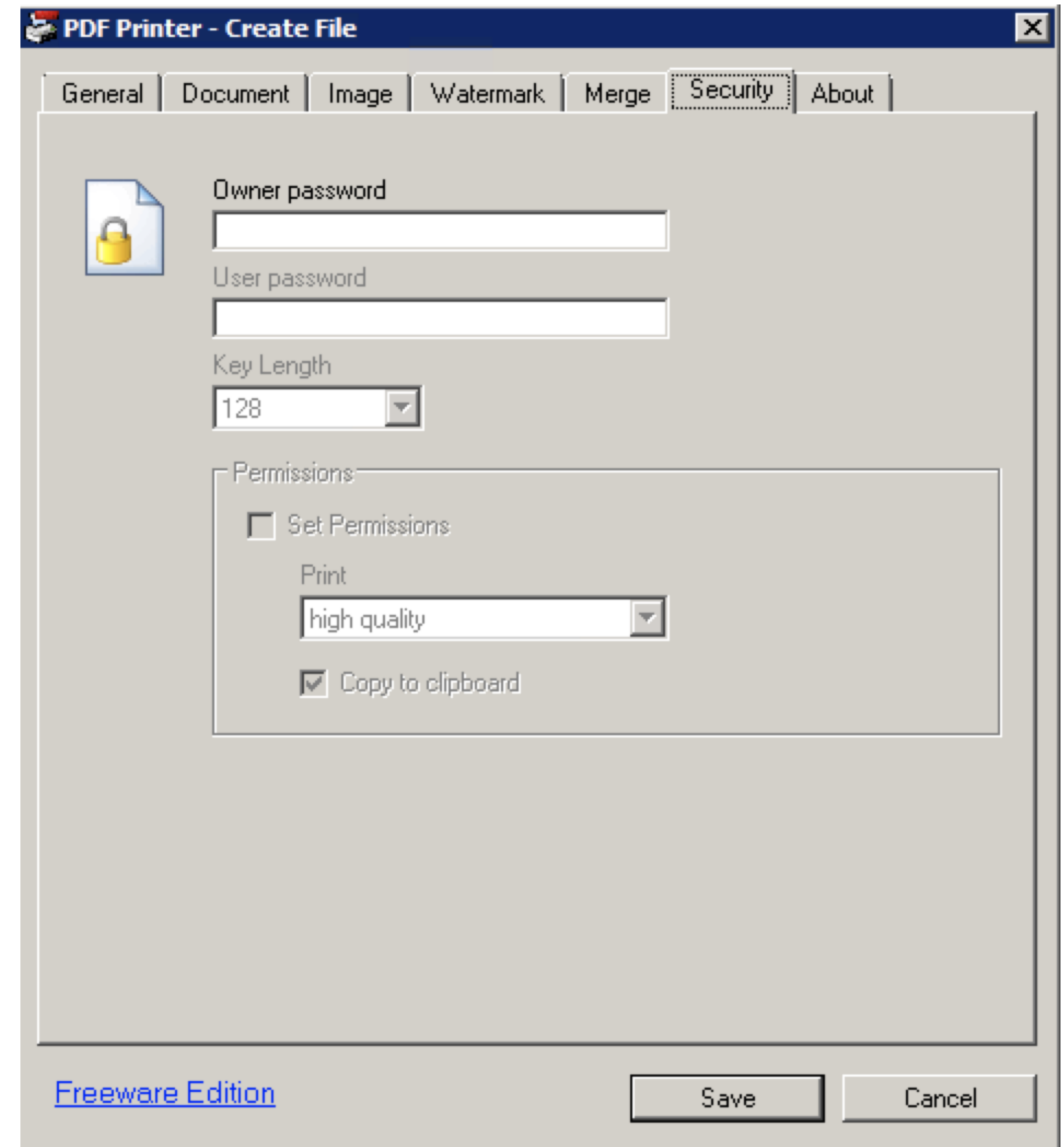
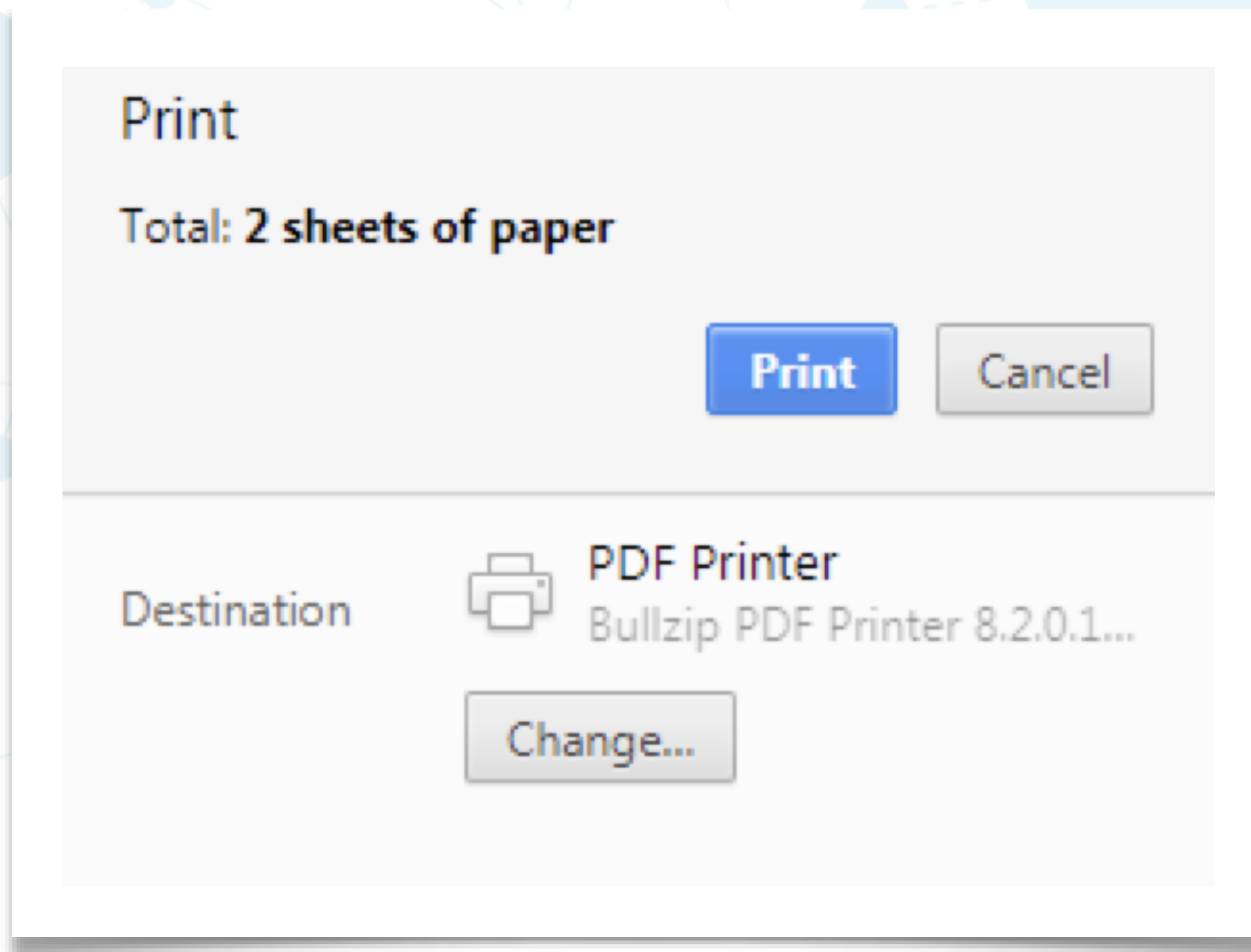


email

Regular email

“print” or “save” as pdf and invoke “Security”

Not encrypted and can be stripped of the password



email

Blasts

Anti-spam = must have express consent on file & include “ Unsubscribe” feature

We use SendBlaster Pro & turbo-smtp

Use a secure PC or Laptop

EMR search target audience with express consent on file.

Encrypt and Export email addresses

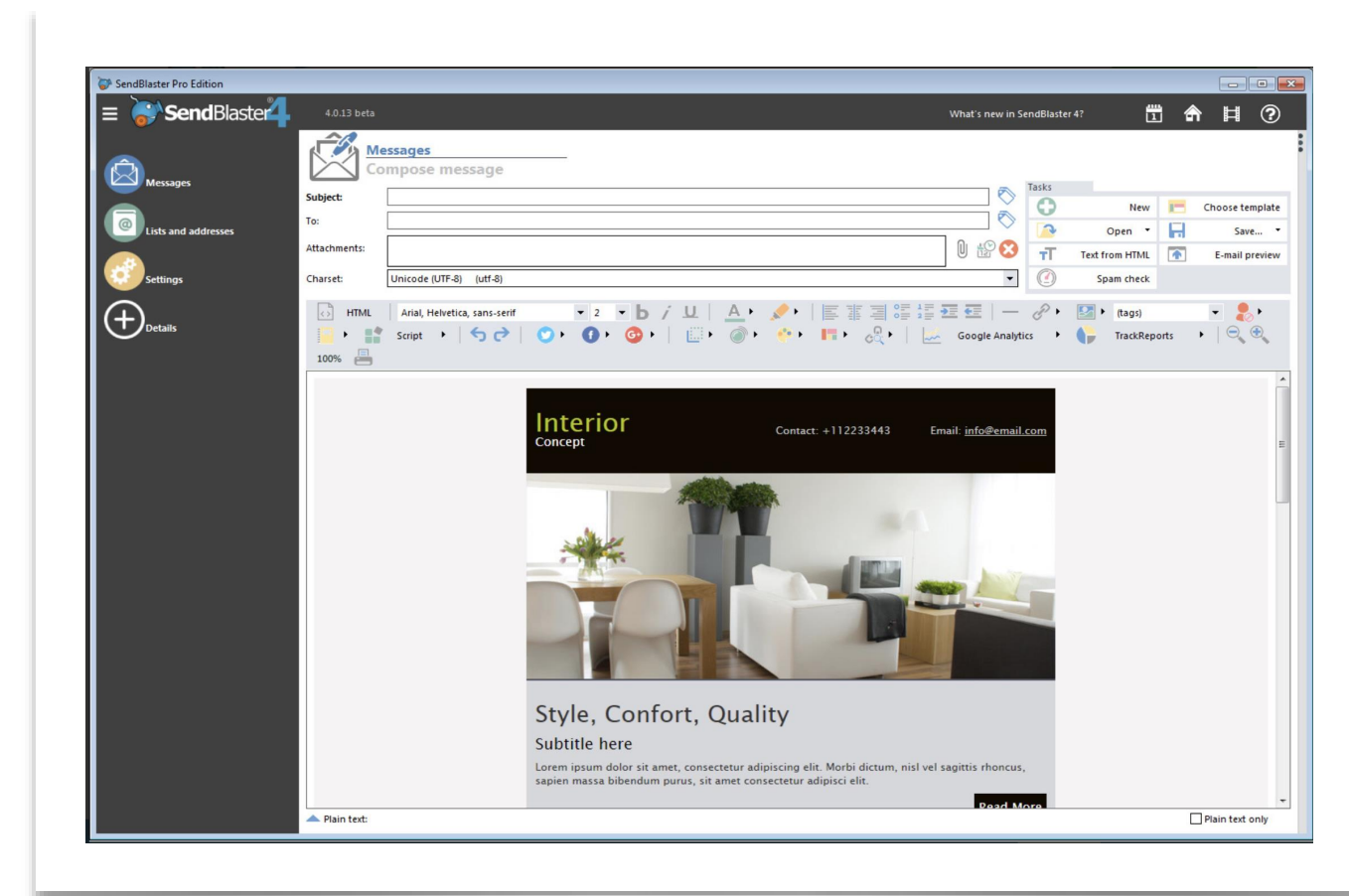
Import into Sendblaster

Create email

Test test test

Send using Turbo-Smtp account

Remove lists from computer



email

Blasts

The screenshot displays the SendBlaster Pro Edition 4.0.13 beta interface. The main window is titled "Messages" and "Compose message". It features a sidebar with navigation options: Messages, Lists and addresses, Settings, and Details. The central area contains form fields for "Subject:", "To:", "Attachments:", and "Charset:" (set to Unicode (UTF-8) (utf-8)). A rich text editor toolbar is visible, including options for HTML, font style (Arial, Helvetica, sans-serif), size (2), bold, italic, underline, text color, background color, link, unlink, list, and table. A "Tasks" panel on the right offers actions like "New", "Choose template", "Open", "Save...", "Text from HTML", "E-mail preview", and "Spam check". The preview area shows an email template for "Interior Concept" with a header containing contact information: "Contact: +112233443" and "Email: info@email.com". The main content features a photograph of a modern living room and dining area. Below the image, the text reads "Style, Confort, Quality" (note the typo for "Comfort"), followed by "Subtitle here" and a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi dictum, nisl vel sagittis rhoncus, sapien massa bibendum purus, sit amet consectetur adipisci elit." A "Read More" link is positioned at the bottom right of the preview. At the bottom of the interface, there are checkboxes for "Plain text:" and "Plain text only".

email

Blasts

Choose different addresses for replies and bounces >>



Send settings:

Send mode:

1. Use SMTP server

2. SMTP server:
pro.turbo-smtp.com

3. Authentication required

4. Username:
myaccount@domain.com

~~Retry with direct send in case of error~~

Connection test

The logo for turboSMTP WIZARD is located in the top right of the settings panel. It features a blue envelope icon, the text 'turboSMTP' in blue and 'WIZARD' in orange, and a yellow circular graphic with a black pen nib.

email

Blasts

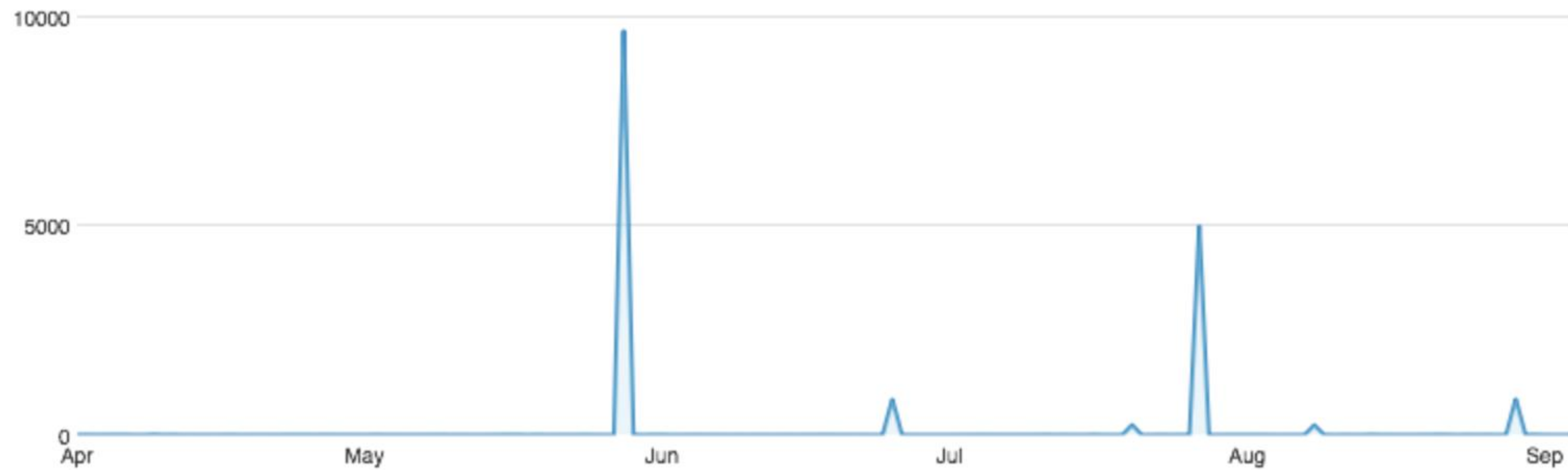


- Dashboard
- Statistics
- Reports
- Tools
- Settings
- Sub accounts
- Help

Real-Time stats

April 1, 2018 - September 3, 2018

Hourly Daily Weekly Monthly



Secure Encrypted EMR Integrated

Communication

10-Jun-2018: Communication

Provi
fax

10-Jun-
Provi
fax to

10-Jun-
Provi
fax

28-May
Provi

05-May
Provi

Ver: 51

One account.
All of your health.

SIGN IN

[FORGOT YOUR PASSWORD?](#)

Dr. Stephen McLaren sent you a secure message on Medeo

You have a new secure message waiting for you on Medeo that was sent by Dr. Stephen McLaren from Markham Family Health Team.

[View Secure Message](#)

Steps to view your secure message on Medeo

1. Follow the "View Secure Message" link above
2. Sign in to your secure Medeo account
3. View your secure message


Why can't I see the message in the email? For your security, Medeo does not send any personal or medical information via email.

[Send To Patient...](#)






Last fax to: 20111128

email

Secure Encrypted EMR In

 Activity Feed (11)

Newest on Top

-  **Message received from Dr. Stephen McLaren**
Test >
-  **Virtual Care Appointment completed**
with Stephen McLaren for 22 Jul 2018 >
-  **Virtual Care Chat Summary available**
with Dr. Stephen McLaren >
-  **Virtual Care Appointment scheduled**
with Stephen McLaren for 13 Jun 2018 >
-  **Message received from Dr. Stephen McLaren**
test >

Secur

Commur

10-J

Pr

fa

10-J

Pr

fa

10-J

Pr

fa

28-M

Pr

05-M

PROVID

Ver: ST

The screenshot displays the Accuro Messaging application interface. On the left, there is a sidebar with a 'Start Conversation' button and a 'Narrow By' section with filters for 'Unread Only', 'Drafts Only', and 'Hide Archived'. Below this is a search bar and a 'Clear Patient' button. The main area shows a list of messages, with the selected message titled 'Blood vessel ultrasound' from 'DA ROSA, GEORGE' dated '04-Sep-2016'. The message content includes: 'Hi [redacted]', 'There is some dilatation o', 'I will plan a rp in 6m', 'We should reconvene in t', 'Thank You', 'Please see secure email i', 'If there are issues with v', 'For future reference: If y', 'https://id.medeohealth.com', 'Thank You.', and '** To Unsubscribe from a', 'in the subject line of an e'. An attachment 'Patient Agreement.pdf' is visible at the bottom of the message. On the right, an 'Accuro Download Manager' window is open, showing the file 'Patient Agreement.pdf' with a progress bar and the text 'Download Complete' and 'Download completed in 00:00'. It also includes a 'Save As File To Chart' link and 'Clear Completed' and 'Close' buttons. At the bottom of the messaging window, there is a 'Say Something...' input field and a 'Downloads' button.

email

Secure Encrypted EMR Integrated

Good: secure
easy & fast
part of the Medical Record
same portal as appts / video



Not so Good: “help” desk
unique email required
email link “times out”
No “out of office reply”
“fail” not integrated to EMR



email

Secure Encrypted EMR Integrated

2018:

783 email threads started in 8mo = 900 / year

248 emails received in 8mo weeks = 372 / year

150 emails sent in reply = 225 / year = 1/5 reply rate

100 (40%) of the replies are simply “thank you”



Visits

Per yr/per enrolled



Visits

Per yr/per enrolled - 2.6

“Services” per yr / per enrolled

1.8

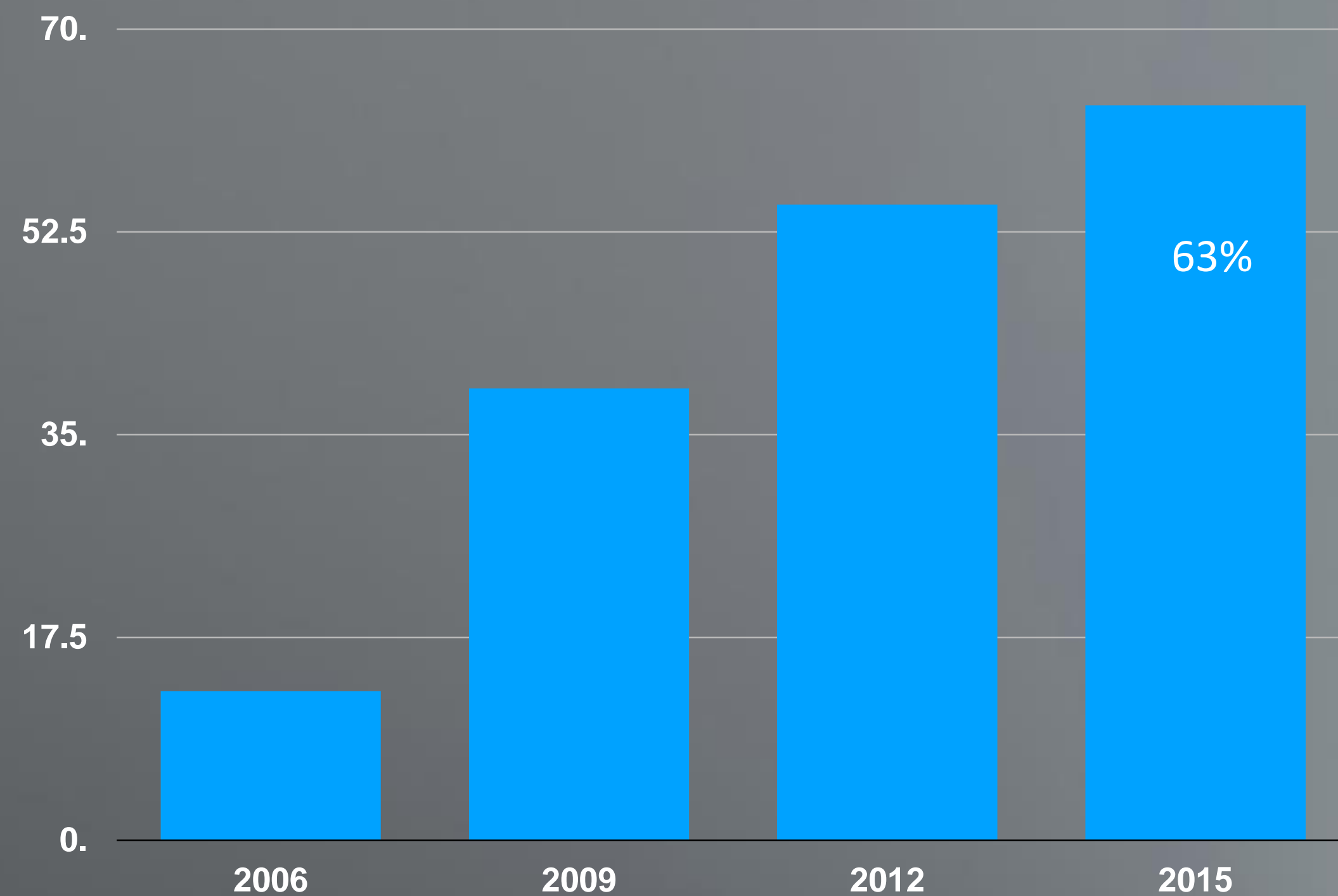
3.05

HQO

Visits to own MD - Ontario 68.3%
Group 65.8%

79.1%

Access Bonus



2018
68%

Online booking and email

- Engagement , Access and Service



Cost \$24.95 /
month for secure
email module

Cost \$14 / month
for online
appointment
module.

Type to enter a caption.

Online booking and email

- Engagement , Access and Service

Online Booking
Secure email

Access
Continuity
Time

Online booking and email

- Engagement , Access and Service

תודה
Dankie Gracias
Спасибо شکر
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Děkuje vám
ありがとうございます
Tack

Type to enter a caption.



תודה
 Dankie Gracias
 Спасибо شكراً
 Merci Takk
 Köszönjük Terima kasih
 Grazie Dziękujemy Dėkojame
 Ďakujeme Vielen Dank Paldies
 Kiitos Tänname teid 谢谢
Thank You Tak
 感謝您 Obrigado Teşekkür Ederiz
 Σας ευχαριστούμε 감사합니다
 Bedankt Dėkujeme vám
 ありがとうございます