



e-booking & email

Patient engagement





Faculty/Presenter Disclosures

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



Disclosure of Commercial Support

- None



Mitigating Potential Bias

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

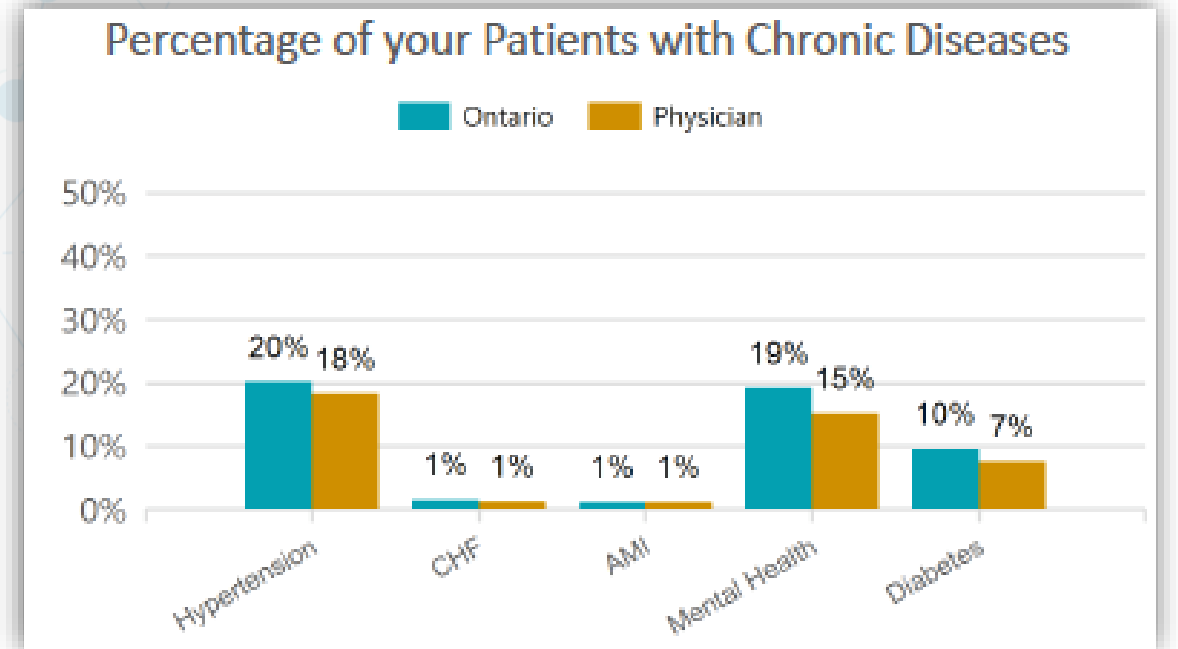
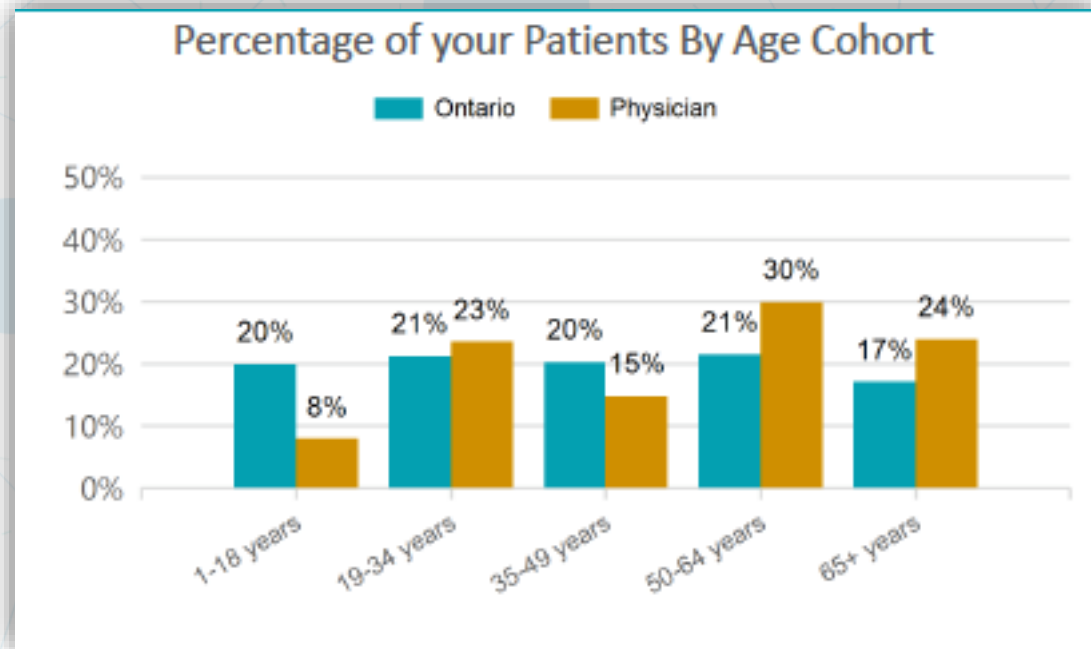
e-booking & email

- OUTLINE

- Practice Context
- Motivation
- e-booking
- email
 - Unsecure
 - Blasts
 - Secure

Practice Context

2,200 patients - 10 minute appt. slots - 4.5 d/week - 22 years FFS - 12 years FHN/FHO



Motivation

Dangerous Ideas Soapbox



2 problems to solve: 1) the phones



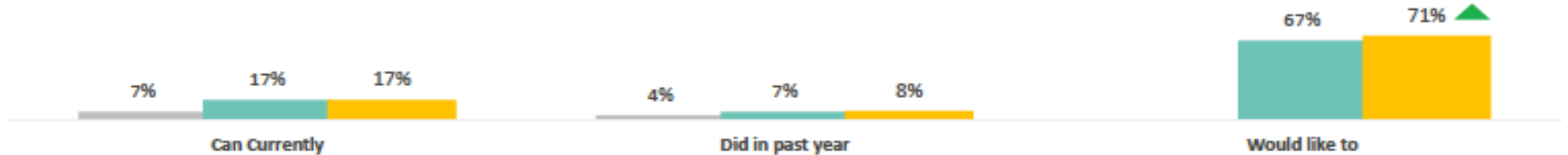
2) "circular" messaging

Motivation

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.



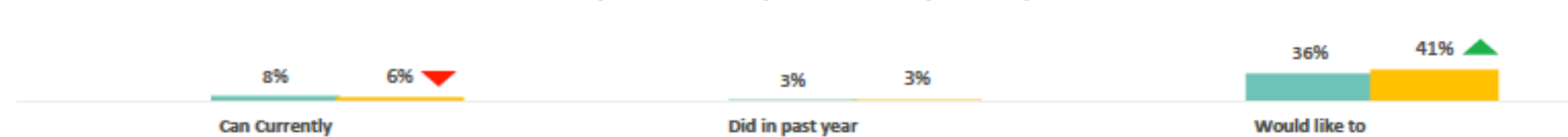
Make an appointment electronically (e-booking)



Consult with any of your health care providers online - for example, using secure email (e-visit)



Visit with your health care provider virtually online by video



■ 2014 ■ 2016 ■ 2018

% of all adult Canadians

% of adult Canadians

% of Canadians who "cannot currently"



E-booking

March 2016

Same day urgent care

3 of 19 MDs

Fall 2016

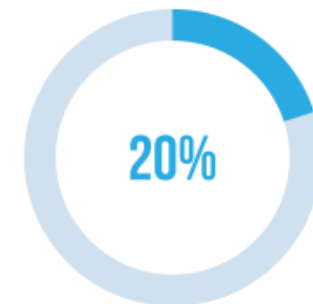
Some appointments
15 of 19 MDs

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

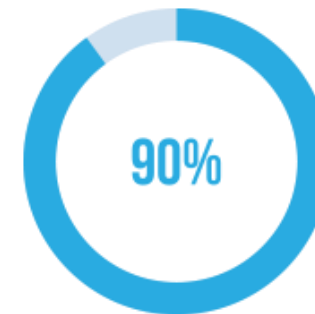
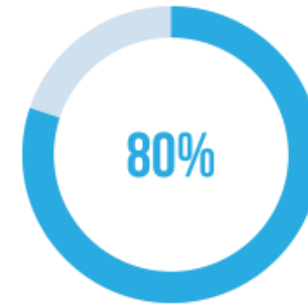
94 Wellness visits

- 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. | Admin. |
| 11:10am | | Advanced Access | Advanced Access | Advanced Access | | |
| 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.



✓ 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 Unavailat |
|------------------|-------------------|----------------|

- 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 l
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 [Link](#)

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

| | | | |
|-------------------|-----------------|-----------------|-----------------|
| Adv. Access 10min | Admin | 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

e-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



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

Grass roots demand

@rogers.com

Say very little

Copy Cut Paste

"Encrypt" and send = labour!

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.

CMPA

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

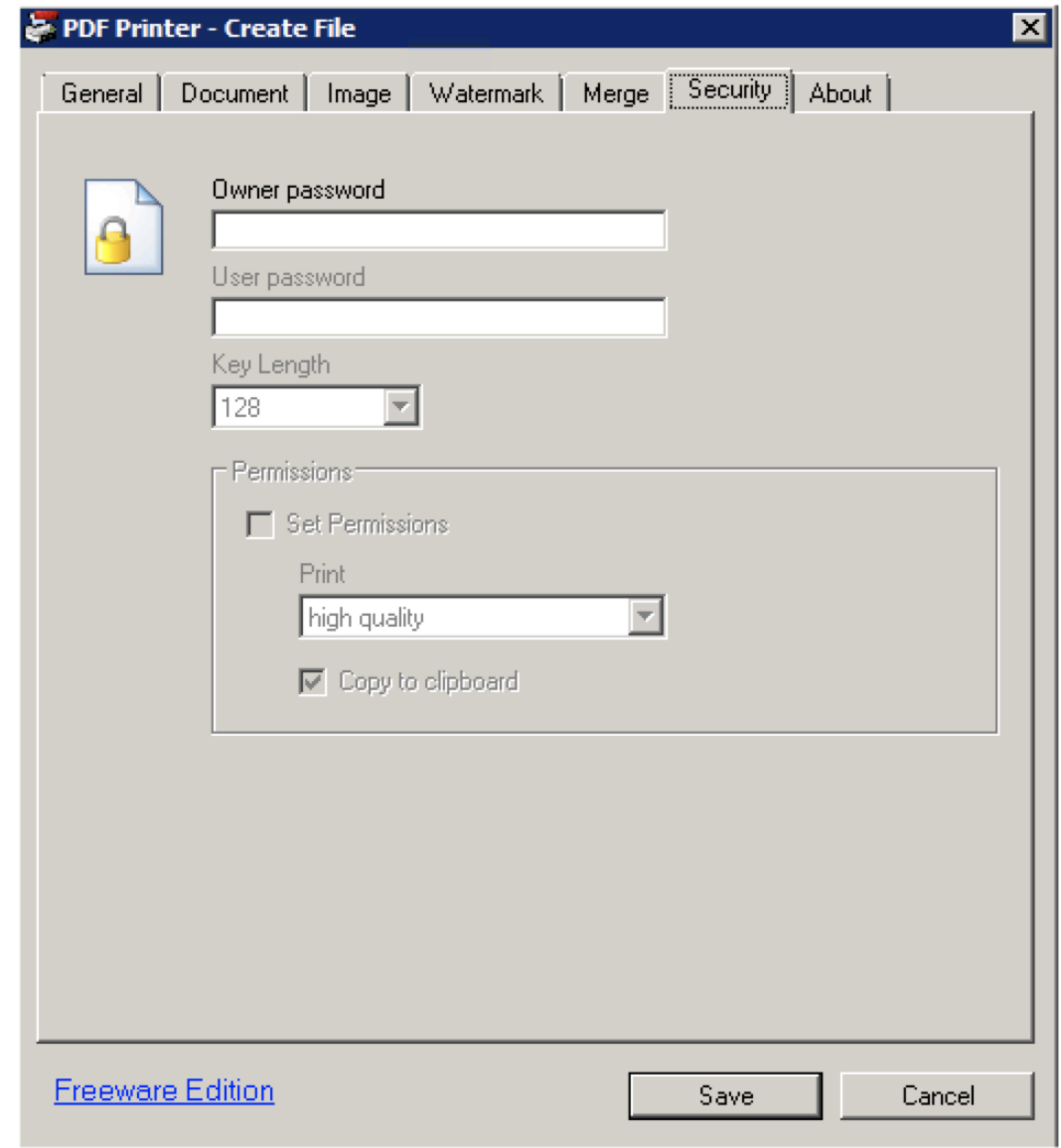
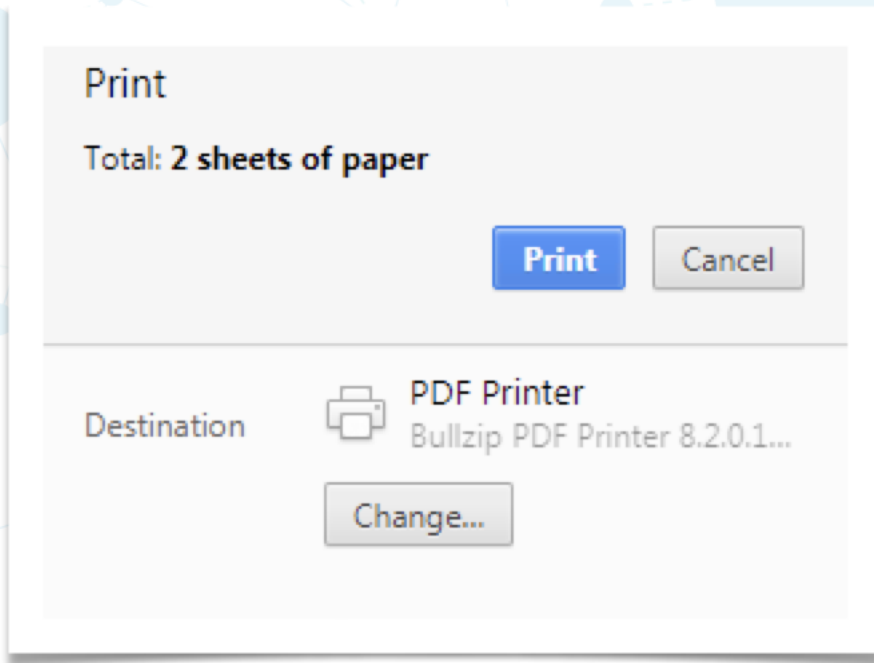
Physicians considering using unsecured or unencrypted email or text messaging should do so only for information that does not include identifiable personal health information

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, must include “ Unsubscribe” feature

We use SendBlaster Pro & turbo-smtp

Use a secure PC or Laptop

EMR search target audience with express consent

Encrypt and Export email addresses

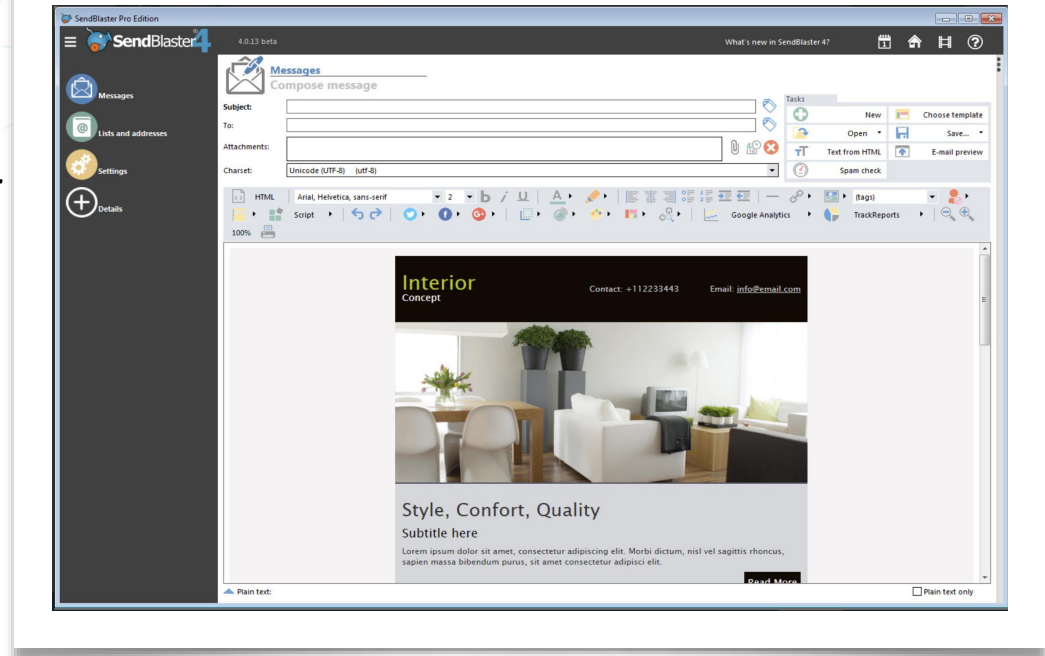
Import into Sendblaster

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 window title is "SendBlaster Pro Edition". The main menu includes "Messages", "Lists and addresses", "Settings", and "Details". The "Messages" section is active, showing a "Compose message" form with fields for "Subject:", "To:", "Attachments:", and "Charset:" (set to "Unicode (UTF-8) (utf-8)"). A "Tasks" panel on the right offers actions like "New", "Open", "Text from HTML", "Spam check", "Choose template", "Save...", and "E-mail preview". The main editor area shows an HTML email template with a header for "Interior Concept", contact information (+112233443 and info@email.com), a large image of a modern living room, and a section titled "Style, Confort, Quality" with a "Read More" button. The interface includes a rich text toolbar and a "Plain text" toggle at the bottom.

email

Blasts

Choose different addresses for replies and bounces >>

Send settings:

Send mode:

- 1.** **Use SMTP server**
- 2.** SMTP server:
- 3.** Authentication required
- 4.** Username:

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



email

Blasts

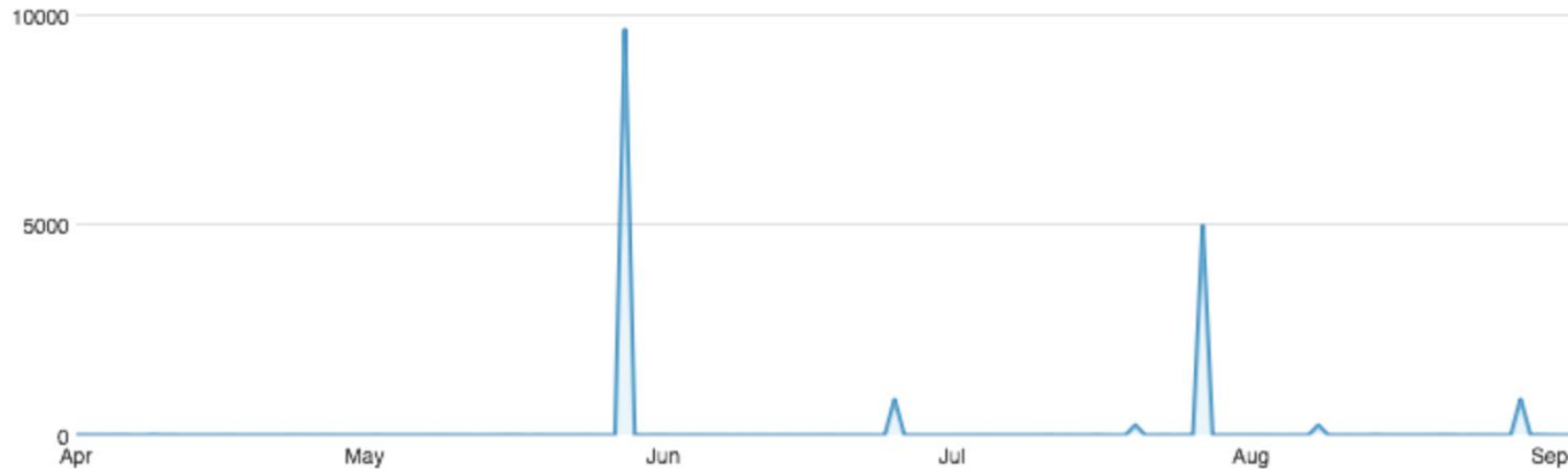
 **turboSMTP**
www.serversmtp.com - SMTP Service Provider

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

Real-Time stats

April 1, 2018 - September 3, 2018

Hourly Daily Weekly Monthly



email

Secure Encrypted EMR Integrated

Communication

10-Jun-2018: Communication
Prov
fax

10-Jun
Prov
fax t

10-Jun
Prov
fax

28-May
Prov

05-May
Prov

One account.
All of your health.

Email Address

Password

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...](#)

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 >

Secure

Commur

10-J
Pr
fa

10-J
Pr
fa

10-J
Pr
fa

28-M
Pr

05-M
Provi

The screenshot displays the Accuro Messaging application interface. At the top, the window title is "Accuro Messaging". Below the title bar, there is a "File" menu and a "Start Conversation" button. The main area is divided into a left sidebar, a central message pane, and a right sidebar.

Left Sidebar: Contains a "Narrow By:" section with date input fields (MM/DD/YYYY to MM/DD/YYYY) and checkboxes for "Unread Only", "Drafts Only", and "Hide Archived". There is also a "Clear Patient" button and a "Date | Newest" sorting option. Below this is a list of messages, with the selected one showing "Blood vessel ultrasound" by "DA ROSA, GEORGE" on "04-Sep-2016".

Central Message Pane: Shows the subject "Subject: Blood vessel ultrasound" and the participant "Participant: [redacted]". It lists "2 Participants" and shows a message from a user with a profile icon. The message text reads: "Hi [redacted], There is some dilatation of... I will plan a rp in 6m... We should reconvene in t... Thank You. Please see secure email...". Below this is a response from another user: "If there are issues with v... For future reference: If y... https://id.medeohealth.com... Thank You. ** To Unsubscribe from a... in the subject line of an e...". At the bottom of the message pane, there is a text input field "Say Something..." and a "Patient Agreement.pdf" attachment with a blue checkmark icon.

Right Sidebar: Features an "Accuro Download Manager" window. It shows the file "Patient Agreement.pdf" and a "Download Complete" status bar. Below the status bar, it indicates "Download completed in 00:00" and provides links for "Save As" and "File To Chart". At the bottom of the download manager, there are "Clear Completed" and "Close" buttons.

Bottom Right: Contains a "Downloads" section with icons for mail, chat, attachments, and a green checkmark.



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



486 emails sent in 5 months
5-6 emails received per week
8/10 = "Thank You"

e-booking & email

Secure & Encrypted
EMR integrated and easy

Improves Access
Improves Continuity of Care

Cost \$24.95 / month for secure email module
Cost \$14 / month for online appointment
module.

Professional satisfaction
Patient satisfaction





תודה
Dankie Gracias
شكراً
Спасибо 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 Дěkujeme vám
ありがとうございます