



## **Physician Portal Strategy**

Moving Beyond Clinical Communications to Leapfrog the Competition

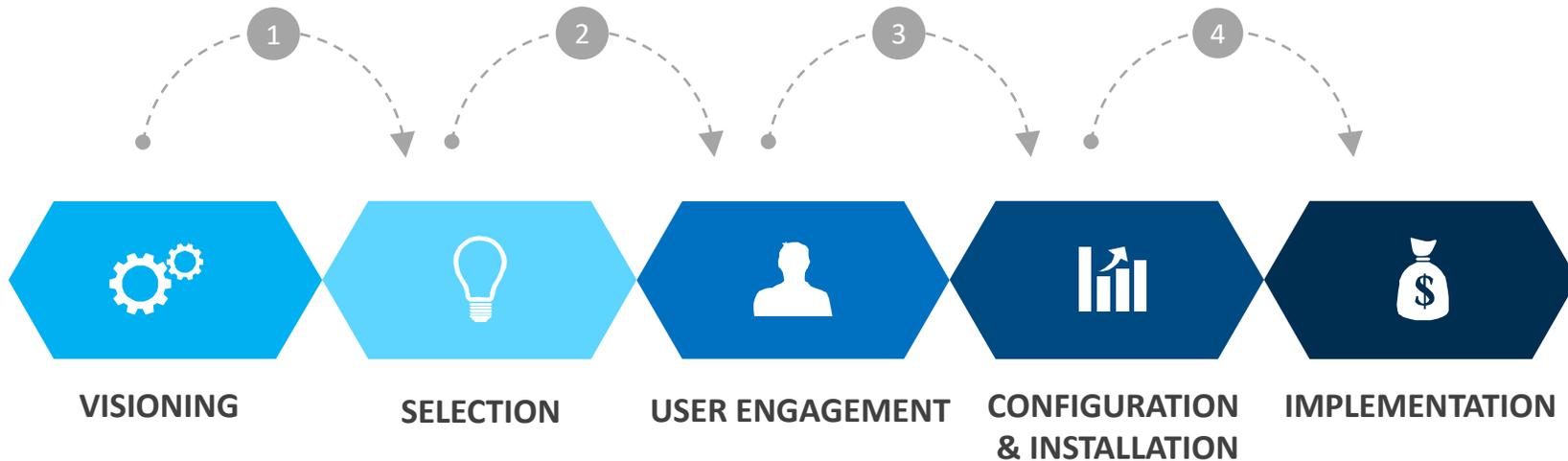
**Endeavor**

# HOW WE CAN HELP

Positioning You for Success

A successful physician portal goes beyond the technology creation.

Operational process alignment, engaging physicians in ways that matter most to them, and using the portal to create avenues for relationship-building are critical for success. Endeavor's physician portal strategy provides an actionable plan for implementation and on-going engagement.



# TECHNOLOGY ECOSYSTEM

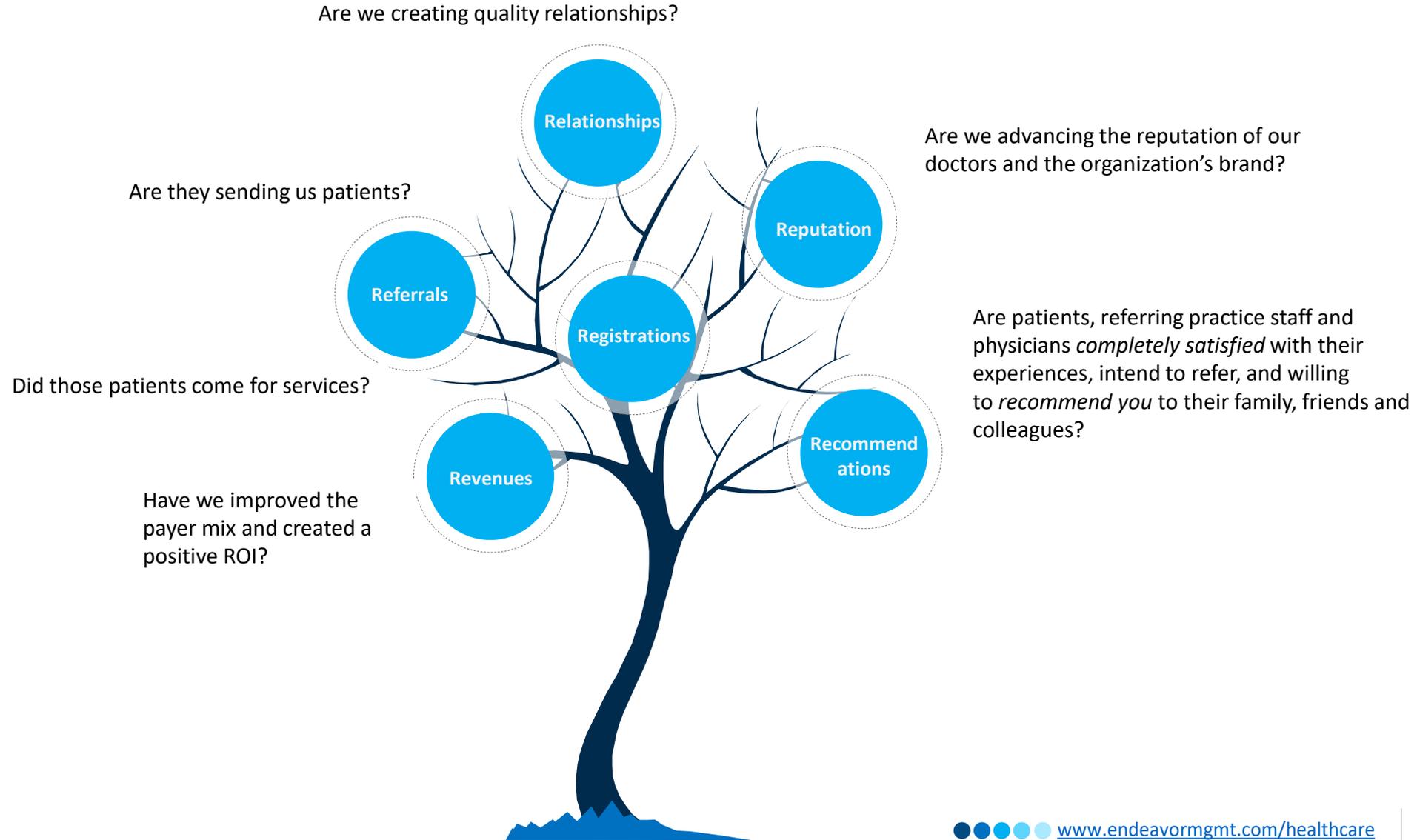
Positioning You for Success

Successful portal strategies are not only clinical communications. Your physician portal should link operational processes, marketing and even outreach to create value for the referring physician – it should be their one-online stop for the most relevant information and tools.



# THE OPPORTUNITY

Develop a Physician Portal That Goes Beyond Clinical Communications and Enhances Relationships



# CURRENT ATTITUDES

Referring Physicians Need Support

Today's Physicians are burned out; they need efficiency and support

## Widespread Burnout

Most physicians experience feelings of burnout



Sometimes, often, always feel burned out – **78%**

Rarely, never feel burned out – **12%**

## No Time to See More Patients

The majority of physicians have no time to see new patients or take on more duties



Physicians at capacity or overextended – **80%**

Physicians able to see more patients – **20%**

## What They Dislike Most

The two factors physicians dislike most about medical practice:



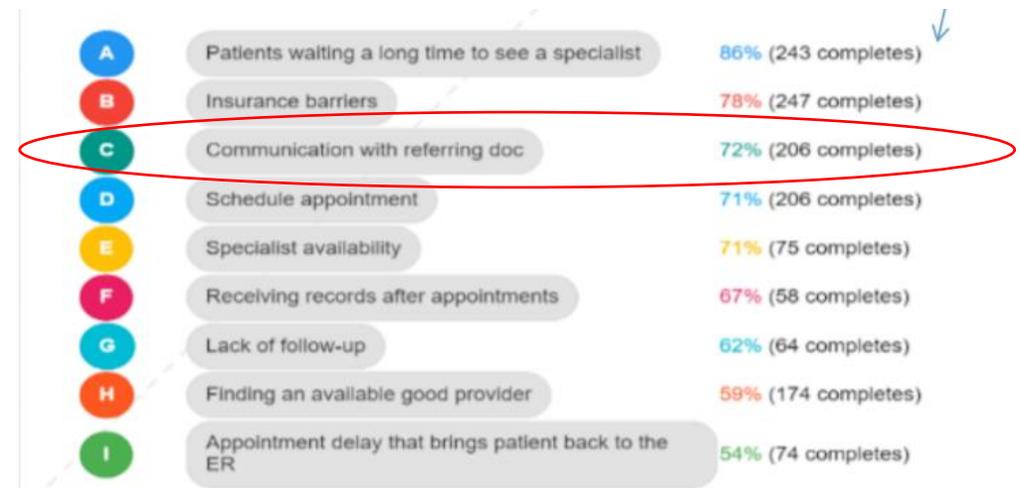
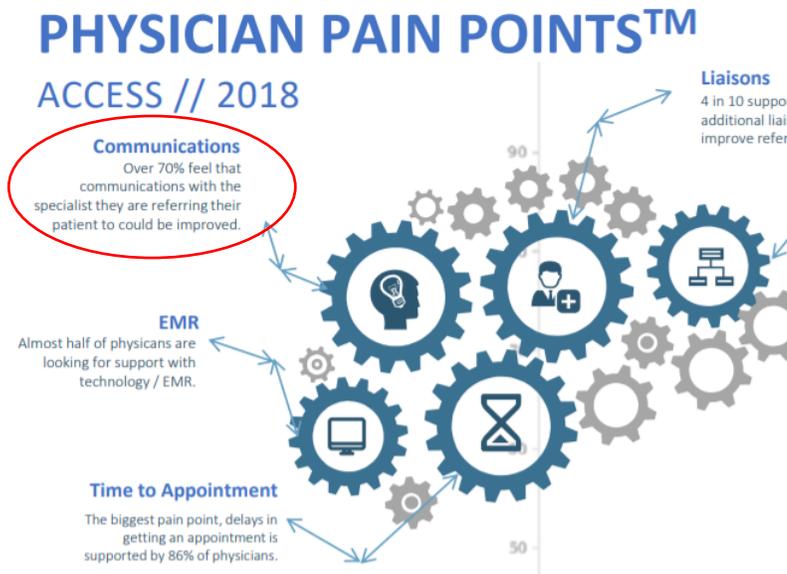
1. Electronic health records (EHR)
2. Loss of clinical autonomy

Source: [The Physician Foundation Survey](#)

# CURRENT ATTITUDES

Communications Expectations are High

Communication after a referral is a top pain point for today's referrers

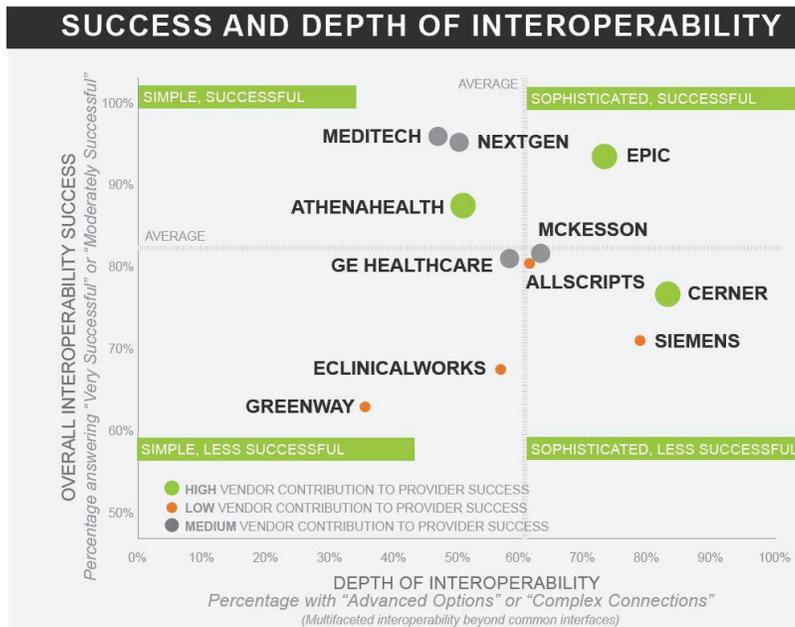


Source: [Gelb Survey](#)

# CURRENT TECHNOLOGY TRENDS

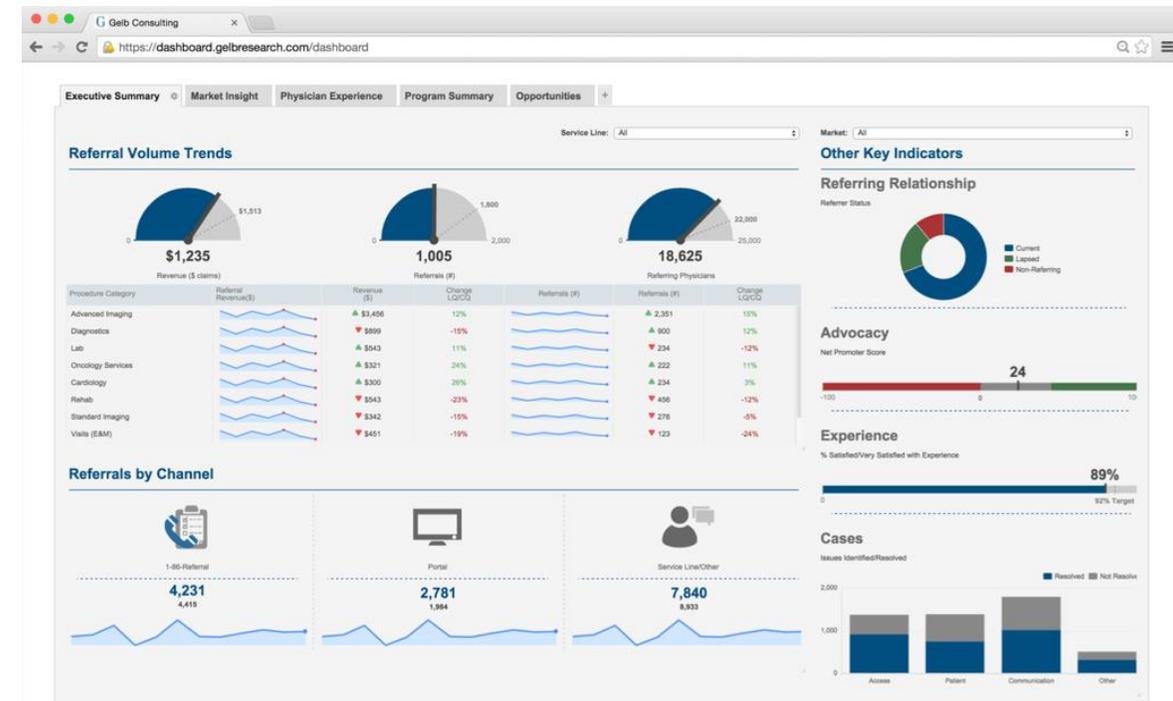
Integration of Disparate Systems and Data Enable Best-in-Class Deployment

## Interoperability on the Rise



Source: KLAS Research

## Measurable Outcomes Possible



Source: Gelb Physician360

# PHYSICIAN PORTAL – THINK OMNICHANNEL

Some of the Ways Physicians Can Engage



## Where

There's no shortage of channels for physician to engage healthcare organizations. The challenge is setting up the right kind of communications channels – based on their preferences.

## What

Channels dictate the richness of what can be trended or acted on. Digital tools for communication are becoming more prevalent, but there's yet to be a one size fits all solution – which makes the integration of disparate channels more important.

More about OmniChannel and the matrix: [Gelb White paper](#)

# PHYSICIAN EXPERIENCE MANAGEMENT

Our Physician Experience Mapping Reveals Many Technology-enabled Value-Creating Opportunities



## Need

- Trust in brand overall
- Influencer choices
- Physician recommendations
- Consumer choice
- Knowledge of services
- Drive to richer information



## Scheduling

- Web to Portal
- Portal to Lead
- Online scheduling
- Call center connections
- Retail to hospital conversions
- Justifying selection



## Evaluation

- Consumer education
- Patient preparation
- Physician collaboration
- F2F, Online and other qualifying interactions



## Treatment

- Appointment reminders
- Clinical communications
- Family communications
- Easy access to related services
- Real-time feedback



## Follow-up

- Introduction to other services based on segment
- Link to development
- Promotion of retail health services

### ACTIVITIES

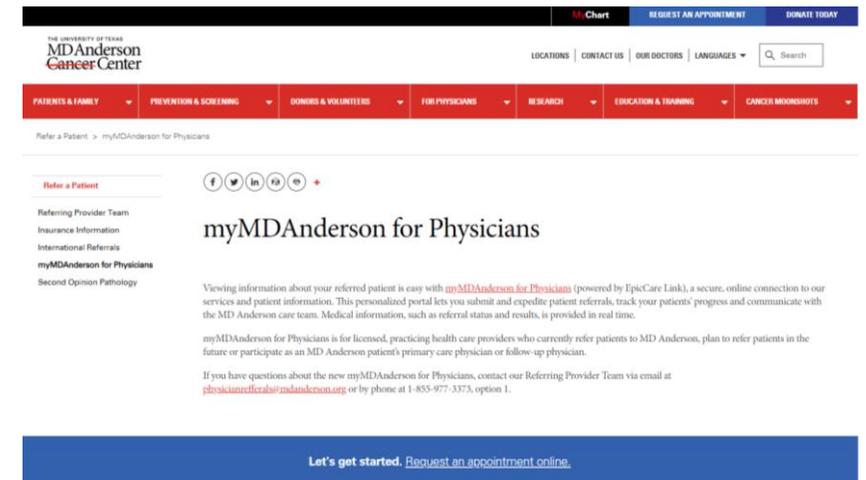
### OPPORTUNITIES FOR TECHNOLOGY SUPPORT

- |   |   |   |   |  |
|---|---|---|---|--|
| <ul style="list-style-type: none"> <li>• Market segment identification and targeting via profiling</li> <li>• Physician marketing</li> <li>• Links to development efforts</li> <li>• Clinical trial enrollment</li> <li>• Facilitate insurance authorization</li> <li>• Provider demographic updates</li> </ul> | <ul style="list-style-type: none"> <li>• Physician communication preference profiles</li> <li>• Conversion monitoring</li> <li>• Promotion of related services (e.g., retail)</li> <li>• Outbound messaging</li> <li>• Alerts and status notification (e.g. first appointment)</li> </ul> | <ul style="list-style-type: none"> <li>• Patient-focused education inventory management and distribution</li> <li>• Online digital tools (e.g., diagnostics)</li> <li>• Virtual visits via telemedicine</li> <li>• Effectiveness of interactions</li> </ul> | <ul style="list-style-type: none"> <li>• Connected messaging / templates / scripts</li> <li>• Monitoring physician communication and satisfaction (VIA SFDC)</li> <li>• Escalating issues for service recovery (VIA SFDC)</li> <li>• Measuring utilization</li> </ul> | <ul style="list-style-type: none"> <li>• Remarketing</li> <li>• Customized development landing pages based on segment</li> </ul> |
|---|---|---|---|--|

# ROI CASE STUDY

## MyMDAnderson for Physicians

- Created vision, led the design and development process for the myMDAnderson physician portal, launched in 2005, resulting in the creation of a global referral network of over 13,000 physicians in 123 countries, generating over 25,000 new patient referrals. During 2014 alone, 2,686 new patients were referred via the portal. MD Anderson was awarded the 2006 Transformational Leadership Award by the College of Healthcare Information Management Executives and the Center for Healthcare Transformation.
- Provided consultation for the development of a remote diagnosis model utilizing the myMDAnderson physician portal. During the first six months of operation, the model generated a positive financial return to the institution (March-September 2014), \$70,000 in incremental revenues to the division of pathology, and an additional \$500,000 in new patient revenues due to new patient referrals based on positive pathological diagnoses.
- Established corporate medical director relationship with a major Houston based, self-insured energy company to provide dedicated referral management via the myMDAnderson physician portal. From 2001 through 2013, the portal generated over 80 patient referrals resulting in over \$7 million in total payments.
- Formed the Physician Communications Initiative in 2010, bringing together a cross-function team to improve the identification, documentation, and validation of MD Anderson patient's community physician information. Capture of physician information improved from 65% to 80% resulting in improved clinical communications, patient safety and coordination of care between MD Anderson and the external physician community. Online referrals through the myMDAnderson physician portal achieved 100% compliance.



# BENEFITS OF WORKING WITH ENDEAVOR

We Help You Make the Best Decisions for Successful Design and Rollout

- We've engaged thousands of referring physicians to understand what matters most to drive referrals:
  - Physician Pain Points – Access ([Gelb study](#))
  - Physician Website Redesign ([University of Kentucky](#))
  - Referrer Strategy for Resource Center ([St Jude](#))
  - Physician Needs, ROI and Portal Examples ([MD Anderson and Cooper](#))
  - Identifying Physician Needs ([Gelb Webinar](#))
  - Digital Physician Outreach ([Gelb Presentation](#))
  - Omnichannel Physician Experience ([Gelb Presentation](#))

- We've been in your shoes:

- As an MD Anderson executive, Lyle Green oversaw portal design and deployment (MD Anderson) resulting in the creation of a global referral network of over 13,000 physicians in 123 countries, generating over 25,000 new patient referrals. During 2014 alone, 2,686 new patients were referred via the portal. MD Anderson was awarded the 2006 Transformational Leadership Award by the College of Healthcare Information Management Executives and the Center for Healthcare Transformation.

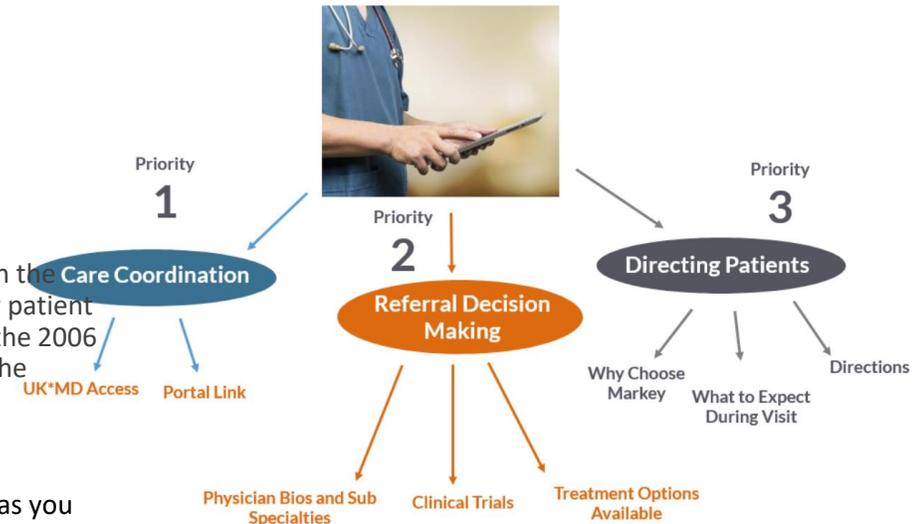
- We're technology agnostic:

- Process starts without the constraints of your existing technology – avoiding the “dead hand” of technology as you leapfrog the competition
- We will guide the development activities to achieve the best possible results, keeping the business objectives and Voice of the Customer at the forefront

- We're subject matter experts:

- Lyle Green is a Fellow in the Healthcare Information Management and Systems Society (HIMSS), and a current instructor of Healthcare Information Systems Management at Texas Woman's University.
- John McKeever has led physician experience engagements with most of the top-ranked healthcare systems in the country, including Mayo Clinic, Cleveland Clinic, Barnes-Jewish, Duke, and Texas Children's

Digital is primarily use for coordination, occasionally for decision-making



Source: [Gelb/UK Presentation](#)

# Endeavor

# THANK YOU

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We look forward to working with you

## Contact



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