



FLAGLER HEALTH+ AND HEALTHFULLY: IMPLEMENTING A TECHNOLOGY PLATFORM TO TRANSFORM THE PATIENT EXPERIENCE

With more than a century of experience in the healthcare industry, an aggressive growth strategy and an unwavering commitment to innovation, Flagler Health+ considers itself a “132-year-old startup,” says CEO Jason Barrett. As it relates to digital interactions specifically, the enterprise has a big goal. Flagler Health+ is striving to deliver healthcare experiences that not only match, but exceed the consumer experiences people have in other industries. This strategic goal meant creating a digital experience platform to engage with consumers in ways that are affordable, accessible, convenient, and personalized.



At the start, they envisioned a digital front door that welcomed new and returning patients and eliminated friction across the healthcare continuum. Beyond that, creating experiences that anticipated people’s needs at every stage of their health journey, and seamlessly moving people between digital and in-person experiences at each step of the way became a priority. They wanted a platform that would help cultivate a 365-day-a-year relationship with consumers; one that would also deliver on their vision to advance physical, social, and economic health for communities they serve.

CREATING A LIVING-LAB PARTNERSHIP

There were three options to get there: hire internally to build their own; cobble together disparate systems; or partner with a technology company that had a shared vision and willingness to co-create in a living-lab environment. They ultimately chose Healthfully to be that partner and invested in both the company and the relationship.

Together, Flagler and Healthfully have built an innovative product that realizes the promise of a digital experience platform to provide seamless, frictionless healthcare services wherever and however consumers want. Barrett, who also sits on the Healthfully board, says, “One of the key tenets we look for in a partner, is the ability to be nimble. The team at Healthfully is remarkably skilled at ensuring speed-to-market and adjusting priorities as customer needs and market dynamics change.” Paul Viskovich, Healthfully’s CEO, says that the living lab approach - working hand-in-hand with providers and their staff - is “critical to ensuring that we get it right from the provider perspective while we also ensure the consumer’s unique needs are met.”

CONVENIENCE: A MARKET IMPERATIVE

Flagler understands that convenience matters. A recent survey of more than 200,000 consumers found that 80% said they’d switch providers for convenience alone.¹ The same group of consumers said that



convenience was more important than insurance, conduct of doctors and nurses, brand/reputation, and even quality of care in selecting a provider. (Figure 1).

FIGURE 1

Most important healthcare factors influencing decision-making



To succeed, Flagler needed to deliver not just convenience, but also caring relationships, high quality care, and a strong reputation. As their partner, Healthfully needed to deliver tools that brought consumers convenience in the context of supportive, empathetic, and engaging technology.

Addressing consumers' desire for convenience has become even more crucial during the COVID-19 pandemic, as traditional healthcare experiences like communal waiting rooms have become not just inconvenient but potentially dangerous. A recent Accenture study found that a full 64% of patients surveyed said they were likely or highly likely to switch to a new health system if their expectations for sanitary and safety protocols, access to up-to-date information, and virtual care options were not met.²

DEPLOYING THE HEALTHFULLY PLATFORM

We'll discuss specifics about the capabilities Healthfully developed for Flagler using the framework of the patient journey displayed in Figure 2.

FIGURE 2



The “digital front door” to support the patient’s care journey has seen several different implementations in the market, including:

- **The Digital Façade:** Digital entry points that aren’t connected or integrated with care delivery
- **The Digital Front Door:** Digital entry points integrated with specific care settings, yet lacking the interoperability required for digital and digitally-enabled care delivery across care settings

Flagler Health+ chose to go one step further by **digitally transforming care delivery**. The patient journey is reimagined and care delivery is unified across both digital and digitally-enabled care delivery. This approach not only takes friction out of the patient’s experience; it also reduces cost and streamlines processes for the healthcare team.

SEEKING CARE

Flagler’s digital front door supports both returning patients and new patients—from the point they first experience symptoms through the process of scheduling care. Patients who need to see a provider can schedule care through the app—either in-person or virtually. Those who need lab tests or urgent care can “get in line” for services. Healthfully’s app tells them where they are in line and when they can expect to get care. Soon the app will even tell them when they need to leave home to arrive on time. Healthfully is also developing the ability to begin check-in when the patient’s phone crosses into the clinic’s geofenced location.



Flagler used these features to expedite their response to the pandemic. They implemented a drive-through COVID-19 testing location. The location had “fast pass” lanes. People who used the app to get in line were routed into the fast pass lanes for quicker service. Healthfully also developed a solution to help companies and colleges safely reopen amid the pandemic. The product offers an intelligent combination of management tools, an easy-to-use employee app, and access to health services that provides the necessary testing, tracking, prevention education, and ongoing support to successfully re-open and stay open. Flagler College in Florida successfully leveraged the solution to open its dormitories and classrooms and has stayed open since the Fall.

Flagler Health+ is next taking aim at notifying patients that their doctor is running late before they leave home. They’re also filling cancellations by checking in to see if patients want an earlier appointment, which makes the flow of patients in the practice more efficient.

While these capabilities certainly impact patient satisfaction and convenience, they also improve practice revenue. These scheduling practices can maximize physician time and enable practices to run more smoothly. Healthfully integrates with the EHR to exchange patient information and provide staff with a picture of every appointment and person waiting in queue.

GETTING CARE

Healthfully reduces hassle for patients at the time of the visit in a number of ways. Because Healthfully can pull data from multiple EHRs, all of the appropriate health information is always in one place for both the patient and provider.



Patients have long complained about filling out the same paper forms at every doctor's visit. Healthfully reduces this friction point by presenting forms and paperwork via the app ahead of the visit. Returning patients are asked to update and verify information rather than entering it anew. Having entries and updates in a digital form also simplifies the back-office process of updating the person's record.

Check-in for virtual visits is similarly completed via the app. For in-person visits, Flagler uses the Healthfully app to alert the person when to enter the office and can even provide guidance to the room. Healthfully offers telehealth as a part of its platform, which makes integrating virtual visit scheduling and the actual visit seamless.

Healthfully reflects information about a patient's visit or test results in a patient portal that seamlessly integrates administrative and clinical data. Unlike the standard portal, Healthfully presents information—especially lab test results—visually and clearly. Healthfully also solves the problem that frustrates patients the most—multiple portals and multiple logons—by integrating data and capabilities from both Flagler physicians and community providers.

MANAGING CARE

Healthfully provides Flagler with multiple ways to touch patients even after the visit is over. The app is integrated with Paya, which means that patients can make payments from the Healthfully app simply and easily.

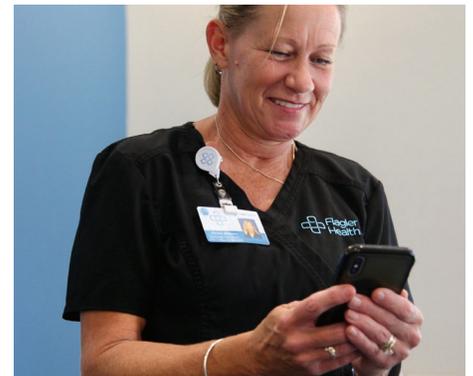
Flagler also introduced TechConnect+, which is a health and wellness resource designed to support a healthy lifestyle and achieve personalized health goals using innovative, easy-to-use technology and the support of a certified health coach. Patients can sync physiological data captured by wireless medical devices including: activity trackers, blood pressure cuffs, pulse oximeters, weight scales, glucometers, and thermometers with the Healthfully platform. The connected platform allows consumers as well as health coaches and clinical staff to track, monitor and analyze physiological data in a unified way for better outcomes and enhanced patient engagement.

Remote Patient Monitoring of patient physiological data through the platform bolsters the clinician-patient relationship by providing continuity of care and a vital communication link between providers and patients outside of the physical clinical setting. This level of engagement helps avoid unnecessary ER visits, hospitalizations, and readmissions.

Flagler can send patients communications, reminders, and surveys through the app. Flagler and Healthfully have worked with Flagler's doctors to create triggers and identify the thresholds that determine when a patient should receive a survey or other follow-up. The Healthfully app is integrated with communication software to deliver everything from newsletters to preventive health reminders to behavior change nudges, always in the mode the patient prefers. These tools mean that Flagler is able to engage its patients in an ongoing conversation that supports them at each point throughout the patient journey. Healthfully has integrated with various CRM and MarCom platforms to ensure that both HIPAA and non-HIPAA communication channels are supported.

Flagler and Healthfully have also developed integrated peer-support communities addressing such things as wellness, exercise, meditation, education, and even COVID-19 self-isolation support. These capabilities enable Flagler to support consumers in feeling connected to a caring community of peers and care providers.

Because Flagler is a community health enterprise, it is important for the institution to function as a hub for providers in the community—and their patients. Healthfully has integrated with a number of EHRs used by providers in the community to ensure that their portal is a hub for patient information and that the



convenience features are extended throughout the community. In addition, they have built features that allow them to identify Social Determinants of Health and effectively coordinate with social services.

ADDRESSING SOCIAL DETERMINANTS OF HEALTH

Part of the objective for the Healthfully platform is to expand the consumer persona through consumer-driven pathways and data collection across health, wellness, behavior health, and social determinants. It is well understood that socio-economic and environmental factors can have a significant impact on the success of healthcare outcomes. Care Connect+ was established by Flagler Health+ to link area residents in need with available services and address social determinants of health in a coordinated way throughout Northeast Florida. By aligning community and health resources into a single view of the consumer provided by the Healthfully platform, Flagler Health can increase coordination and access of available community and healthcare resources that impact both social and clinical outcomes.

Supporting CareConnect+, Flagler launched BRAVE 2 Speak, an online community to promote mental health by connecting youth with providers and access to peer support. The online community is integrated into the Healthfully platform.

SUMMARY

Gina Mangus, Flagler’s VP of Strategy and Business Development observes that the organization has received positive feedback from patients. She noted that “Patients absolutely appreciate the convenience, access to care, and ability to stay connected with their providers seamlessly through technology. Parents of young children particularly appreciate the ease of scheduling and ability to “get in line” from home. Everyone is also pleased that the app reduces the time they spend around sick people in this season of pandemic.”

Healthfully’s platform with 365-degree integration into the patient’s journey reflects the very best of an integrated patient experience platform with a digital front door. And because the platform was developed in partnership with Flagler’s doctors and staff, its capabilities are integrated into workflow and clinically effective. This streamlines care for both patients and providers. It is enabling Flagler Health+ to meet its mission of delivering healthcare experiences that match and exceed the consumer experience people have in other industries and strengthening Flagler in its mission at the same time.

Healthfully’s platform is available for other health systems to purchase. Please visit www.healthfully.io to learn more and schedule a discussion of how your mission could be enhanced with an extensive digital front door engagement platform.

¹ <https://nrchealth.com/wp-content/uploads/2018/12/2019-Healthcare-Consumer-Trends-Report.pdf>

² https://www.accenture.com/_acnmedia/PDF-140/Accenture-Health-Elevate-Patient-Experience-Fuel-Growth_SEO.pdf#zoom=40

