

DIRECT TEXT MESSAGING PROJECT

DRIVING UP QUALITY CARE VISITS AMID COVID-19 THROUGH DIRECT TEXT MESSAGING

CASE STUDY

Highlight

CHALLENGE: Due to the unique challenges presented by the COVID-19 crisis, NEVHC wanted to make sure they continued to communicate effectively with their patient population, especially their pediatric patients and their families

SOLUTION: NEVHC needed a way to keep patients informed in real time as policies and procedures were being updated. The Pediatric Text Messaging Project allowed NEVHC to contact their pediatric patients and families with a personal, direct video message from their doctor, providing them with essential information and driving up the volume of safe patient visits

RESULTS: 22 new distinct patient appointments generated via Feedtrail over the course of 20 days. Drove new revenue and improved patient satisfaction with face-to-face care, helped patients feel safe and informed

Overview

Northeast Valley Health Corporation (NEVHC) is a Federally Qualified Health Center (FQHC) with over a dozen different locations across the Los Angeles area. Their organizational mission is to provide safe, quality primary care to medically underserved residents, particularly in the San Fernando and Santa Clarita Valleys. They specialize in providing high-quality care in a manner that is sensitive to the economic, social, and cultural needs of their community.

The COVID-19 pandemic hit all healthcare organizations hard, and community health centers such as NEVHC, which depends on grants and federal funding, were affected the most. With 17 locations throughout the area, NEVHC faced the additional burden of finding new ways of communicating with their decentralized and diverse patient population. Thanks to COVID, the usual methods of communication were no longer working as well as they had. On top of all of that, NEVHC had its own set of unique PX needs as an FQHC, such as governmental reporting requirements. And NEVHC's most acute communication issues were with their pediatric department.



Debra Rosen

Director of Quality and Health Education
Northeast Valley Health Corporation



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The challenge

Communication with pediatric patients is often a challenge in itself. Typically, a healthcare organization will communicate directly with a patient. In a pediatric setting, however, the communication is funneled through the patient's parent or other family member. NEVHC was not only struggling with finding ways to provide updates with this unique population, they were having a hard time sharing information about their newly implemented safety precautions. Without this information getting to the right family members, NEVHC had no way to increase the volume of in-person pediatric appointments, which had understandably decreased significantly as a result of COVID.

In partnership with:



Northeast Valley Health Corporation
a californiah⁺ center

The solution

NEVHC is a prominent Los Angeles FQHC and a thought leader in the healthcare space. They continuously strive to stay ahead of the curve regarding their patient satisfaction solutions. NEVHC had already partnered with Feedtrail to address their traditional patient experience needs, so it made perfect sense to work with Feedtrail to create their **“Pediatric Text Messaging Project”** focusing on these specific issues.

As a response to COVID, NEVHC had successfully switched the vast majority of its appointments to digital/telehealth. **The goal of the Pediatric Text Messaging Project was to increase their patient population’s awareness that their pediatric clinics were now being safely re-opened for in-person visits.** NEVHC needed an efficient way to communicate with pediatric patients and their families, not only informing them of the re-opening clinics but helping them feel safe, secure, and informed on NEVHC’s updated policies and procedures. This would allow NEVHC to directly engage with their patients, which would in turn drive more in-office business. NEVHC also wanted to be sure they had a way of measuring this project’s impact on their patient satisfaction and the overall success of the organization moving forward.

The results

Over the course of 20 days starting in mid-May, 2020, NEVHC used Feedtrail to send out a personalized direct text message to their pediatric patients (ages 0-17) and their patients’ families. They targeted a different patient age demographic each day, contacting family members for age-2 patients one day, family members for age-3 patients the following day, and so on. The messages contained a link to a designated call center along with a personalized video from Dr. Gina Johnson, NEVHC’s Pediatric Medical Director, letting patients and their families know they were welcome for safe and sanitary in-person visits.

These messages served dual purposes: first, they opened direct lines of communication with a specific, vulnerable patient population; second, they drove the scheduling of more in-office appointments. Not only did pediatric visits suffer the largest decline of any department at NEVHC, they’re incredibly important for reimbursement because they are almost always in person. As a result, achieving the Messaging Project’s twin goals would mean improving outcomes for both patients and the organization.

NEVHC achieved these goals. Not only were pediatric patients and their families made aware that in-person appointments were available and safe, many families took the next step and actually scheduled appointments. The first week resulted in the scheduling of 22 new in-office pediatric appointments — appointments that, without the Pediatric Text Messaging Project, would otherwise have never happened. Working with Feedtrail on this Project gave NEVHC 22 new, unique, face-to-face visits, returning those pediatric patients to a more personalized, familiar way of receiving medical care in a safe environment, and driving additional revenue for NEVHC just when the organization needed it most.

Diving further into the revenue aspect of the Project’s success: the average value of an NEVHC patient visit is \$200. **Those 22 new appointments brought in more than \$4,000 in additional revenue within the first week of engaging with patients via personalized, direct messaging.**

One of the key individuals behind this project, NEVHC’s Director of Quality and Health Education Debra Rosen, had this to say: “Ultimately, this surge in appointments has accounted for a successfully robust outreach effort by NEVHC informing their patients that we are open for all services and are providing a safe environment.”

NEW IN-OFFICE PEDIATRIC
APPOINTMENTS

22

IN ONE WEEK

WITH

\$4,000

OF ADDITIONAL REVENUE
WITHIN FIRST WEEK

GET IN TOUCH

