

# Fostering Clinical Engagement - An Anecdotal Guide to a Strong Partnership between IT and Clinical Customers

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**Himss**

**NORTH CAROLINA** *Chapter*

# Fostering Clinical Engagement

## Background:

- Mission Health – Now part of HCA's new North Carolina Division.
- 6 member hospitals and 140+ ambulatory and outpatient clinic sites across WNC
- WNC's only Level II trauma center.



# Fostering Clinical Engagement

Our IT teams are tasked with:

- Keeping the lights on through maintenance, upgrades, and upkeep of our IT infrastructure
- Assist our clinicians with modifications/changes to applications and technology systems to constantly improve patient care.
- Provide data and analytics to help drive medical and business decisions.

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*“We have recently validated a new urinalysis analyzer and are ready to use it with it next week. We have set up the interface.”*

*There was a conflict in the rule logic because the order was placed as routine but a frequency was selected in the order details. An order with a frequency can't be placed with a “routine” status. Chose a different status.”*

*“A patient's CBC was cancelled”*

**“Fill out the attached DCW including all routing information, service areas, type of interface whether it be unidirectional, bidirectional, quasidirectional.....etc.”**

# Fostering Clinical Engagement

Do your clinical users know how to communicate with IT?

Does your IT staff know how to communicate back with your clinical users?

Is your org's IT department fully customer service oriented when working with clinical users?

# Fostering Clinical Engagement

The start of my journey with our genetics lab....

The staff had given up. They didn't know what to ask, they didn't know if things would be fixed, and they didn't trust us anymore.

# Fostering Clinical Engagement

Think about your organization for a moment.....  
How engaged are your clinical users when submitting incidents, service requests, or change requests?



# Fostering Clinical Engagement

Do your clinical users know how to communicate with IT?

“Can you help me log this ticket?”

“Hey, I want to make sure I get you the information you need for this request. What do you want me to include?”



# Fostering Clinical Engagement

Do your clinical users know how to communicate with IT?

It is OK to let your users see your world.

- Tickets
- Queue
- IT change processes
- Terminology and lingo

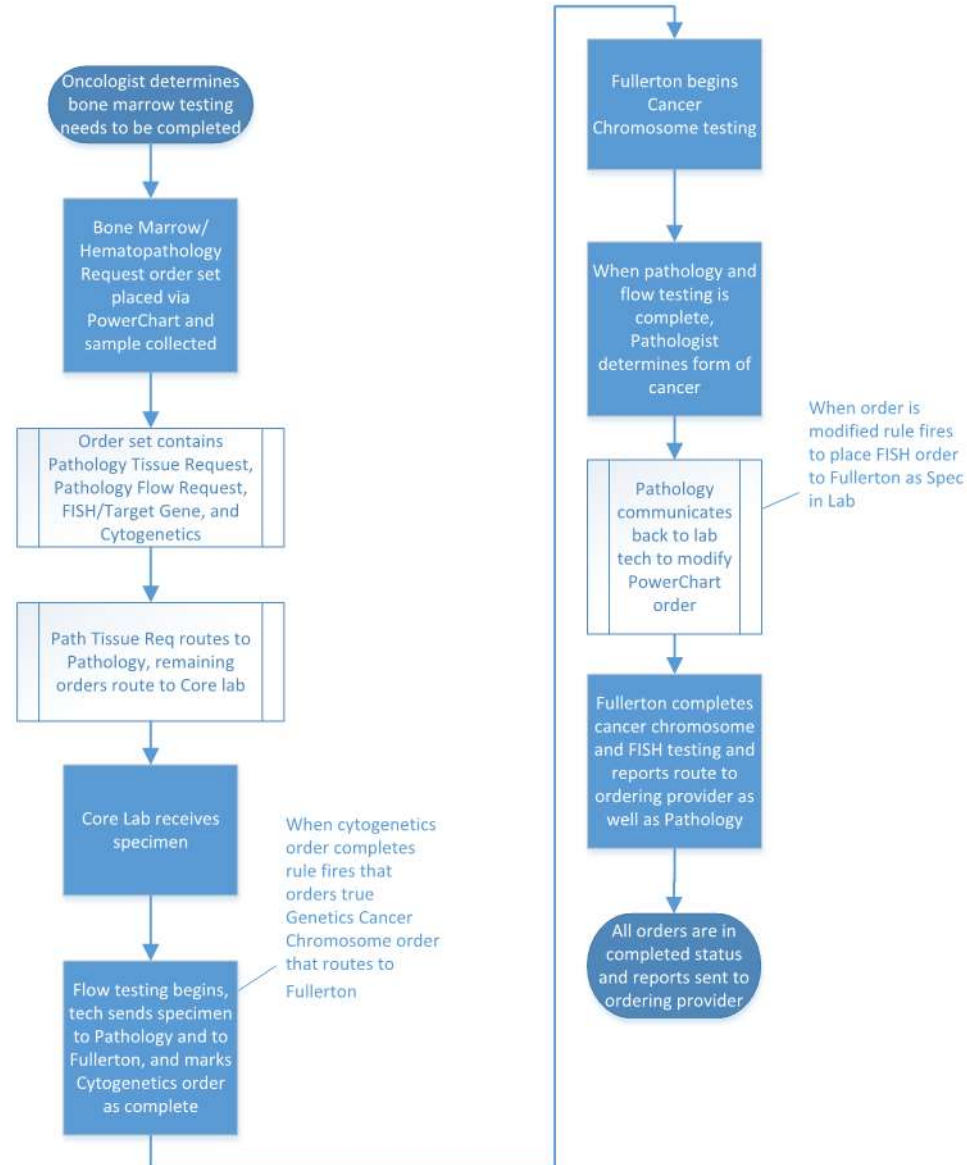


# Fostering Clinical Engagement

Does your IT staff know how to communicate back with your clinical users?

- Seeing and understanding their workflow.
- Who are the super users?
- Who signs off on the build/changes?
- Where are the areas of improvement that they aren't telling you about?

# Fostering Clinical Engagement



# Fostering Clinical Engagement

Does your IT staff know how to communicate back with your clinical users?

- Find a common language, help each other learn what you are talking about.
- Most clinical users are not very tech savvy.
- Most IT staff aren't very clinic savvy.
- IT DOES NOT make operational decisions.

# Fostering Clinical Engagement

Does your IT staff know how to communicate back with your clinical users?

- Sit down and build with your users. Let them validate and test your build.
- Let your users see how you build and let them understand the limitations and the possibilities of the system.

# Fostering Clinical Engagement

Does your IT staff know how to communicate back with your clinical users?

- Let your users OWN their workflows and the build.
- Your clinical users will be 100% more engaged and invested in the outcome if they are directly involved with the build.

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Does your IT staff know how to communicate back with your clinical users?

- Your users will be excited to see their ideas and their requests come to life as you sit with them and build with them.
- Your users will understand how the system works.

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Does your IT staff know how to communicate back with your clinical users?

- This can present challenges, however.
- A large percentage of providers take the “I don’t care how it’s done, just build it!” approach.



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Does your IT staff know how to communicate back with your clinical users?

- An average ambulatory provider has just 20 minutes allocated for each patient and sometimes they can be double or triple booked.
- Also, current studies show that a provider can have spend up to 2 hours a day on admin and reporting.

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Does your IT staff know how to communicate back with your clinical users?

- How can IT staff expect engagement?
- How can IT staff foster stronger relationships with providers and clinical users?

# Fostering Clinical Engagement

Does your IT staff know how to communicate back with your clinical users?

- Find common purposes.
- Think about how your changes or your work affects patient outcomes.
- Try to frame your thoughts in terms of the health system instead of individual practices or offices.

# Fostering Clinical Engagement

Does your IT staff know how to communicate back with your clinical users?

- DATA
- More Data
- KPIs and workflow analysis.
- Show providers the value of the changes. Get them on board with data and numbers.

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|   | Category         | Client Value Statement   | Measurement Name                              | Measurement Description                                       |
|---|------------------|--|---|---|
| 1 | Quality          | Fullerton Genetics Laboratory will reduce the container labelling for each area by 90% within 3 months following conversion.                                     | Container labelling                           | Reduce container labelling                                    |
| 2 |                  | Fullerton Genetics Laboratory will decrease manual calculation of DNA concentration for dilution by 90% within 3 months following conversion.                    | Calculation of DNA concentration for dilution | Decrease manual calculation of DNA concentration for dilution |
| 3 |                  | Fullerton Genetics Laboratory will decrease specimen processing time for Lineagen (from 2 & 1/2 hrs. for 25 specimens to 1 & 1/2 hrs.) per week post conversion. | Lineagen specimen                             | Refine Lineagen process                                       |
| 4 | Financial / Cost | Fullerton Genetics Laboratory will increase billing from manual to an automated process by 95% within 3 months following conversion.                             | Automated billing process                     | Increase automated billing process                            |
| 5 | Regulatory       | Fullerton Genetics laboratory will increase CPOE in the PowerChart by 90% within 3 months.   | CPOE  | Increase CPOE   |
| 6 | Experience       | Fullerton Genetics Laboratory will increase the delivery of reports electronically to enhance end-user experience by 85% within 3 months.                        | Electronic delivery of reports                | Increase the electronic delivery of reports                   |

# Fostering Clinical Engagement

|   | Category         | Client Value Statement   | Pre Conversion Data   | Post Conversion Data  |
|---|------------------|--|---|---|
| 1 | Quality          | Fullerton Genetics Laboratory will reduce the container labelling for each area by 90% within 3 months following conversion.                                     | Number of times containers/slides are labelled manually = <b>3973</b>             | Number of labels generated by system. = 8420. Decreased by 95%                        |
| 2 |                  | Fullerton Genetics Laboratory will decrease manual calculation of DNA concentration for dilution by 90% within 3 months following conversion.                    | Number of samples/month where concentration is manually calculated = 477 manually | Number of samples/month where concentration is electronically calculated = 1404. 100% |
| 3 |                  | Fullerton Genetics Laboratory will decrease specimen processing time for Lineagen (from 2 & 1/2 hrs. for 25 specimens to 1 & 1/2 hrs.) per week post conversion. | Processing time per 25 samples is 2.5.hrs.  | Processing time/25 samples is 1.5 hrs & 46 samples in 2 hrs.                          |
| 4 | Financial / Cost | Fullerton Genetics Laboratory will increase billing from manual to an automated process by 95% within 3 months following conversion.                             | Performed all tests manually = 799. 0% automated.                                 | Performed electronically 1787 tests = 100% automated billing                          |
| 5 | Regulatory       | Fullerton Genetics laboratory will increase CPOE in the PowerChart by 90% within 3 months.   | COPE 34%  | CPOE = 100%   |
| 6 | Experience       | Fullerton Genetics Laboratory will increase the delivery of reports electronically to enhance end-user experience by 85% within 3 months.                        | Manual process - mailed or faxed = 799 tests                                      | 100% electronic delivery of 1787 tests  |

# Fostering Clinical Engagement

Customer service is key.

Are your application teams service line oriented?

- Lab
- Pharmacy
- Radiology
- Surgical
- Etc.

# Fostering Clinical Engagement

## Customer service is key.

- Weekly or bi-weekly touch point meetings.
- Ticket prioritization
- Can your users count on the same familiar faces each time?



# Fostering Clinical Engagement

## Customer service is key.

- To our genetics lab staff, I am the face of all 400+ IT employees.
- I am a source of trust and familiarity.

# Fostering Clinical Engagement

## Customer service is key.

- Creative problem-solving
- When to say yes, no, or maybe.



# Fostering Clinical Engagement

## Customer service is key.

- Try not to say no, unless you have an alternative.
- Give them alternative build ideas that can accomplish a similar goal.
- This ties back to working with the clinical users on new build so they know what the limitations are.

# Fostering Clinical Engagement

## Customer service is key.

- Sit in on governance or standardization committees, especially if changes are going to affect multiple facilities.
- Stay on top of what your service line has planned or what is coming down the pipe and be available to answer any technical questions.

# Fostering Clinical Engagement

## To Sum it all up:

- Clinical engagement can make or break builds and implementations of new technology
- Help your clinical users communicate with you and teach them what is expected.
- Get on their level when communicating back to them.

# Fostering Clinical Engagement

## To Sum it all up:

- Get in their space. Learn their workflows, learn what they do and how they do it.
- Let them into your space. Let them see what you do and how you do it.
- Let them build with you and let them test with you.

# Fostering Clinical Engagement

## To Sum it all up:

- Hold regular touch points with your clinical teams to maintain and prioritize your tickets and your queue.
- Be available to help them with all their IT needs, even if it isn't your department, you can still help facilitate.

# Fostering Clinical Engagement

## To Sum it all up:

- We have implemented these methods in our pathology department, microbiology, and our blood bank with major success. We have also started experimenting with these methods in pharmacy, and oncology.
- In these areas, provider and clinical engagement has increased dramatically.



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## To Sum it all up:

- Think about your organization and your application teams. Do you think any of these methods can be applied to your service lines and your clinical interactions?

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- Questions?