



# Patient-Centric Digital Health

Ideas And Examples From Leading Health  
Systems On What To Do Right Now



**Being “patient-centric” includes meeting your patients and the people who care for them where they are, which is on their smartphone or other device.**

As health systems compete for patients, and labor costs skyrocket, the urgency around executing plans and programs has renewed focus. Compared to future plans around the promise of AI for tomorrow, digital health is proven and can make a difference today.

This playbook provides examples and thought starters from Xealth’s customers, representing **100s of hospitals**, and how they have reached more than **20 million patients** to close care gaps, keep them loyal to the health system, and contribute to meeting value-based care goals, all while saving hours of clinical time.

## **03 – 06 Digital Health Delivers, Today**

Programs don’t have to be complicated – health systems use digital programs to get patients to show up for screenings, engage in preparation for appointments, and keep care teams focused on care delivery instead of paper shuffling.

## **07 – 10 The Costs of Ignoring Digital Patient Engagement**

Patients choose the most convenient option to solve their immediate problem, and your health system needs to keep up. See how health systems use digital health to build patient loyalty outside of care episodes, versus losing patients.

## **11 – 14 The Intersection of Digital Patient Engagement and Care Outcomes**

Getting the patient’s attention is the first step to getting them to follow a care plan. Health systems are using the consistent presence of digital health outreach and programs to drive better adherence and compliance across multiple service lines, from hypertension control to surgical recovery.

## **15 – 18 Why Digital Tools are Clinical Allies**

Increased labor costs are putting pressure on systems to maximize the talent of every team member – see examples of how to use digital tools to remove tedious tasks, like envelope stuffing, so that teams can get more done every day.

## **19 – 22 Does Engaging ALL Your Patients Matter?**

Digital care expands your reach into diverse patient populations, but also provides the ability to track interactions at a population level and adjust approaches.

## **23 – 26 Unlock the Value of Digitally Engaged Patients**

After the groundwork is complete, health systems have been extracting value from payors and employers, while ensuring that they are maximizing value from their entire digital ecosystem working together, from the native EHR functionality to the apps and programs that run alongside it.



# Digital Health Delivers, Today

**With the rise of technology in every facet of life, patients expect the same level of convenience and accessibility from their healthcare providers that they receive when ordering a meal online or hailing a ride.**

According to Rock Health's 2023 Consumer Adoption of Digital Health Survey, 39% of patients choose virtual care over in-person care because of convenience, and another 30% due to shorter wait times.

Digital engagement tools meet these expectations and offer a pathway to closing significant care gaps that can harm patients and result in lost revenue for health systems. These gaps include undiagnosed diseases, lack of access to effective treatments, and restricted access to necessary healthcare services.

Additionally, preventive services and screenings are crucial for patient education and empowerment, and addressing no-shows, which cost healthcare more than \$150 billion annually, can significantly improve care access and efficiency.

- ▶ Close Care Gaps with Engaging Digital Solutions
- ▶ How a Digital Formulary Can Improve Care Efficiency
- ▶ Reducing No-Shows with Timely Communications and Reminders
- ▶ Digitally Engage Patients NOW





Digital patient engagement is no longer a nice-to-have — **it's a necessity.**

Discover how a digital formulary can improve access to care and care efficiencies.

## Close Care Gaps with Engaging Digital Solutions

**For example, delays in screenings such as mammograms and colonoscopies can have severe implications for undiagnosed diseases.**

UPMC's use of automated emails to engage patients saw significant success:

- Over 50% patient engagement
- 25.2% watched an educational video
- 10-15% clicked through to schedule mammogram and colonoscopy appointments, resulting in thousands more visits scheduled.

When it comes to accessing effective treatments, behavioral health is a growing concern.

Banner Health has seen remarkable engagement by integrating digital therapeutics like SilverCloud into their formulary via Xealth:

- Coached users spent an average of more than two hours engaging with the platform vs the 60-minute goal

Of users starting with an acuity of moderate+ who logged in four or more times:

- PHQ9 improvement of 54% vs 50% goal
- GAD7 improvement of 58% improvement vs 50% goal

Addressing the issue of restricted access, particularly in rural areas where 60 million Americans live, is crucial. Virtual care and remote monitoring services can bridge this gap, making healthcare services more accessible and reducing the need for long travel.



## How a Digital Formulary Can Improve Care Efficiency

**Adopting a digital formulary, as seen with Allina Health's partnership with Xealth, exemplifies the efficiency gains from digitizing patient enrollment processes for physical therapy, occupational therapy, and speech therapy.**

As Allina began building its digital formulary, it engaged its physical therapy team, which uses MedBridge's patient engagement tools. The team liked the capabilities of building home exercise programs but did not like building them outside the EHR.

By enabling the creation of these programs directly from the EHR with Xealth, the system improved patient utilization and saved healthcare providers approximately 2-3 minutes per monitor view. Throughout the program, this amounted to roughly \$120K-\$250K in savings, showcasing the substantial benefits of integrating digital tools into clinical workflows.



## Reducing No-Shows with Timely Communications and Reminders

**According to a Medical Group Management Association poll, no-shows represent a substantial financial challenge for healthcare systems, costing healthcare organizations more than \$150 billion every year.**

Some estimates show that missed appointments cost single physicians as much as \$150,000 annually.

- Duke Health's adoption of Xealth for distributing pre- and post-surgery educational information to bariatric and cardiothoracic surgery patients led to reductions in late cancellations and no-shows.
- The bariatric new patient program sees a 36% patient interaction rate, and the post-surgery program has a 43% patient interaction rate.
- For those who engaged with educational videos, the no-show rate dropped to 0.71% vs 11.5% for those who did not.
- This demonstrates the power of digital engagement in ensuring patients attend their scheduled appointments, ultimately leading to better health outcomes and cost savings.
- Consider this ... what would even a 1% reduction in your health system's no-shows mean for its operations expenses and revenue?



## Digitally Engage Patients NOW

**Integrating digital engagement tools in healthcare is not just about keeping up with technological advancements — it's about fundamentally improving how care is delivered and accessed.**

By closing care gaps, reducing no-shows, and improving care efficiency, health systems can achieve better patient outcomes while realizing significant cost savings. Preventive services and screenings are critical in empowering patients and lowering healthcare costs.

Health systems cannot afford to overlook the importance of engaging patients digitally. With measurable outcomes and demonstrable benefits, adopting digital formularies and engagement strategies is a clear step forward for healthcare providers aiming to meet the evolving needs of their patients.





# The Costs of Ignoring Digital Patient Engagement

Healthcare's ongoing transformation continues to be fueled by the rapid advancement of digital technology and changing patient expectations.

Today, more than half of patients use the Internet to seek medical information, while 40% use it to communicate with doctors and access test results. This shift towards digital engagement underscores its importance as a trend and a crucial aspect of modern healthcare delivery.

Ignoring this shift can have severe consequences for healthcare providers, including:

- Losing patient market share
- Falling behind retail health competitors
- Becoming targets for acquisition due to lagging competitiveness

Let's take a deep dive into these potential pitfalls and dangers, among others.

- ▶ Losing Patient Market Share
- ▶ The Rise of Retail Health as a Competitor
- ▶ Becoming a Target for Acquisition
- ▶ The Clear Costs of Low Patient Engagement
- ▶ The Hidden Costs of Low Patient Engagement
- ▶ Implementing Effective Digital Engagement Strategies
- ▶ Digital Patient Engagement Cannot Be Ignored

## SURVEY

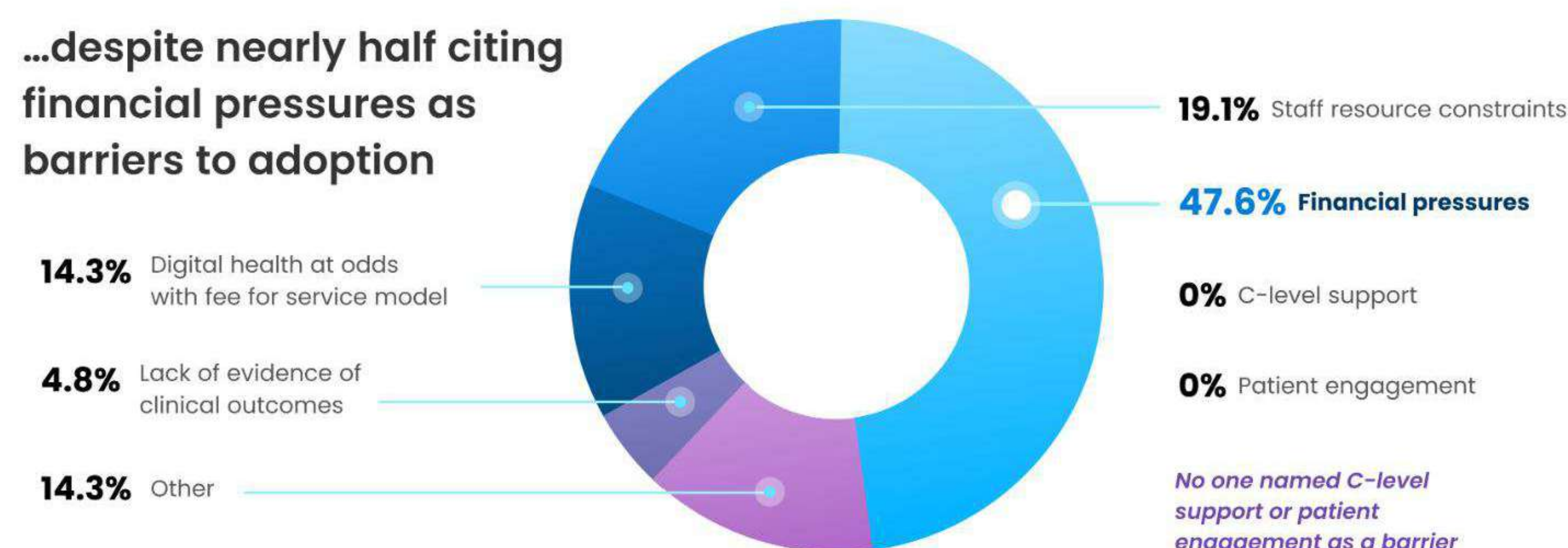


## 90% Adopt Digital Health, Despite Financial Pressures

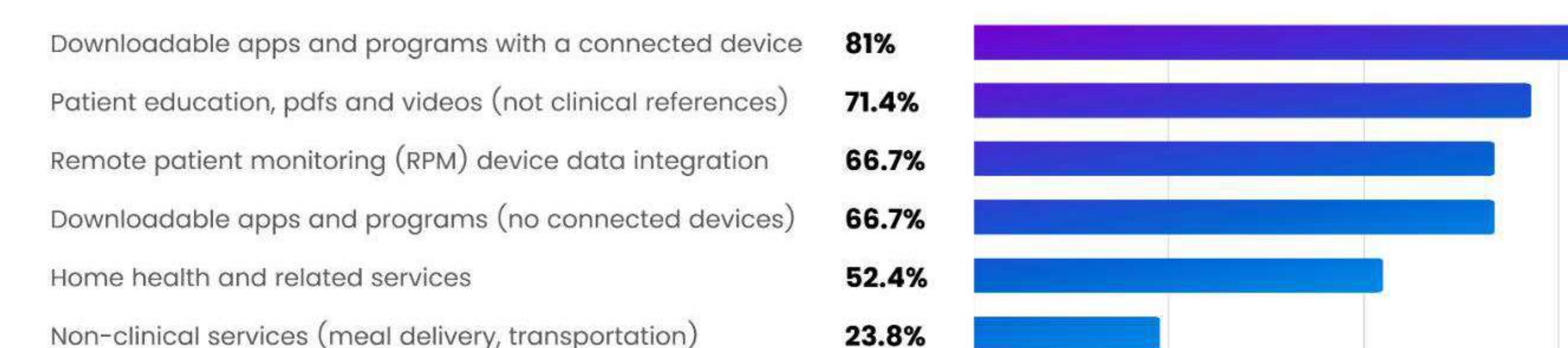


Recent survey of CHIME members found that most (90.5%) executive respondents have adopted digital health...

### ...despite nearly half citing financial pressures as barriers to adoption

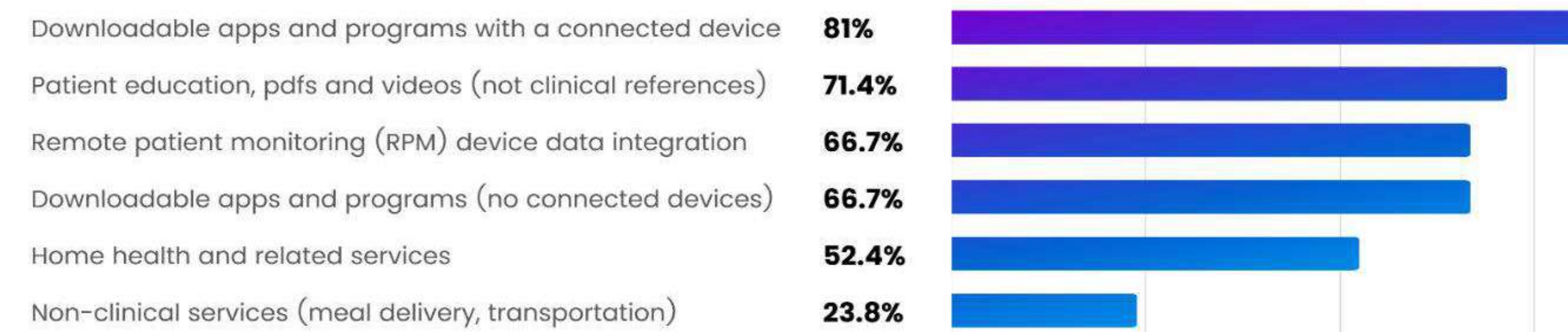


### What is Digital Health?





### What is Digital Health?



### Workflow Rules

**81%**

Majority have integrated digital health apps into EHR workflow

**1 in 5**

19.1% have achieved advanced EHR integration of digital health apps with defined goals and metrics

### Impact of Digital Health Adoption

More than 3 in 4 (76.2%) respondents state their health systems have increased patient engagement due to increased digital health adoption



**14.3%**

Better bottom line

**47.6%**

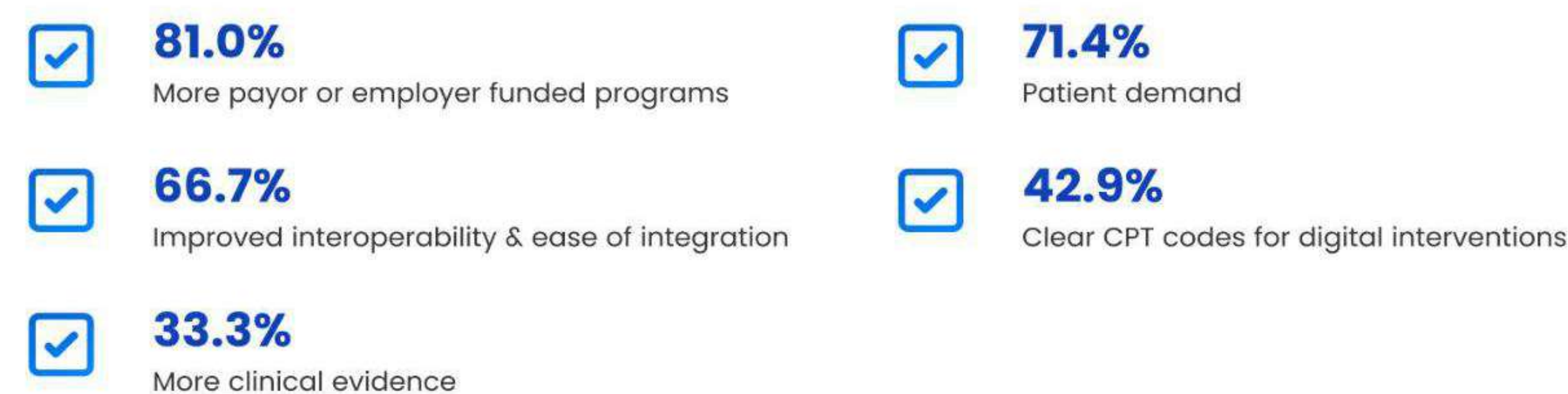
Nearly half cited clinician ease of use

**14.3%**

Reduced readmissions

### Money and Patients Talk

What would make your health system more likely to expand digital health solutions? Select all that apply



Survey conducted online within the United States by College of Healthcare Information Management Executives (CHIME) on behalf of Xhealth from May 15–June 20, 2023, among member healthcare executives.

## Losing Patient Market Share

**The evolution of patient expectations with the advent of digital technology is undeniable.**

A staggering 92% of millennial patients desire two-way communication with their healthcare providers, and 71% expect the ability to schedule appointments online.

Convenience and accessibility have become pivotal in healthcare decision making, with 51% of patients citing these factors as the most critical in their healthcare choices.

The implications are clear: healthcare systems that fail to embrace digital engagement are at risk of patient attrition, which averages 17% in the U.S.

Improving patient retention by just 5% can significantly boost the lifetime value of a patient; a single practice can increase its average lifetime patient value (estimated between \$12,000 and \$15,000) by 25–100 percent.

## The Rise of Retail Health as a Competitor

**Retail health clinics have witnessed a 200% increase in use over the past five to six years, driven by their digital savviness and appeal to modern consumers.**

These clinics leverage online scheduling, mobile health apps, telehealth services, patient portals, and automated reminders to engage patients effectively. Traditional health systems that lack such digital engagement strategies can experience “digital side door churn,” losing patients to these more technologically adept competitors.





## Becoming a Target for Acquisition

**A lack of digital patient engagement can make healthcare systems vulnerable to acquisition.**

In 2023 there were 65 announced healthcare mergers and acquisitions, compared to 53 in 2022 and 49 in 2021. We can expect more on the way in 2024, making it crucial for health systems to generate more revenue with digital solutions.

Factors such as decreased patient loyalty, competitive disadvantages, inefficiencies in care delivery, and reduced access to patient data make these systems less viable in the competitive market.

However, by leveraging automation and achieving advanced EHR integration, healthcare providers can maintain their independence and competitive edge.

## The Clear Costs of Low Patient Engagement

**Low patient engagement directly leads to financial losses and eroding loyalty.**

According to an NRC Health study, a poor digital experience would drive 80% of patients to consider a provider switch. Additionally, 20% would switch if they could save \$500.

Patient perceptions of quality can also significantly impact financial metrics, with negative experiences potentially costing a health system up to \$400,000 over a single patient's lifetime due to lost revenue.

## The Hidden Costs of Low Patient Engagement

**Beyond the direct costs, low patient engagement and satisfaction can lead to:**

- Increased mortality rates
- Higher complication rates
- More frequent hospital readmissions

Digital engagement strategies, such as providing personalized educational content, can mitigate these risks and lead to improved health outcomes, higher patient satisfaction, and significant cost savings.

For example, Children's Wisconsin (CW) struggled with providing its custom and vended educational content to patients in a user-friendly way. Once the health system partnered with Xealth and integrated its custom content management system with KidsHealth, CW created a centralized workflow for the care team to order and monitor the use of all their education content.



## Digital Patient Engagement Cannot Be Ignored

**The risks associated with overlooking digital patient engagement are significant and multifaceted.**

The costs of inaction are too high, from losing market share to facing financial losses and compromising patient safety. The future of healthcare lies in digital engagement, offering a pathway to improved patient care, satisfaction, and operational efficiency.

Healthcare providers must recognize the urgency of adopting digital strategies to stay relevant and competitive in this new era of healthcare. Engaging patients digitally is a necessity for survival and success.



## Implementing Effective Digital Engagement Strategies

**Healthcare systems must adopt and integrate effective digital tools and platforms into their workflows to improve digital patient engagement.**

To create better digital touch points and engage patients asynchronously outside the clinic:

- Activate more patients on your digital front door
- Extend the reach and capabilities of the EHR
- Manage all digital touch points in a single formulary

Successful implementation can result in engagement rates exceeding 65% and a 2-5x increase in revenue-generating activities.



# The Intersection of Digital Patient Engagement and Care Outcomes



**Digital health can no longer be discussed merely as a trend — it's a profound transformation reshaping healthcare.**

The shift empowers patients and care providers with innovative tools, paving the way for potentially enhanced health outcomes through more personalized and accessible care.

The relationship between digital engagement and health outcomes is complex and multifaceted, influenced by increased access to health information, improved communication channels between patients and providers, and the personalization of care plans.

There's growing interest in understanding how digital tools can support patient care more effectively in various healthcare specialties. This nuanced approach emphasizes the potential benefits of digital engagement, encouraging a more patient-centered healthcare system that leverages technology to meet individuals' unique needs.

Let's explore how digitally engaged patients can experience better outcomes.

- ▶ Real-World Use Cases Highlighting the Value of Digital Engagement
- ▶ How Digital Patient Engagement Can Lead to Better Outcomes
- ▶ The Digital Revolution in Patient Engagement
- ▶ Improved Outcome Opportunities Through Digital Engagement





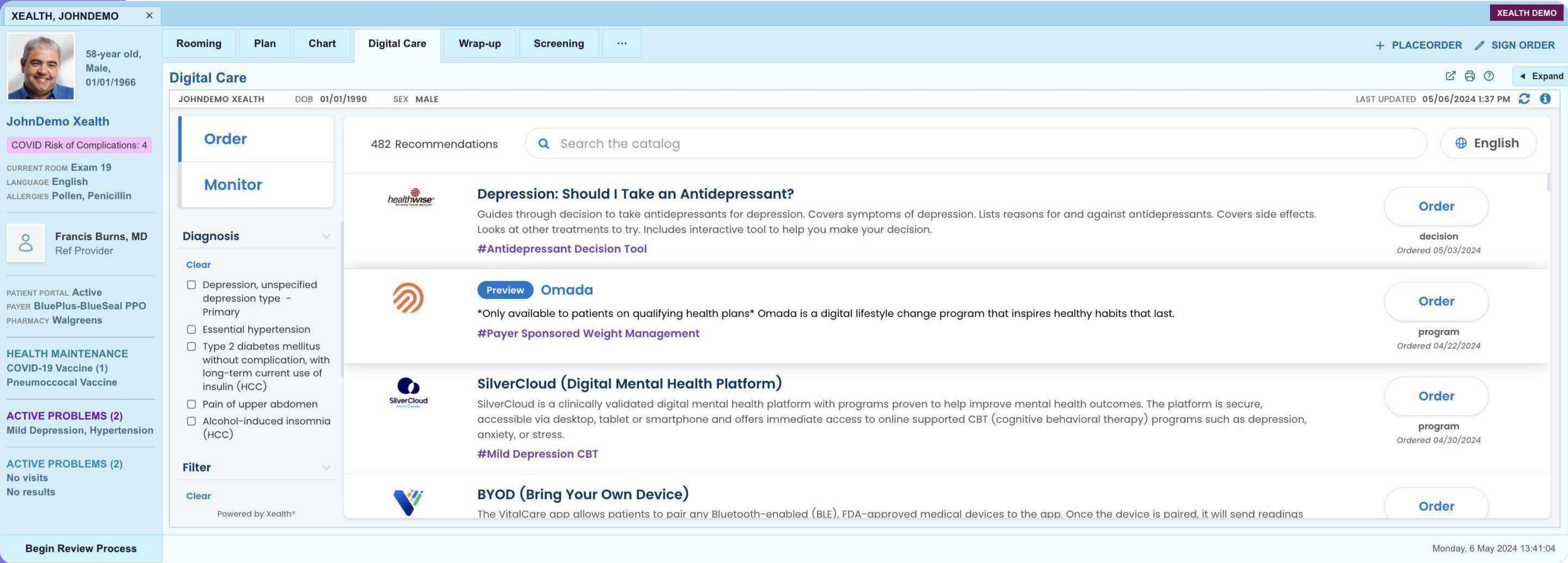
# The Digital Revolution in Patient Engagement

At its core, digital patient engagement encompasses using apps, telehealth services, online resources, and digital communication tools to facilitate patient-provider interactions.

Rapid technological advancements and growing patient demand for accessible, personalized care propel the drive toward this digital shift. About 46% of US consumers, translating to an estimated 119 million patients, now engage with their healthcare providers through a blend of patient portals, telehealth appointments, apps, and traditional in-person visits.

Xealth’s 2023 digital engagement statistics further illuminate this trend:

- The most digitally engaged patients: Preventative care sees the highest engagement at 69%
- The most common digital health program: Women’s health with 15 clients
- The hottest digital health area: Chronic disease management, with a 50% increase in programs year over year



This image represents how digital health tools appear within the EHR with Xealth.



## Improved Outcome Opportunities Through Digital Engagement

A massive 80% of patients prefer digital communication channels such as emails, texts, and patient portals for appointment reminders and follow-ups.

**These preferences span across various specialties.**



### Behavioral Health

Banner Health worked with Xealth to make it easy for clinicians to access SilverCloud, their digital behavioral health solution. Banner added SilverCloud to its DTx formulary within Xealth and made it available to their primary care practices. Since its deployment, Banner has observed significant clinical improvements. Their goal of 50% or more improvement in PHQ9 or GAD7 was surpassed: PHQ9 = 54% and GAD7 = 58% improvement (of users starting with an acuity of moderate+).



### Hypertension Control

Xealth sends Duke Health patients with an ICD 10 code of hypertension a video bundle that includes information like diet changes, effects of high blood pressure, and ways to manage it. Over 135,000 patients have received the bundle, and more than 80% who engaged watched 75–100% of the videos.



### Surgical Recovery


University of Pittsburgh Medical Center (UPMC) wanted an efficient way for clinicians to manage physical therapy rehabilitation plans within their workflow. Xealth worked with Medbridge to create a customizable plan within the EHR. Clinicians use the Xealth interface to manage patient plans about 5,000 times a month.



### Maternity Care

ChristianaCare wanted to use Twistle and Babyscripts to care for expecting moms, knowing this patient population is very engaged, but without adding to the clinical and IT burden. They turned to Xealth to centralize both vendors within the EHR. During pregnancy, automated rules prompt clinicians to order pre-education content from Babyscripts that Xealth digitally delivers, all directly from their existing EHR workflow. Postpartum, clinicians can order Twistle for hypertension patients to help them digitally manage their condition from where they ordered Babyscripts.





**Request a Xealth demo today** and see firsthand the power of digital engagement.

## Real-World Use Cases Highlighting the Value of Digital Engagement

**The practical application of digital patient engagement platforms provides convincing evidence of their value.**

For instance, the partnership between Baystate Health and Xealth, focusing on Babyscripts for remote pregnancy monitoring, engaged 1,000 patients in remote blood pressure monitoring. This initiative achieved an 84% engagement rate and notably reduced postpartum readmissions.

Another significant case is the Hazelden Betty Ford Foundation's collaboration with Xealth, supporting digital ordering of My Ongoing Recovery Experience (MORE) workshops, which exemplifies the positive impact of digital tools in supporting patient recovery and ongoing care management.

While in its early stages, there are positive trends around patient interaction, with the ultimate goal of creating an interactive solution that will allow for self-initiation of curated content and increased utilization to continue to help patients with successful recovery outcomes.

## How Digital Patient Engagement Can Lead to Better Outcomes

**As we look towards the horizon, emerging trends in digital health signal a future where digital patient engagement becomes even more ingrained in healthcare delivery.**

Health system leaders must stay abreast of and integrate innovative digital engagement strategies to remain at the forefront of patient-centered care. The promise of technology in enhancing patient engagement and outcomes is immense, offering a blueprint for future advancements in healthcare.



# Why Digital Tools Are Clinical Allies

**Driven by staffing shortages, clinician and patient burnout, and dynamic regulatory environments, digital engagement emerges as a beacon of innovation and efficiency.**

This shift has already begun to redefine the clinician-patient dynamic, offering various benefits while aligning with clinicians' workflows, including:

- Improving clinical decision making with real-world patient data.
- Engagement and outreach for each patient
- Clinician augmentation (read: not replacement)

Let's explore how digital patient engagement impacts clinicians.

- ▶ Enhancing Patient-Clinician Interactions
- ▶ Improving Health Outcomes through Personalized Care
- ▶ Streamlining Healthcare Processes
- ▶ The Rise of Digital Health Platforms
- ▶ Overcoming Barriers to Digital Adoption
- ▶ The Future of Clinician-Patient Engagement
- ▶ Digital Engagement Can Make Clinicians' Jobs Easier





## Enhancing Patient–Clinician Interactions

**Digital platforms are revolutionizing patient–clinician communication, facilitating more frequent and impactful exchanges.**

They enhance accessibility, inclusivity, and the capacity for personalized healthcare delivery.

Telehealth, in particular, has been instrumental in expanding care access, especially to rural or underserved communities. An example of effective digital leverage is Providence, which has harnessed telehealth to broaden its reach and deepen patient engagement.

Their swift adoption of telehealth, propelled by the COVID-19 pandemic, has led Providence to conduct over 1.2 million virtual consultations, with over 18,000 providers leveraging telehealth solutions to connect with patients remotely. Interestingly, patients are more likely to schedule and complete a follow-up appointment after a telehealth visit than after an office visit.

## Improving Health Outcomes through Personalized Care

**The strategic use of digital health data enables the customization of treatments and interventions, marking a shift towards more personalized care.**

Wearables and health apps play a significant role in empowering patients in their health management journeys.

Children’s Wisconsin (CW) stands out in this context, illustrating the impactful use of digital tools in tailoring patient care and enhancing outcomes. With Xealth support, they integrated CW custom and KidsHealth patient educational content into digital care – including teaching sheets, videos, and web pages.

Patients can access the content via text, email, and MyChart. With bundling, order sets, and automation across various clinical areas, CW recorded orders placed for 1,000+ unique patients with a 25% content engagement rate in the first year.

## Streamlining Healthcare Processes

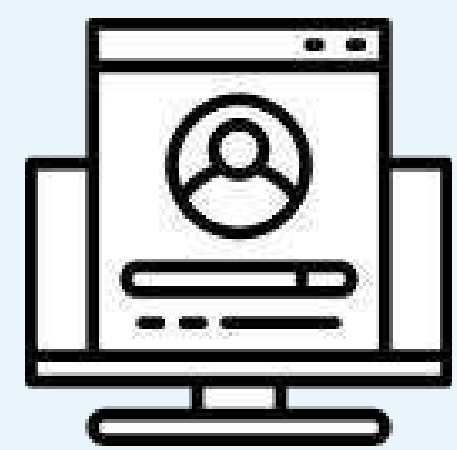
**Digital engagement tools are vital to streamlining healthcare processes, from automating administrative tasks to simplifying patient–clinician interactions.** Innovations like digital prescriptions and online appointment scheduling improve operational efficiency and significantly enhance patient and clinician experiences.

University of Pittsburgh Medical Center’s (UPMC’s) adoption of these digital strategies showcases their practical benefits in real-world settings. UPMC partnered with Xealth as the health system sought an efficient way to manage its physical therapy rehabilitation programs within the clinician’s EHR workflow. UPMC clinicians now use the Xealth interface to create, review, and adjust patient plans about 5,000 times monthly, all within their core EHR workflow, which saves them about 150 hours of administrative time.





Telehealth use spiked during the COVID-19 pandemic, with **25% of patients engaging in such services in 2022**



EHRs reached an **86% adoption rate in 2021**, signifying their central role in modern healthcare



Patient portals also demonstrated substantial engagement, with **73% of individuals reporting online access** to their medical records in 2022



Mobile health apps **boasted over 300 million users in 2023**

## The Rise of Digital Health Platforms

**The widespread adoption of various digital health platforms underscores the healthcare industry's digital transformation.**

While adopting and using these platforms offer a gateway to enhanced patient care, they come with challenges. The administrative burden, including exhaustive documentation and patient portal messaging, poses a risk of contributing to physician burnout instead of offering relief and efficiency.

Additionally, the management of data from disparate sources remains a hurdle. Solutions like AI present a promising avenue for improving patient-clinician interactions without exacerbating the administrative load. When AI is paired with a digital health aggregation platform, digital health tools and related data within the EHR can be brought together for easy deployment and oversight.

Technological advances, growing demand for remote and personalized care, and significant regulatory shifts propel this digital pivot.





## Overcoming Barriers to Digital Adoption

Despite the clear advantages, the path to digital adoption is fraught with challenges, including financial constraints, required training, data security concerns, and resources devoted to other initiatives such as AI. A strategic approach should encompass the following:

**Digital Health Formulary Strategy**

Centralization of digital health assets and programs within your EHR through a single integration makes clinicians' lives significantly easier

**Streamlined Clinical Workflows**

Digital tools are most accessible within patient charts, just like notes and medications, inside the clinician workflow

**Monitoring, Notification, & Data Management**

Choose what triggers a notification and who in the care team receives the message. Centralize RPM information within the patient record

## The Future of Clinician-Patient Engagement

Digital engagement tools are poised to play an increasingly pivotal role in healthcare. Anticipated trends include more holistic reporting of digital health solutions, greater utilization of chronic care services, and leveraging digital tools to reimagine care delivery and design new virtual service lines. This evolution promises to enhance patient-centric care further, improve communication, and ensure greater accessibility for both clinicians and patients.

## Digital Engagement Can Make Clinicians' Jobs Easier

Digital engagement of patients offers many benefits for clinicians, from deepening patient relationships to streamlining clinical operations. As healthcare evolves, embracing digital tools will be crucial for clinicians aiming to enhance care quality and operational efficiency.



# Does Engaging **ALL** of Your Patients **Matter**?

**Digital engagement is a cornerstone of effective patient care.**

Engaging a diverse patient population through accessible, intuitive digital platforms can significantly enhance patient outcomes and satisfaction.

Discover strategic approaches for leveraging your existing digital health investments to create more engaging and effective patient experiences for all involved.

- ▶ Understanding Your Digital Health Assets
- ▶ Leveraging Content for Automatic Patient Engagement
- ▶ Partnering with Specialty Tools for Enhanced Care
- ▶ Maximizing the Potential of Native EHR Tools
- ▶ Embracing a Multi-Channel Approach
- ▶ Continuous Improvement through Analytics and Feedback
- ▶ Leave No Patients Behind

## Understanding Your Digital Health Assets

**Healthcare providers today are equipped with an array of digital tools, each designed to fulfill specific functions:**

- Content Management Systems (CMS) facilitate the organization and distribution of health information.
- Electronic Health Records (EHR) streamline the management of patient data.
- Telehealth platforms enable remote patient visits & consultations.
- Patient portals provide patients with direct access to healthcare services.
- Centralized integration suites help integrate various digital health services.
- Digital command centers oversee the operations of the digital health ecosystem.

Providers must assess their current utilization and performance to leverage these tools fully. Identifying underused resources, particularly content, can reveal opportunities for improvement, while patient feedback and engagement metrics provide valuable insights for enhancing service delivery.



## Leveraging Content for Automatic Patient Engagement

**An effective strategy involves developing a content calendar tailored to the specific needs of patients.**

For instance, Children's Wisconsin merged its custom content management system with KidsHealth, establishing a centralized workflow that enables the care team to manage and track the use of all educational content efficiently. Additionally, integration with their chosen patient engagement vendor, Artera, ensured consistent provider communication, minimizing alert fatigue for patients and families. This approach has led to enhanced patient and family experiences, streamlined content distribution, and improved clinician and patient usage and engagement tracking.

Similarly, Allina Health utilized Xealth's automation features to proactively send messages to patients before their appointments, leading to a consistent rise in both scheduled and completed colonoscopies, supporting population health and quality objectives. The initiative has seen impressive engagement, with a 60% open rate and nearly 40% click-through rate. Providers have expressed satisfaction with the results; one team member noted, "I really like how patients are reading the CRC SDM guide before their appointment with me and asking good questions."

Content must be easily understandable and free from medical jargon to be engaging. Incorporating multimedia and interactive elements can also significantly improve user engagement and understanding.



## Partnering with Specialty Tools for Enhanced Care

Specialized conditions such as diabetes or mental health may benefit from specific digital tools designed for better management. Selecting third-party tools should be guided by criteria like ease of integration, user-friendliness, and effectiveness. Seamless integration of these tools into existing workflows is crucial for enhancing patient care without disrupting service delivery.



## Maximizing the Potential of Native EHR Tools

**Native EHR tools can be optimized to enhance patient communication through custom alerts and reminders.**

Linking patient education materials directly to specific health conditions can also personalize and improve the care experience.

Enhancements to patient portals, such as easier access to health records, simplified appointment scheduling, and direct messaging capabilities, can encourage more frequent use. Gamification and incentives can further promote regular interaction with digital platforms.

## Embracing a Multi-Channel Approach

**A unified strategy that combines various digital tools ensures cohesive patient engagement and consistent messaging across all platforms.**

Addressing the digital divide is also critical; simplified interfaces, multilingual support, and alternative access methods like telephone services can help engage patients with limited internet access or technological skills. Offering digital literacy resources further empowers patients to utilize digital health services effectively.







## Continuous Improvement through Analytics and Feedback

**Continuous improvement is facilitated by the strategic use of analytics to track engagement and outcomes.**

Setting clear, measurable goals allows for monitoring engagement levels and the effectiveness of various strategies.

Institutions like Banner Health and UPMC/Medbridge exemplify the successful use of data to refine digital strategies and improve patient engagement.

Additionally, implementing regular surveys and feedback mechanisms provides insights into patient needs and preferences, which can guide further refinements to digital strategy.

## Leave No Patients Behind

**Embracing an all-patient approach in digital health strategies is essential.**

The continuous evolution of digital engagement practices to meet the changing needs of patients is critical for delivering superior care in modern healthcare.



# Unlock the Value of Digitally Engaged Patients

**As we discussed, the typical healthcare organization has a treasure trove of digital assets that are here, there, and everywhere.**

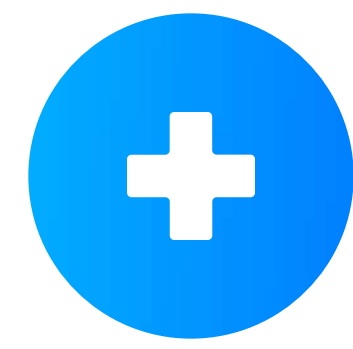
From understanding basic digital tools to integrating advanced analytics and patient feedback, the series is a deep dive into enhancing patient engagement and improving health outcomes.

We consider what is possible for health systems once they've engaged their patient populations.

- ▶ Defining a Digitally Engaged Patient Population
- ▶ The Role of a Digital Formulary
- ▶ Steps to Implement a Digital Formulary
- ▶ Approaching First-Dollar Partners with True Cost-Sharing Value
- ▶ Leveraging Partnerships
- ▶ Real-World Impact via Xealth
- ▶ Building Upon an Engaged Patient Population







## Steps to Implement a Digital Formulary

- 1. Audit assets:** An audit creates an inventory of assets that can go right into your digital health formulary with little effort.
- 2. Identify resources:** An audit of existing assets gives you two critical pieces of knowledge. One is a sense of the gaps that need to be filled. The other is an idea of where existing resources can be repurposed, whether to fill those gaps or to address a new use case altogether.
- 3. Implement platform:** At a basic level, this is a one-stop shop for all your digital assets. But it's much more than just a central repository. The primary benefits are EHR integration, performance analytics, and easy scalability.

[Check out our 3-step guide](#) to get started.



## The Role of a Digital Formulary

A digital formulary functions similarly to a traditional pharmacy formulary but focuses on digital health tools and programs. This curated list ensures that only the clinically appropriate digital assets are used, streamlining the integration into patient care and simplifying the workflow for clinicians. This standardized approach is especially effective when dealing with multiple vendors and can streamline reporting and monitoring.



## Defining a Digitally Engaged Patient Population

A digitally engaged patient population actively uses digital tools to manage their health, interacts frequently with health services online, and maintains a high compliance rate with digital health programs. These patients are more likely to:

- Stay within the health system for all their healthcare needs, protecting market share against retail health options.
- Close care gaps in essential areas such as mental health, contributing to overall better health outcomes.
- Attend scheduled appointments and procedures, reducing costly no-shows.

With robust digital engagement, health systems can confidently roll out new programs beyond the pilot phase, ready to embrace a fully scaled digital formulary.





## Approaching First-Dollar Partners with True Cost-Sharing Value

**Shared financial risk arrangements between payers and providers has been linked to significant financial benefits, with a reported decrease of nearly 5% in the total cost of care and a 38% reduction in out-of-pocket patient expenses.**

Additionally, 93% of payers who have invested in digital solutions to enhance member engagement have observed notable increases in their membership numbers. The combination of digitally engaged patients and a digital formulary has proven to significantly enhance the efficiency and effectiveness of health systems and payers. These advancements empower health systems to deliver new value to payers by incorporating payer-sponsored tools and programs into their care delivery for members.

Integrating a digital formulary within the clinical workflow offers owned health plans a unique opportunity to provide differentiated value, further enhancing their appeal and effectiveness.

## Leveraging Partnerships

An engaged patient base combined with a streamlined digital formulary places health systems in a strong position to negotiate with payers and employers.

These partnerships can drive shared savings and enhance the quality of care. For example, shared financial risks in such partnerships often lead to significant reductions in the total cost of care and out-of-pocket expenses for patients.

## Real-World Impact via Xealth

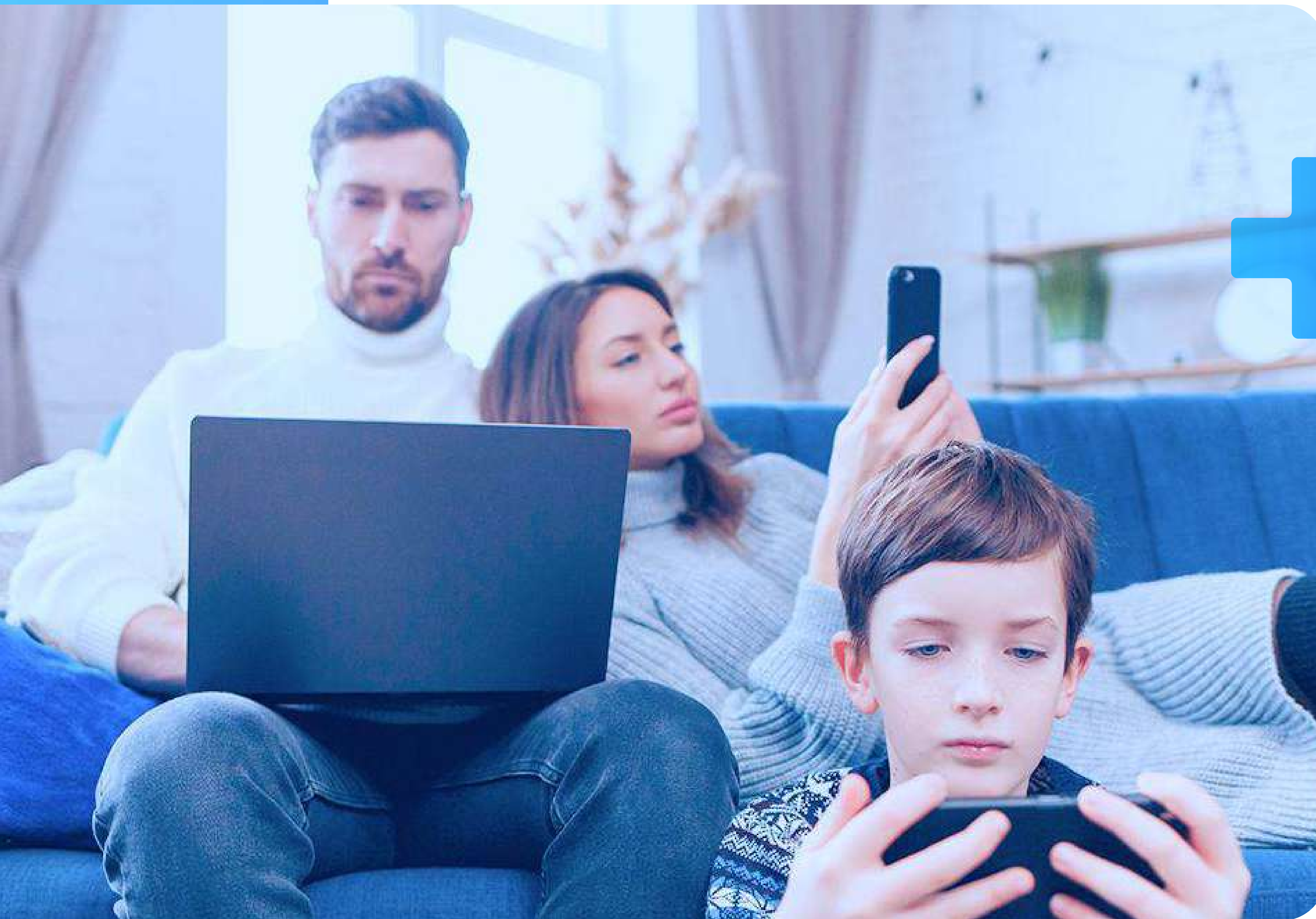
- Froedtert & the Medical College of Wisconsin engaged high-risk employees in a digital weight management program, seeing collective weight loss of over 1,300 pounds.
- Children's Wisconsin partnered with Foodsmart to deliver tailored nutritional support through the Chorus Community Health Plan.
- Scripps helps manage Qualcomm employees' healthcare by treating specific conditions and at-risk patient populations. With our digital health integration platform, they saw a 190% increase in enrollment in Vida and a 16% bump in Lyra enrollment



## Building Upon an Engaged Patient Population

With the foundation of a digitally engaged patient population and a functioning digital formulary, health systems are well-equipped to improve patient care and optimize their market position.

These systems are better positioned to negotiate value-based contracts with payers, enhancing their financial sustainability and operational efficiency. As we close this series, we encourage health systems to leverage their digital engagement success to further refine their strategies and offerings.







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