



Our Experience with OpenNotes: A Whole New Way of Communicating With Our Patients

Garnet Health OpenNotes Task Force

**December 13, 2022
2:00 – 3:00pm**

Garnet Health Open Notes Task Force



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About Garnet Health Doctors

Garnet Health Doctors is a primary care and multi-specialty practice that is part of Garnet Health's network of care.

167 total providers

18 Specialties

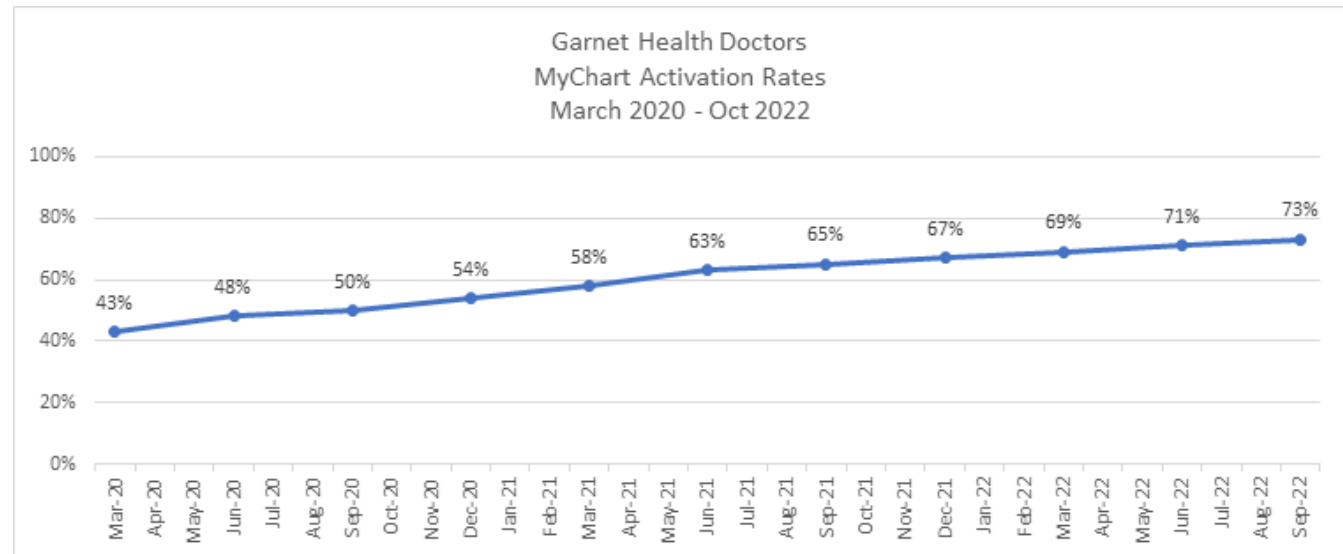
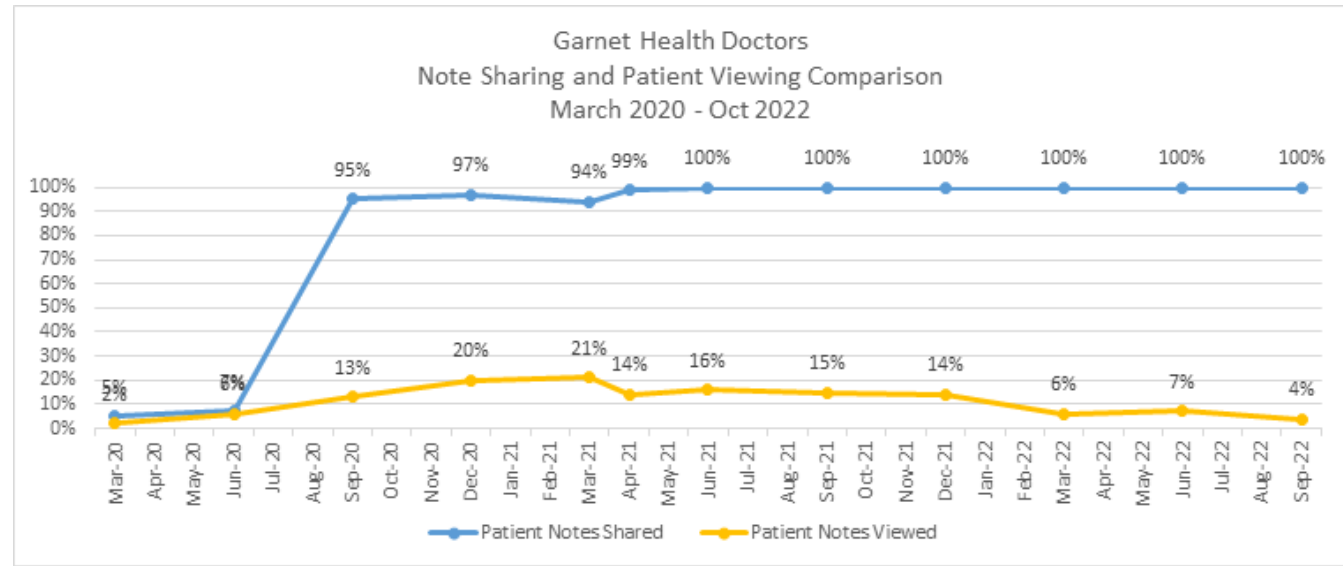
9 locations in Orange County, NY and Sullivan County, NY (about 55 miles northwest of NYC)

Serves:

- Garnet Health Medical Center (Middletown, NY)
- Garnet Health Medical Center – Catskills (Harris, NY)
- Garnet Health Medical Center – Catskills – Grover M Hermann Hospital – CAH (Callicoon, NY)

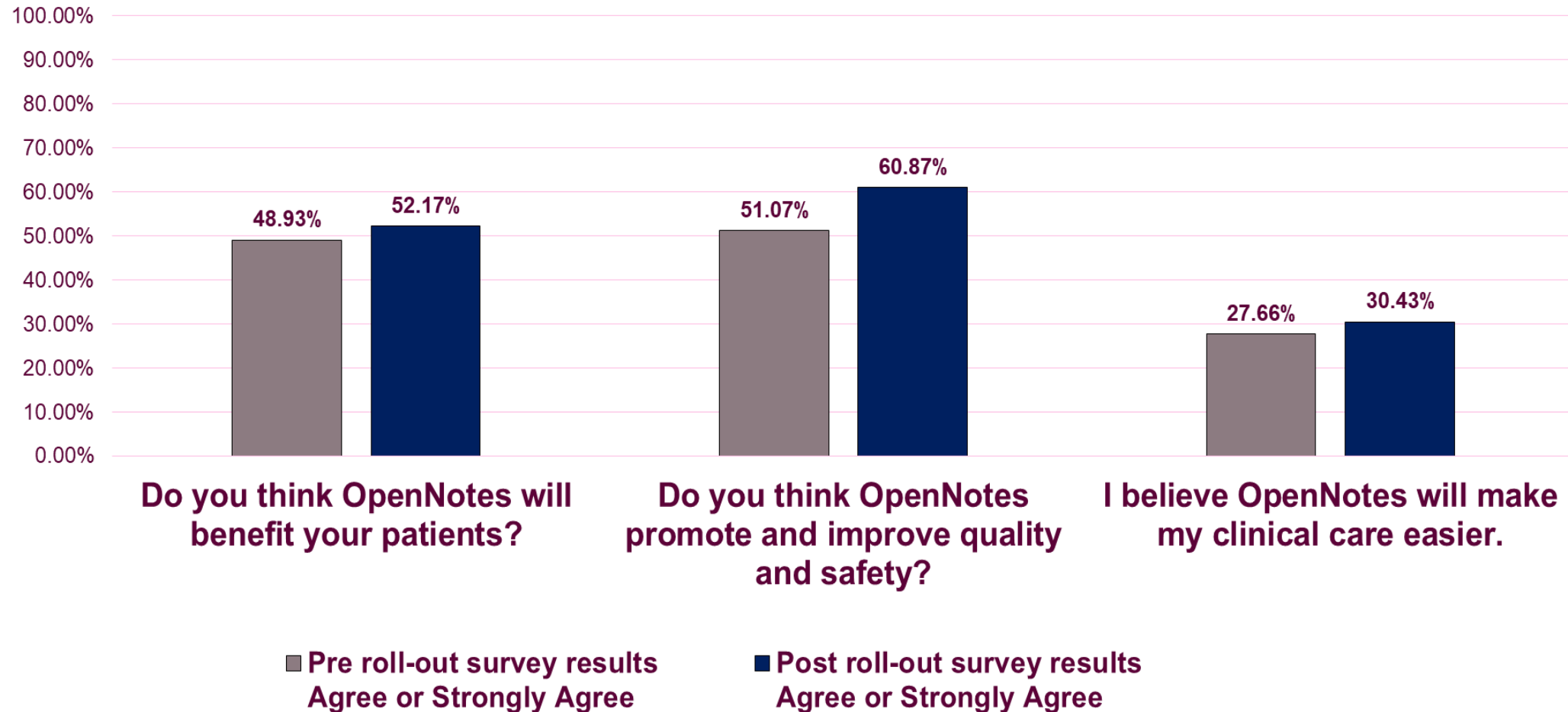


Implementation and Activation



Implications for Providers

OpenNotes Provider Survey: Pre & Post Roll-Out



Implications for Providers

- Provider adoption of OpenNotes
- Moving toward less medical jargon for patients
- Patient needs over provider convenience



Claim your slice of the pie – a PIZZA pie!

Increase patient usage of Visit Notes and win a pizza party for your department

Visit Notes, a new offering in MyChart, takes communication and transparency to the next level by allowing patients to view a provider's notes after their visit. We need your help to spread the word by getting more patients to sign up for MyChart and remind them to view their Visit Notes! The more signups, the better – and the more pizza for you!

Each month, we are awarding a pizza party to the department with the greatest increase of these metrics:

- Largest percentage increase in viewed Visit Notes
- Largest increase in MyChart activations
- Largest percentage of Visit Notes that are shared

Encourage your patients to make the most of Visit Notes. If they don't have MyChart, have them sign up online or through the MyChart app.

Be a Visit Notes Champion – and the pizza party is yours!

 MyChart
Your secure online health connection

 Garnet Health
DOCTORS

Marketing and Communication Strategy

Primary Objectives:

- 1) Increase awareness and utilization of MyChart
- 2) Announce Open Notes feature and benefits (for outpatient services excluding ED and Mental Health)
- 3) Increase utilization of Open Notes (for outpatient services excluding ED and Mental Health)

Secondary Marketing Objectives:

- 1) Increase digital presences
- 2) Increase ease of Open Notes access
- 3) Drive/increase patient traffic to MyChart

Geographical Target Area:

Garnet Health Doctors' primary and secondary service areas

Demographic Target Audience:

Adults 18+, commercial, self and Medicare payers, households with children, new and existing patients

Campaign Timeframe:

July 2020 – March 2021

Marketing Tactics & Results

- Website presence
- Local newspaper ads
- Billboards
- Radio commercial
- Facebook posts & ads
- Google display ads
- Press release, media pitch
- Radio interviews
- Email
- Custom campaign landing page: garnethealth.org/notes
- Internal newsletter



◆ Garnet Health DOCTORS

Your Health – At Your Fingertips


Need a recap of your last appointment?

Visit Notes allow you to review your visit in detail, taking communication and transparency to the next level.

The new **Visit Notes** feature is available through MyChart®, Garnet Health's secure, electronic patient portal that organizes all of your medical records and gives you 24/7 access to review test results, schedule appointments or Telehealth visits, refill prescriptions and access information from your provider about your most recent visit.

Ask about Visit Notes at your next appointment. To sign up for MyChart, call the MyChart Help Desk at (845) 333-2345 or email mychart@garnethealth.org. Learn more at garnethealth.org/notes.

Garnet Health. Exceptional lives here.



◆ Garnet Health DOCTORS

Garnet Health Doctors :60 Radio Script – Visit Notes

Husband: Honey, I'm home!

Wife: Hey, how was your appointment at Garnet Health Doctors?

Husband: It went really well, but I wish I could remember all the details my doctor gave me!

Wife: You can't even remember our anniversary! Why don't you just look at your visit Notes on Health's MyChart electronic medical record? Garnet Health makes it really easy to see a recap Garnet Health doctor appointment whether it was in-person or through a telehealth visit.

Husband: Wow, now that sounds useful! Where can I see my visit Notes?

Wife: Just go to garnet health dot org, slash notes, and log into your MyChart account. You can download the Garnet Health MyChart app on your smartphone. It's a free, secure way to see your results, schedule appointments, refill prescriptions, and more! And since you're now taking care of your mom, you can also get details on MyChart about her doctor's visits, the medications she needs and her appointments, too!

Husband: Perfect! Thanks!

Wife: Now about taking me out to that anniversary dinner...

(music bed begins)

Announcer/VO: Garnet Health – Exceptional lives here. Visit www.garnethealth.org

◆ Garnet Health DOCTORS 70 East Main Street Middletown, NY 10940 845-333-7575 www.garnethealth.org/doctors

Press Release
Sponsorship: Rob Leo, Executive Director, Marketing & Corporate Communications
 (845) 333-2341

For Immediate Release:

Garnet Health Doctors Launches New Electronic Health Records Feature for Patients
 Patients can now review notes their doctors make during visits

Middletown/Harris, NY – Garnet Health Doctors (formerly Orange Regional Medical Group and Cattaraugus Regional Medical Group) is pleased to announce it has launched a new feature within its electronic health records platform called Visit Notes. Garnet Health Doctors uses MyChart, a secure electronic health records portal, which offers patients the ability to communicate with their doctor, access test results, request prescription refills, and make appointments and more, any time of day. The newest feature, Visit Notes, allows patients to easily access and review their doctors' comments and notes from their visits.

"Visit Notes allow a patient or a family member to recall doctor visits in detail," said Dr. Isabel Novotzki, Chief Medical Officer, Garnet Health Doctors. "If you or someone you love is a patient of Garnet Health Doctors and has a MyChart account, you can see your providers' Visit Notes (also known as Open Notes) from all recent visits."

Visit Notes are written by doctors, nurses and other health professionals to provide information about visits and to describe the interactions with patients. The notes are part of the medical record and help patients, caregivers, doctors, nurses, and other providers revisit important notes describing patients' office visits which provide more detail about their medical history. The more information accessible in an electronic health record, the more informed patients and providers are when future care is needed.

Garnet Health Doctors' MyChart accounts are also accessible from the MyChart app which can be downloaded on iPhones or via Google Play.

How to access Visit Notes in MyChart

Once logged into your MyChart account, navigate to "Visits," then scroll down to "Appointments and Visits" and click "View notes" after the date of the appointment you want to review.

For more information on Visit Notes, and to view its benefits, visit garnethealth.org/notes.

Press release

Radio ads

Newspaper ads



Billboards

Digital Marketing Click-through Rates:

- Email: 23.3%
- Facebook: 0.63%
- Display: 0.6%

Average: 8.18% - exceeding the 2% goal



Digital Advertising: Email Performance

According to Constant Contact, the industry benchmarks for Healthcare are: 21.84% open rate + 7.72% click rate

Sent

38963

Open Rate


48.8%

Click Rate

23.6%

*A follow-up email was sent to all non-openers (total: 22,898)

Email Preview



MyChart
Your secure online health connection

98.4% of link clicks drove traffic to MyChart

No need to take notes, we've done it for you.

Visit notes are written by doctors, nurses or other health professionals to describe the interactions with patients during their visits.

Now available in your MyChart account.

Patients who read their doctor's notes report the following benefits:

Digital Advertising: Facebook Performance

Link Clicks

33,285

People Reached

256,647

Impressions

5,316,623

Garnet Health
Published by Donna Neville · March 11 ·

Introducing Visit Notes – to make managing their healthcare a little bit easier.

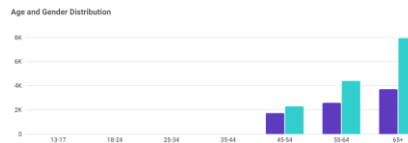


GARNETHEALTH.ORG
Visit Notes in MyChart
Better communication means a better understanding of your healthcare. [Learn More](#)

280 19 Comments 22 Shares

Ad segment #1:
In-market individuals
Ages 46-65+

This segment out-performed capturing 68% of total campaign results.

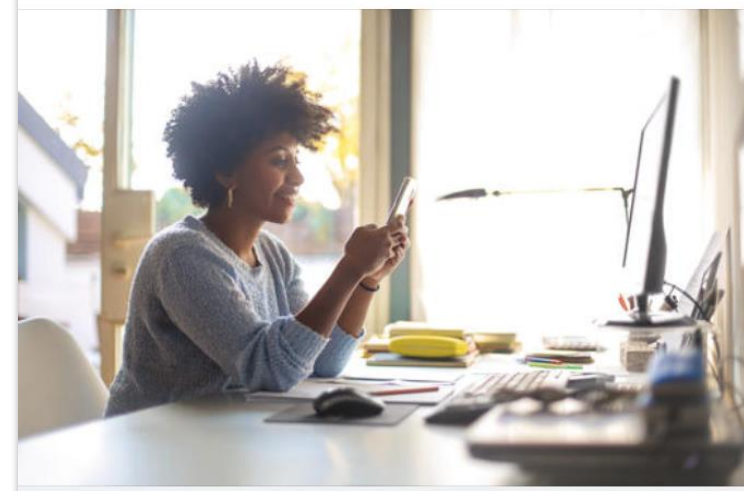


Men
35% (8,037)
Cost per Result: \$0.85

Women
64% (14,639)
Cost per Result: \$0.80

Garnet Health
Published by Donna Neville · March 11 ·

What you need to know about your healthcare, at your fingertips – just sign up and log-in.

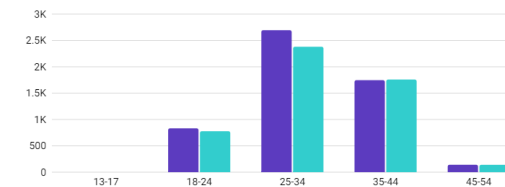


GARNETHEALTH.ORG
Now Offering Visit Notes
Building better conversations & stronger relationships with your doctor. [Learn More](#)

45 2 Comments 1 Share

Ad segment #2:
In-market individuals
Ages 21-45

Age and Gender Distribution



Men
52% (5,413)
Cost per Result: \$0.84

Women
48% (5,055)
Cost per Result: \$0.74

Digital Advertising: Google Display Performance

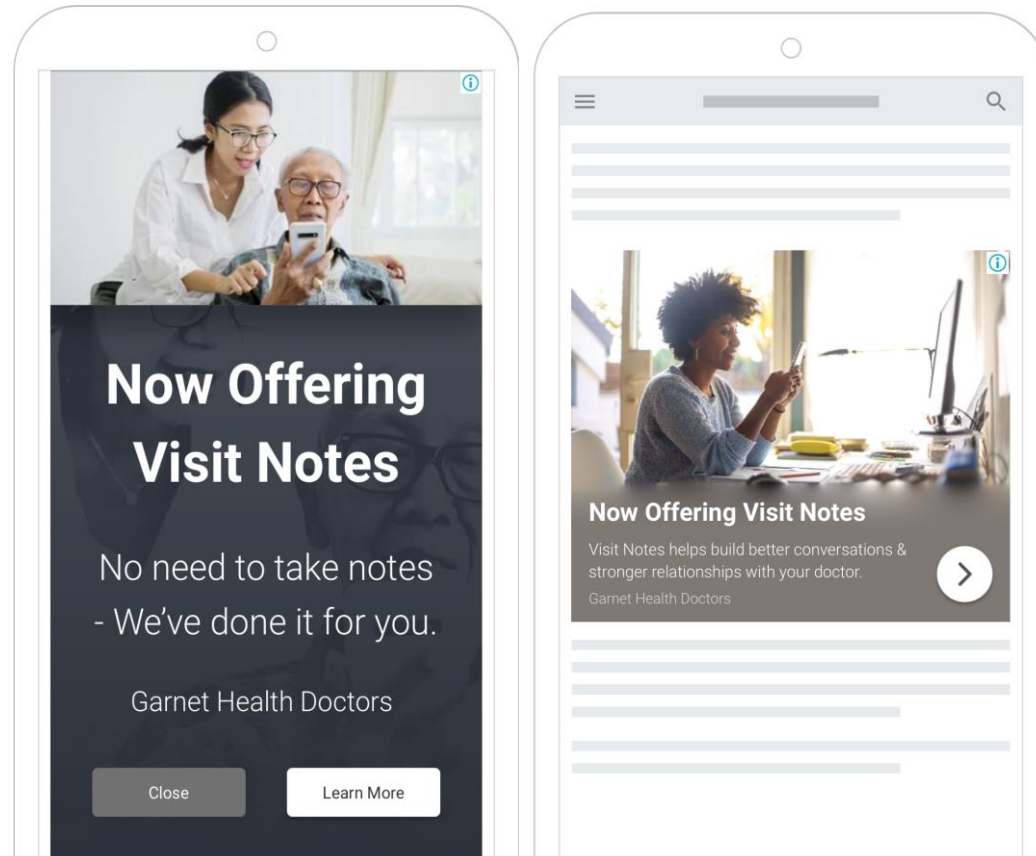
Ad Clicks

70,127

Impressions

11,636,575

Display Ad Previews - Mobile:



Devices

Mobile phones Tablets Computers TV screens

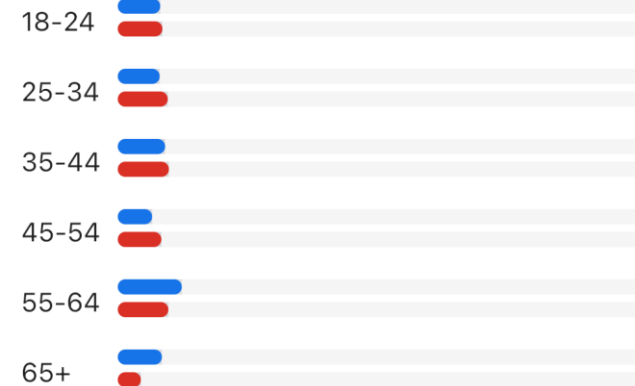


Age & gender

Custom

Impr. ▾

Female Male



Patient Survey Summary

OBJECTIVE

- To determine whether the Visit Notes feature is being used effectively by patients.
- Gauge how Visit Notes feature is perceived by active users.
- Measure overall patient satisfaction.
- Seek recommendations from patients for future possible enhancements to the Visit Notes feature.

THE SURVEY CONSISTED OF SIX QUESTIONS

Garnet Health **MyChart**
doctors Your secure online health connection

We value your feedback.

You recently accessed your Visit Notes through your Garnet Health MyChart account. Let us know how you like this feature, it only takes a minute or two!

Please complete this survey by Wednesday, March 31, 2021.

1. How would you rate your overall experience with Visit Notes?
 1 - not at all helpful
 2 - somewhat helpful
 3 - helpful
 4 - very helpful
 5 - extremely helpful

2. How easy was it to locate Visit Notes in your Garnet Health MyChart health records?
 1 - not very easy
 2 - somewhat easy
 3 - easy
 4 - very easy
 5 - extremely easy

3. How easy was it to understand your doctor's note?
 1 - not very easy
 2 - somewhat easy
 3 - easy
 4 - very easy
 5 - extremely easy

4. Will you use Visit Notes again?
 Yes
 No

5. Would you recommend Visit Notes to friends?
 Yes
 No

6. Please recommend how Visit Notes could be more helpful or easy to use.

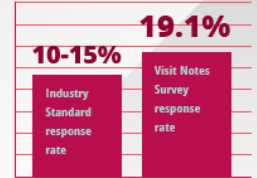
Submit Survey

1. How would you rate your overall experience with Visit Notes?
2. How easy was it to locate Visit Notes in your Garnet Health MyChart health records?
3. How easy was it to understand your doctor's note?
4. Will you use Visit Notes again?
5. Would you recommend Visit Notes to friends?
6. Please recommend how Visit Notes could be more helpful or easy to use.

Visit Notes Survey Results



5,111
email recipients



976
respondents



89.67% respondents had an overall positive experience using Visit Notes, with the vast majority of respondents rating their experience helpful or more than helpful.

90.09% of respondents also found it easy to locate Visit Notes in the Garnet Health MyChart health records, claiming it was easy or more than easy to locate.

92.4% of respondents would recommend Visit Notes to friends.

23.3% of respondents left recommendations as to how Visit Notes could be more helpful.



Some tips that helped us

Tip	Why?	Result
1. Build a diverse team of individuals, but not too big of a team (include an executive if you can)	Dealing with issues was much easier when different points of view were accounted for. Executives can make the decision then and there.	Issues resolved more efficiently More input Less red tape
2. Marketing.. Marketing... and More Marketing...	The more people see you, the more likely they will change their behavior	Increased awareness about Visit Notes Eventual word of mouth spread between providers-patients and patients-patients
3. Managing change with your providers and communicate effectively	Some providers do not like change, regardless of the regulations	100% shared notes!
4. Do not wait to measure your progress. Hold regularly scheduled meetings, evaluate your progress and be ready to pivot.	You will not have time to fix issues once they are discovered. The information blocking rules have hard deadlines.	We were able to readily change and adapt to new findings
5. Utilize the resources at your disposal (i.e. OpenNotes website, NYHealth, peers, etc.)	Will guide you through issues you may encounter/not think of	Addresses gaps in your game plan

**Thank you and Good
Luck!**

We know you will do great!

If anything comes to mind:

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