

Maximizing Internal Opportunities to Increase Patient Numbers

January 12, 2016

Speakers

- Kayla Wilburn, Clinic Director, CAPSLO
- Stephanie Derr, MSN, RN, Director, Division of Women's Health, SC DHEC
- Claire Manning, Field Director, NFPRHA

Increasing Patient Numbers: Marketing

It began with an RFA...

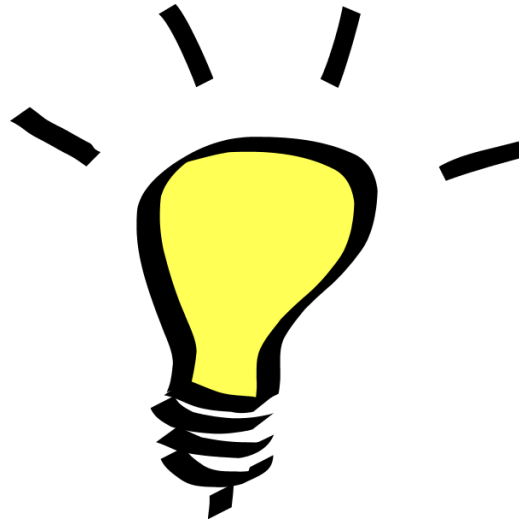


CFHC TITLE X FUNDING ANNOUNCEMENT

HEALTH CARE REFORM IMPLEMENTATION PROJECTS

Must be received by September 22, 2014

California Family Health Council (CFHC) invites its network of Title X Agencies to apply for special funding to support innovative health care reform projects. With increasing demand to continuously adapt to the changing health care environment, approximately 6 projects will be awarded \$25,000 - \$40,000 depending on project scope, scale and potential for impact.



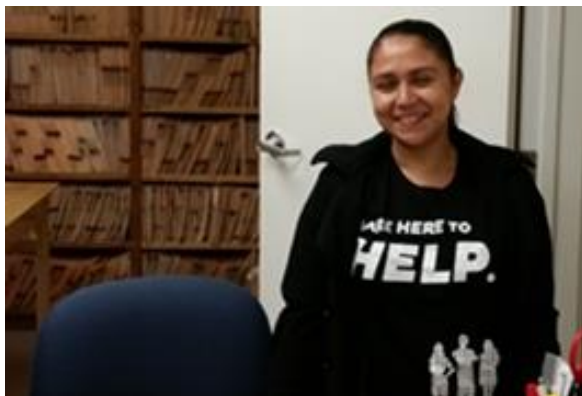
We recognized this as an exceptional opportunity to meet an existing goal (initiating our EHR Patient Portal) AND the rare chance for Paid promotion of services.

Creating the “BUZZ”



1. If The Center offered an online patient portal where you could access some of your medical records and communicate with a medical provider, would you use it? ☐ YES ☐ NO
2. If you answered “yes” to #1, what type of information would you like to access? ☐ Appointment History ☐ Current Medication ☐ Clinic Forms ☐ Lab Results ☐ Health Tips ☐ Referrals ☐ Other: _____
3. Would you have any concerns about using a patient portal to access your health information online? ☐ YES ☐ NO
4. If you answered “yes” to #3, what are your concerns? _____

Thank you for your input!!!



You're invited to celebrate the launch of...

THE CENTER'S
**PATIENT
PORTAL**

Join us for an **OPEN HOUSE** to celebrate the launch of our **PATIENT PORTAL!**

- Meet clinic staff
- Enjoy refreshments
- Tour the clinic
- Learn more about the new portal





SAN LUIS OBISPO
THURSDAY, DECEMBER 11TH
705 Grand Avenue
4-6 pm

ARROYO GRANDE
FRIDAY, DECEMBER 12TH
1152 E. Grand Avenue
4-6 pm

www.TheCenter.capslo.org


facebook.com/TheCenterSLO



What's new and exciting?



WE ARE HERE TO
HELP.



Coming in 2015...

THE CENTER'S
PATIENT PORTAL

Enjoy secure online access to your medical information, anytime.

Free*, Friendly and Confidential Services for Men, Women and Teens. Walk-ins Welcome!

- + Pregnancy Testing
- + Birth Control
- + Condoms
- + STI Testing & Treatment
- + HIV & Hep C Testing
- + Breast & Cervical Cancer Screening
- + Education
- + Male Exams
- + Case Management
- + Menopausal Services & Free Mammograms
- + Emergency Contraception (Plan B)
- + Spanish Speaking
- + Hours Just for Teens
- + CenCal Accepted
- + ADA Accepted

*Fees are based on a sliding scale according to each client's ability to pay. No one turned away for inability to pay.

THE CENTER
FOR HEALTH & PREVENTION
A Division of Community Action Partnership

San Luis Obispo
705 Grand Ave | 805.544.2478

Arroyo Grande
1152 East Grand Ave | 805.489.4026



ASK ABOUT OUR
PATIENT
PORTAL

www.TheCenter.capslo.org

facebook.com/TheCenterSLO



30 Seconds of Fame

MTV

ABC Family

Bravo

E!

Family

Food Network

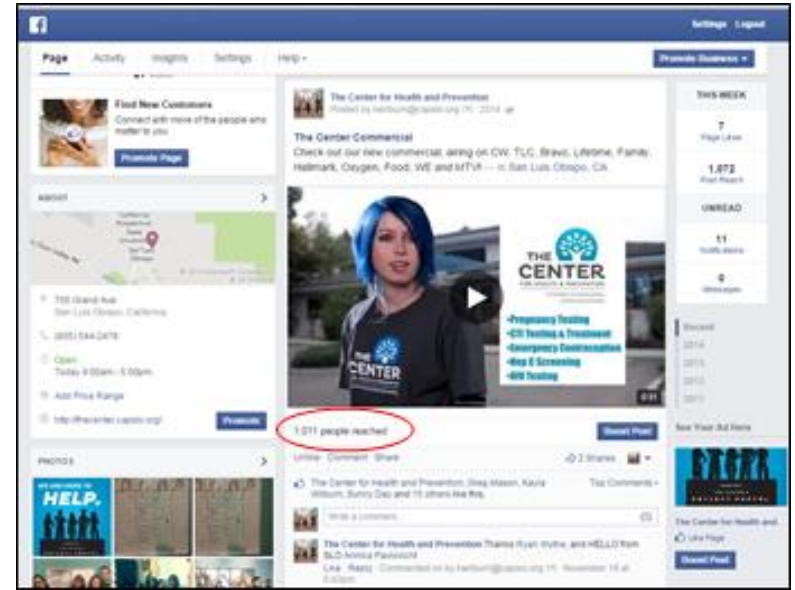
Hallmark

Lifetime

Oxygen

TLC

WE



The month of December saw a 24% increase in visits over the previous year.

Many new patients stated they had not previously known of The Center, but saw or heard and liked the advertisements(s).

Increasing Patient Numbers: Caseload & Scheduling



South Carolina Department of Health and Environmental Control

Promoting and Protecting the Health of the Public and the Environment

Stephanie Derr, MSN, RN
Dir., Division of Women's Health
S.C Department of Health and Env. Control (DHEC)



Issues

- Discrepancy between caseload data and visit data
- Declining caseload



Challenges

- FP/STD services being provided to all patients yet staff are hesitant to consider males as recipients of FP services
- Staff concerned that we were “double-dipping” by billing male encounters as FP visits

Plan of Action

- Road Trip!





Plan of Action

- Travelled to each region in the state and provided training for RNs, APRNs, and administrative support staff
- Trained staff on appropriate billing practices for services provided ; how to appropriately code for the services provided



Results

- Increased staff understanding of comprehensive service provision for males and females
- Staff comfort with billing for services provided
- Increased recognition of need for FP services by males



South Carolina Department of Health and Environmental Control

Promoting and Protecting the Health of the Public and the Environment

Condoms are birth control
for men !!!

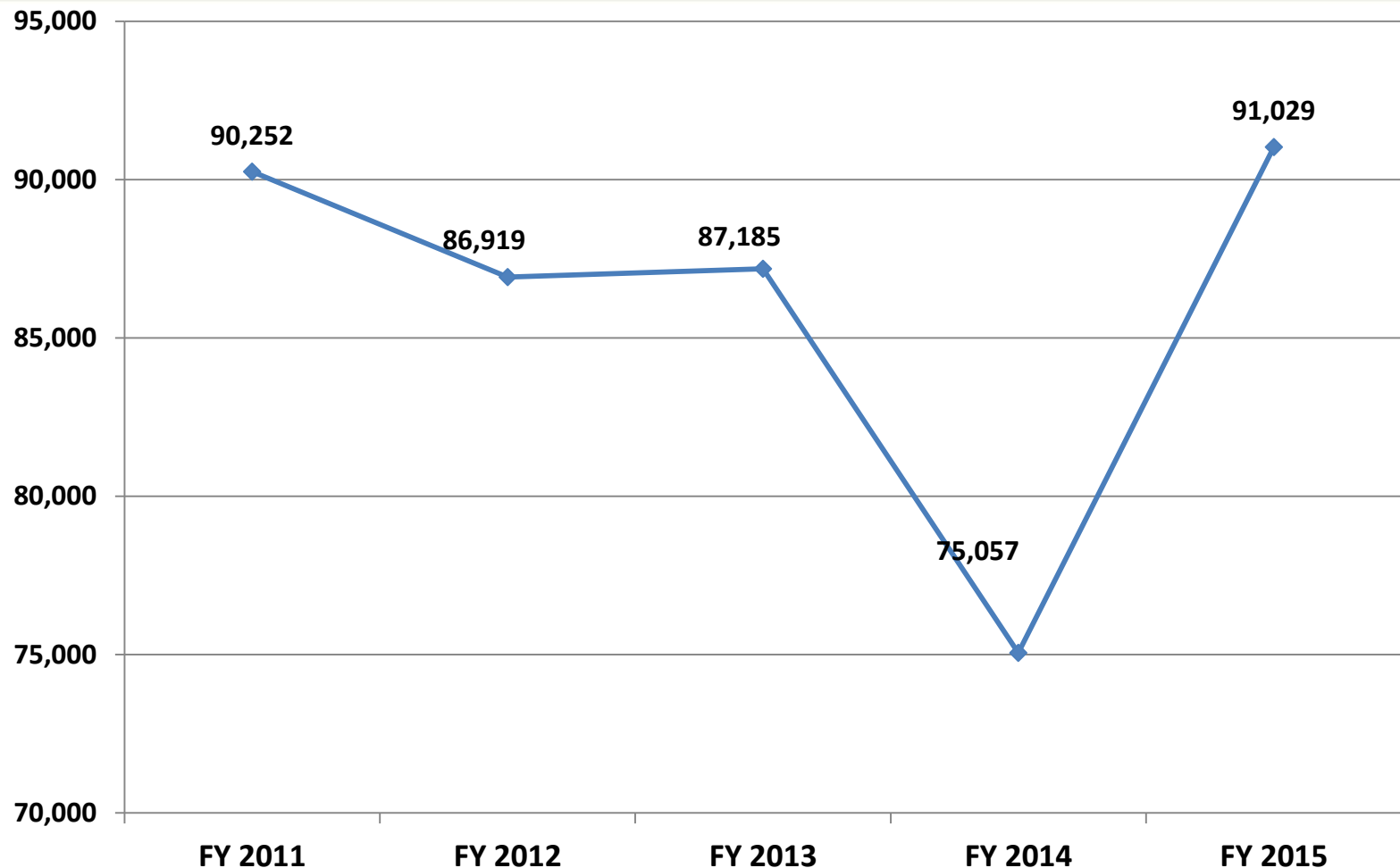




South Carolina Department of Health and Environmental Control

Promoting and Protecting the Health of the Public and the Environment

STATE CASELOAD TREND BY FISCAL YEAR





South Carolina Department of Health and Environmental Control

Promoting and Protecting the Health of the Public and the Environment

www.scdhec.gov
(803) 898-DHEC (3432)



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Increasing Patient Numbers: Outreach & Enrollment

Outreach & Enrollment ...

- reaches new audiences & creates partnerships
- can turn in to health center appointments
- promotes & normalizes the health center



New Audiences & Partnerships



Libraries



Faith
Groups



Tax
Preparers

Enrollment appointments can turn in to health center appointments

- Follow-up calls
- Enrollments turned appointments



Promotes & normalizes the
health center



Discussion



- If your patient numbers are declining, have you looked at any data to figure out what the factors may be?
- What kinds of tactics have you used to increase patient numbers? What has not worked? What has worked?

Thank you!

- Kayla Wilburn
kwilburn@capslo.org
805 -544-2498 x21
- Stephanie Derr
derrsr@dhec.sc.gov
803-898-0598
- Claire Manning
cmanning@nfprha.org
202-251-8240

National
Family Planning
& Reproductive Health Association