



Digital Health

How E-Booking & Patient Engagement
Digital Health Tools can Help Your Practice

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Faculty/Presenter Disclosures

- **Presenter:** Ryan Doherty
- **Relationship with Commercial Interests:**
 - Grants/Research Support: None
 - Speakers Bureau/Honoraria: None
 - Consulting Fees: None
 - I am the **Founder & President** of **iamsick.ca**, a digital health startup that operates a patient engagement & eBooking platform.

Disclosure of Commercial Support

- No Commercial Support
- Potential for conflict(s) of interest:
 - Ryan Doherty has not received payment or funding from an organization supporting this program AND/OR organization whose product(s) are being discussed in this program.

Mitigating Potential Bias

- eBooking discussion is generalized
- No product names are used
- No specific EMR vendor names are used





How E-Booking & Patient Engagement Digital Health Tools can Help Your Practice

1. Your practice
2. Healthcare system navigation
3. Addressing myths & concerns



Did You Know...?

90 % of patients would book online if given opportunity? ¹

17 % of Canadians surveyed can book appointments online ²

Sources (Canada Health Infoway):

- Patient e-booking – Practice perspectives on the benefits, challenges and lessons learned
- Connecting patients for better health 2018



Did You Know...?

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17 % of Canadians surveyed can book appointments online ²

Most valuable aspect of e-booking for the patient & healthcare provider is the same:
TIME SAVINGS

Sources (Canada Health Infoway):

- Patient e-booking – Practice perspectives on the benefits, challenges and lessons learned
- Connecting patients for better health 2018

A network diagram background consisting of various sized light blue circles connected by thin lines, some solid and some dashed, creating a web-like structure. The circles vary in size, with some being significantly larger than others, and they are scattered across the left and center portions of the slide.

Do you offer online appointment booking?



This is important because...

Benefits to patients

- 24/7 appointment booking
- Electronic confirmation
- Automated reminders/alerts

Benefits to practices

- Time savings (80% reduction per appointment)
- Fewer calls related to bookings
- Customizable scheduling rules

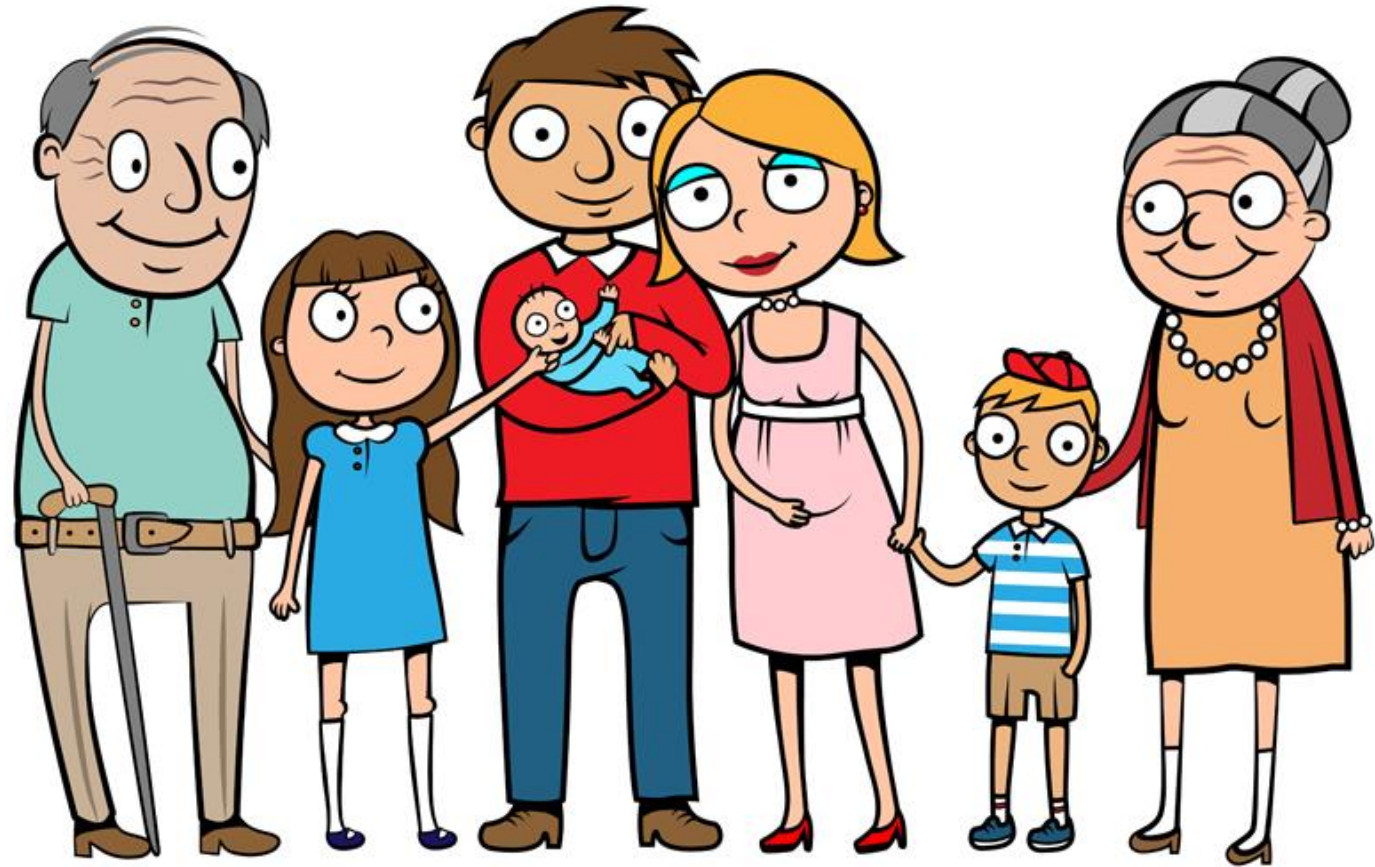
Sources (Canada Health Infoway):

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There's even more benefits...

- Fewer phone calls related to appointment management.
- Ability to reschedule or cancel appointments online.
- Staff can focus less time on managing appointments and more time on higher-value tasks.
- Ability to set booking rules.
- Ability to nudge positive behavior instead of punishing bad behavior.
- Reduction in no shows.
- Increased staff satisfaction & productivity.
- Increased patient satisfaction.
- Patients can receive more timely care/treatment.
- Patients can avoid seeking additional care elsewhere.

Empower your patients...



Scenario 1: Family with 3 children



Scenario 2: Same-day or after-hours bookings



Scenario 3: Elderly patient with chronic conditions



Scenario 4: Website form requests

Please fill up THIS simple appointment form and our assistant will contact you shortly to schedule date of YOUR appointment.

First Name * Last Name * Patient Type: * New Existing

Choose Location * Phone * E-mail *

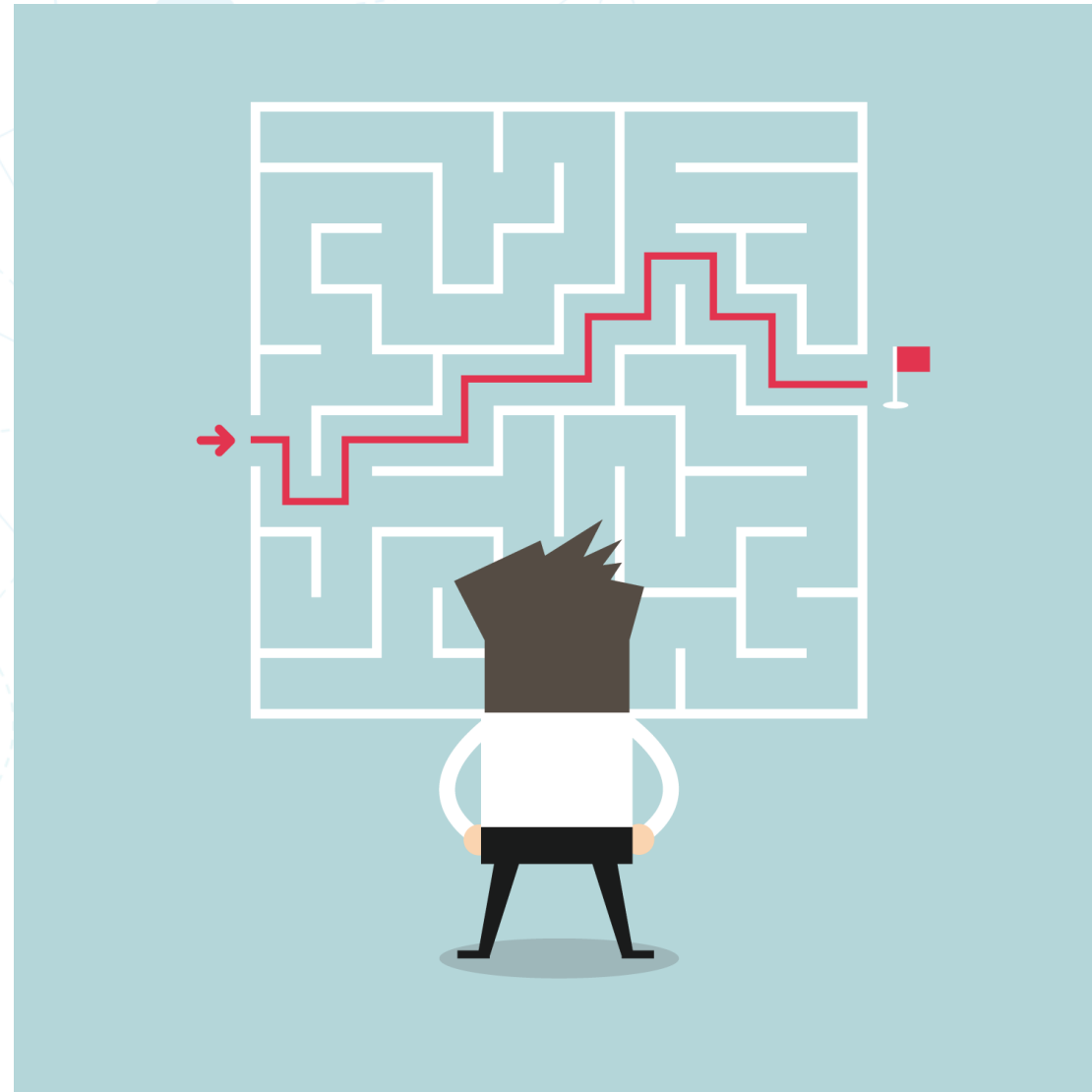
Text Message

██████████ will collect your name and some optional contact information. The information will be used for the purposes of scheduling your appointment and at your request to send you an appointment reminder via email.

Scenario 4: Website form requests

The image shows a web browser window with a form titled "Please fill up THIS simple form to schedule date of YOUR visit". The form includes fields for "First Name *", "Choose Location *", and "Text Message", along with a "Submit" button. A security overlay is present, showing "Not secure" and "https://". The overlay is a large purple rounded rectangle containing three smaller browser window snippets. The top snippet shows "Not secure" and "https://". The middle snippet shows an information icon, a lock icon, and "https://". The bottom snippet shows an information icon and "https://".

Scenario 5: Rostered patient -- walk-in clinics



Concerns or Myths?

- Patient demographics
- Patients will abuse system
- Lack of control over appointment management
- Disrupt workflow
- Encourage walk-in clinic visits
- others concerns?





Questions?

