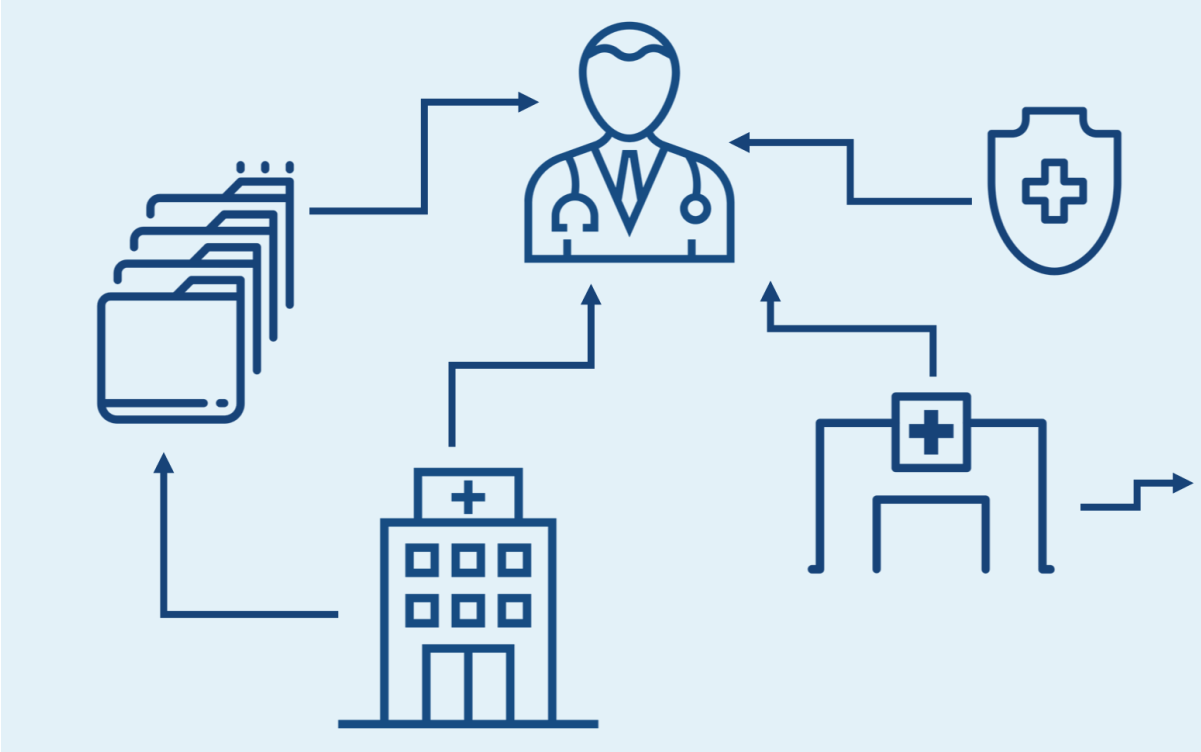# Outreach Campaign Report 2023

DC Directory

October 2023, V 1.0

I. SUMMARY

In May 2023, CRISP DC, careMESH, and DHCF collaboratively devised a stakeholder outreach campaign aimed at promoting the CRISP DC Directory application during the summer season. The campaign was strategically slated to span three months, from July to September 2023, with June designated as a preparatory month. Our teams delineated the following objectives:

- Implement a multimedia approach to maximize stakeholder outreach.
- Educate stakeholders about the DC Directory and its diverse range of use cases.
- Actively engage with and gather feedback from both high and low utilizers of the DC Directory.
- Foster increased adoption of the DC Directory—with a stretch goal to increase utilization by an average of 10% over the March-May baseline utilization.
- Evaluate the effectiveness of outreach campaigns in promoting DC Health Information Exchange (HIE) tools.

This report offers a comprehensive overview of the planning and outreach initiatives executed throughout the campaign. It also presents pertinent data and outcomes that have been collected, establishing a valuable foundation for future outreach endeavors aimed at promoting the suite of DC CRISP applications and tools.

II. PROJECT START-UP, OUTREACH METHODS, RESULTS

Planning for the outreach campaign basically had two parts:

PART 1 - Gather Baseline Utilization Data: CRISP DC recently rolled-out detailed dashboards that allow certain stakeholders the ability to view utilization data of different CRISP applications, including the DC Directory. Our teams were therefore interested in understanding what the monthly DC Directory adoption and utilization looked like before the campaign started to serve as a baseline that we could compare to post campaign. We were also interested in understanding who were the high/low users of the tool so that we could customize our outreach messaging to them and yield a better impact and engagement from these stakeholders.

Baseline Utilization Results:

- When looking at what type of organizations use the DC Directory the most, the "ambulatory setting" organizations come out on top with an average of 214 visits per month over a three month period, followed by hospitals with about 55 visits per month.

- Individual organizations that use the DC Directory the most are the larger institutions and agencies like United Healthcare, Howard University Hospital, or the DC Department of Health who log into the DC Directory between 15-87 times per month.

- As for top individual users, they log into the DC Directory between 10-20 times a month, and low utilizers at least one time a month.

- Lastly, when looking at monthly utilization trends of the DC Directory across all stakeholders, the application records about 370 visits per month between March and May 2023.

See **Appendix 1** for detailed DC Directory utilization data.

PART 2 - Planning Multimedia Campaign Strategy: To ensure an extensive reach to our stakeholders, we have adopted a multimedia approach, facilitating engagement through multiple channels without inundating recipients with excessive content. Each month throughout the campaign, our goal was to deliver or complete the following components, encompassing a variety of formats:

- **Surveys:** Our survey approach was straightforward and efficient. We targeted individuals based on CRISP reports, distinguishing between high and low utilizers of the DC Directory. Tailored messaging was employed to solicit specific feedback on their utilization (or lack thereof) of the DC Directory. We kept the surveys concise, sending them via email with a maximum of three open-ended questions, allowing recipients to effortlessly respond with a simple 'reply.' No additional steps, such as clicking links or navigating to a survey page, were required. The most valuable survey responses can be found in the Appendix.

- **Newsletters:** We established a partnership with the DC Hospital Association (DCHA), enabling us to include segments on the DC Directory in their monthly DCHA Newsletter, which reaches a large group of stakeholders. These segments encompassed educational material about the tool,

invitations to monthly webinars, and feedback from other stakeholders actively using the DC Directory.

- **Presentations:** Our teams actively participated in DC Policy HIE Policy Board meetings and the HIE Stakeholder Subcommittee meetings. During these engagements, we raised awareness about the DC Directory campaign and provided attendees with opportunities to offer feedback and pose questions. We maintained brevity in our presentations, with each session lasting no more than 15 minutes, and they were consistently well-received.

- **Webinars:** Webinars emerged as a highly effective means of engaging stakeholders, with over 230 attendees in total. We covered a range of topics, spanning from a general overview of the DC Directory to dedicated sessions focused on reviewing and demonstrating specific use cases for the tool. Furthermore, we invited top utilizers who had responded to our surveys to share their user stories with webinar attendees. Webinars facilitated real-time feedback collection through live polling in Microsoft Teams, allowing attendees to provide input with a simple click, eliminating the need to unmute. Additionally, poll responses were tracked privately, making it convenient for our teams to follow up with individuals offline and offer support to those in need. You can find the poll results in the Appendix.

- **Monthly Summary:** On a monthly basis, CRISP DC provided stakeholders with a monthly summary, detailing all the activities and events related to the DC Directory outreach from the previous month. This summary served as a quick and convenient way for stakeholders to review all content and results in one comprehensive document.

By adopting this multifaceted approach, we were able to ensure effective and targeted engagement with our stakeholders throughout the campaign.

III. CAMPAIGN OUTCOMES

The DC Directory outreach project has proven to be a success for all the lessons learned. Our team meticulously executed the project, meeting most initial deliverables set at its inception. The success of this effort was made possible through the strategic planning and execution of a multifaceted multimedia campaign, which effectively raised awareness about the tool while engaging a wide array of stakeholders and actively soliciting valuable feedback from them.

During the project, we not only met our objectives but also gained valuable insights into new use cases. One prominent example pertains to patient Care Team members within a patient's chart in the CRISP DC Portal. Presently, there is a lack of integration between these Care Team members and the DC Directory, and the patient's chart does not provide the contact information of the providers. This creates a challenge for querying providers who wish to reach out to these Care Team members.

We will therefore explore potential solutions for integrating the DC Directory into patient Care Team records. Ideally, a user should be able to seamlessly access provider information by simply clicking on the Care Team members within a patient's chart. This feature would grant querying providers access to contact details, practice locations, and provider identifiers. Besides enhancing the user experience, we anticipate that this innovative feature will significantly drive tool adoption.

It is essential to recognize that fostering adoption of HIE tools is an ongoing process. While the utilization of the DC Directory has not shown a significant increase since the campaign concluded in September (with an average of 339 visits per month), it's worth considering that during the summer months, fluctuations occur due to individuals going on vacation, impacting overall engagement and adoption. Therefore, we recommend a proactive approach in engaging stakeholders and planning for a new campaign at the commencement of 2024, ensuring the continuous growth and success of this initiative.

IV. LESSONS LEARNED & NEXT STEPS

Though we did not meet our stretch goal of increasing utilization by 10%, we still learned valuable lessons that we wish to incorporate moving forward.

We plan on reaching out to users that, through the webinar poll questions, expressed needing extra help with incorporating the Directory in their workflows. We hope that through individualized outreach to these users, we can help increase utilization and knowledge of the tool.

Based on feedback that the team gathered following the summer campaign, that information can be used to streamline outreach efforts to increase utilization of the provider directory in the future. In the beginning of the campaign it was noted that ambulatory organizations and hospitals were amongst the highest utilizers of the tool. Moving forward the team plans to enage with low utilizers or those who have not yet seen the benefit that the directory can bring to their organization. This can include organizations such as Long Term Support Services or Primary Care providers. Given that these cohorts, typically interact with a variety of other providers through referals for patients, it may be be beneficial to enage with them to promote how the provider directory can improve their workflow.

We hope to use this streamlined targeted outreach plan to launch a future winter campaign. We plan to use the feedback and lessons learned from the summer campaign to provide a more targeted winter campaign to address the feedback gathered during the summer campaign. We believe this will help increase interest and utilization of the Provider Directory tool over the long run.

APPENDIX 1:
BASELINE UTILIZATION DATA

	Top Industry Type	Click Count	Low Industry Type	Click Count
March 2023	Ambulatory	210	Other	1
	Hospital	50	Care Coordination	6
	Long Term Care/Post Acute	48	CBO	10
	Substance Abuse	22	Urgent Care	16
	Payer	20	Payer	20
	Urgent Care	16	Substance Abuse	22
	CBO	10	Long Term Care/Post Acute	48
	Care Coordination	6	Hospital	50
	Other	1	Ambulatory	210
April 2023	Ambulatory	278	Pharmacy	1
	Hospital	50	Urgent Care	7
	Long Term Care/Post Acute	36	CBO	9
	Payer	28	Care Coordination	11
	Substance Abuse	15	Substance Abuse	15
	Care Coordination	11	Payer	28
	CBO	9	Long Term Care/Post Acute	36
	Urgent Care	7	Hospital	50
	Pharmacy	1	Ambulatory	278
May 2023	Ambulatory	155	CBO	1
	Hospital	64	Pharmacy	3
	Long Term Care/Post Acute	37	Community Based Org (CBO)	1
	Payer	25	Care Coordination	5
	Substance Abuse	20	Substance Abuse	20
	Care Coordination	5	Payer	25
	Pharmacy	3	Long Term Care/Post Acute	37
	CBO	1	Hospital	64
			Ambulatory	155

	Top Organizations	Click Count	Low Organizations	Click Count
March 2023	Unity Healthcare	45	Wellness Healthcare Clinics	1
	Howard Univ Hospital	22	Federal City Recovery Services	1
	St. Elizabeth Hospital	18	Volunteers of America - DC	1
	DC Dept of Health	16	Unique Rehab and Health Center	1
	GW Univ Hospital	15	Transitions Healthcare Capital City	1
	Urgent Wellness	15	RCM of Washington	1
	District Healthcare Services	14	Providence Hospital	1
	Prestige Healthcare Resources BH	12	Prestige Project Connect	1
	DC Office of Chief Med Examiner	9	Premier Health Services	1
	Family and Medical Counseling services	9	PACE for DC	1
April 2023	Unity Healthcare	87	VA Medical Center DC	1
	Howard Univ Hospital	32	VMT Home Health Agency	1
	Apex Metro Primary Care Group	20	Wellness Healthcare Clinics	1
	DC Dept of Health	15	The Methodist Home of DC	1
	Medstar Family Choice	15	GW Univ Hospital	1
	Providence Hospital	12	The Ark of DC	1
	Bread for the City	10	Professional Healthcare Resources	1
	HSCSN	10	Prestige Project Connect	1
	UMC	10	PCRM Clinic	1
	Better Morning inc	9	Neighborhoods Consejo	1
May 2023	Unity Healthcare	47	Woodley House	1
	Howard Univ Hospital	45	Federal City Recovery Services	1
	MedStar Family Choice	12	VA Medical Center DC	1
	UMC	11	Unique Rehab and Health Center	1
	So Others Might Eat	8	Umbrella Therapeutic Services	1
	GW Univ Hospital	8	Transitions Healthcare Capital City	1
	Washington Health Inst	8	The Methodist Home of DC	1
	DCA Capital Hill LTACH	7	The Family Wellness Center	1
	HSCSN	7	The Ark of DC	1

APPENDIX 2:
MULTIMEDIA CONTENT AND RESULTS

Subject: DC Provider Directory - Soliciting Feedback From Top HIE Utilizers

Hi XXX,

According to CRISP DC's utilization data, you are part of the Top HIE Users of the CRISP DC Directory. Per our report **you and/or your organization visit the Provider Directory between 5-20 times per month.**

We would love to understand how the DC Provider Directory serves your practice and providers, and would welcome your feedback on the following questions:

1. How does the DC Provider Directory align with your daily operations or workflows?

2. What value does the DC Provider Directory bring to your organization?

3. What else do you wish you could do with this tool - For example:
   - Integrate in patient navigation workflows
   - Automate patient communications
   - Relieve provider data maintenance
   - Other? Please Describe:

If you are unsure how to respond, learn more here: [CRISP DC Directory Video](#)

Thank you so much for your time, we greatly value your input!
CRISP Team

Subject: DC Provider Directory - Soliciting Feedback From Low HIE Utilizers

Hi XXX,

According to CRISP DC's portal utilization data, you are part of the CRISP users that access the CRISP DC Directory the least. Per our report, **you and/or your organization rarely visit the DC Provider Directory—and that's okay!**

Some DC Organizations are already using the CRISP DC Directory on a daily basis, while others are still learning about how **it connects practitioners and organizations locally and nationally** by seamlessly sharing their contact and location information. The CRISP DC Directory's mission is to enhance patient care coordination and ensure smooth transitions of care. Learn more here: CRISP [DC Provider Directory](#).

We want to understand how this tool can bring value to your organizations, and would welcome your feedback on the following questions:

1. Did you know that CRISP DC had a Provider Directory available to search for provider information locally and nationally?

2. Is accurate provider data something you need in your daily operations or workflows? Do you ever Google provider information or need to search for additional organization information?

3. How could the CRISP DC Directory add value to you or your organization:

   -Integrate in patient navigation workflows
   -Automate patient communications
   -Relieve provider data maintenance
   -Other? Please Describe:

Thank you so much for your time, we greatly value your input,
 CRISP Team

Survey Responses Received:

Dr. Bernadette Carroll | Case Manager at Prestige Healthcare

"We look for physician contact info/ specifically phone, fax, NPI verification...This is a critical tool that services a very vital part of Medicaid recertification and monthly care coordination."

Rukiyah Rogers | Outreach Coordinator at Medstar Health

"Used to do a lot of Googling...I use the directory every day to coordinate patient care follow ups, I often look up locations and phone/fax information."

DCHA Newsletter Content:

CRISP DC Provider Directory

The CRISP DC Provider Directory connects practitioners and organizations locally and nationally by seamlessly sharing their contact and location information. Its mission is to enhance patient care coordination and ensure smooth transitions of care across the District and beyond. After extensive collaboration with District hospitals, managed-care organizations, and local health care agencies, the CRISP DC Directory has evolved into a robust and reliable resource for providers. It's time to say goodbye to outdated provider information and hello to the most up-to-date details on your patient's care team members. The CRISP DC Directory is designed to fit seamlessly into your care coordination workflows, Electronic Health Records (EHR) or IT infrastructure. Whether you prefer embedding it in your EHR, connecting via Application Programming Interfaces or simply searching through the user-friendly CRISP DC Portal, it's covered.

DC Provider Directory

CRISP DC Asked and You Answered

As part of the CRISP DC Summer Webinar Series, webinar attendees were asked the following question: **What is the biggest challenge for you regarding provider and organization data when coordinating patient care?**

1. Having multiple spreadsheets and no central provider directory
2. Missing affiliation linkages between providers and organization
3. Finding identifiers for provider/organization
4. Keeping provider/organization data accurate and up-to-date
5. All of the above

Webinar attendees answered:

50% All of the above	**38%** Keeping provider and organization data accurate and up-to-date	**12%** Missing affiliation linkages between providers and organizations

If you or your organization has challenges related to accessing provider and organization data to better coordinate patient care, CRISP DC can help you get the most out of the CRISP DC Provider Directory. For a custom demonstration, email Corrine Jimenez.

Join the last CRISP DC Summer Webinar Series on September 21 to learn how CRISP DC users can make the most of the DC Provider Directory to optimize patient care coordination and other applications in the CRISP DC Suite of Tools.

Register for Webinar

Webinar Poll Questions and Results:

1) **How could the provider directory add value to your organization?**

   31% - By being more integrated into their patient navigation workflows
   22% - Helping with compliance
   20% - Automating patient communications
   20% - Alleviating provider data maintenance
   6% - Other

2) **How well does the provider directory fit into your daily operations?**

   70% - Well or Very Well
   30% - Need help implementing or Need help integrating

3) **What is the biggest challenge for you regarding provider and organization data ?**

   1. Having multiple spreadsheets and no central provider directory
   2. Missing affiliation linkages between providers and organization
   3. Finding identifiers for provider/organization
   4. Keeping provider/organization data up-to-date
   5. All of the above

   Response:

   50% - All of the above
   38% - Keeping provider/organization data up-to-date
   12% - Missing affiliation linkages between providers and organization

4) **Has this webinar series been helpful to better understand the DC Directory application?**

   81% - Helpful
   19% - Need more help

5) **After this webinar series how likely are you to integrate the DC Directory into your care coordination workflows?**

   50% - Likely
   50% - Need more help

6) **Would you be interested in quarterly webinars of the CRISP Suite of Tools?**

   80% - Absolutely, webinars are a great way to learn about other tools
   20% - I would prefer learning through other formats