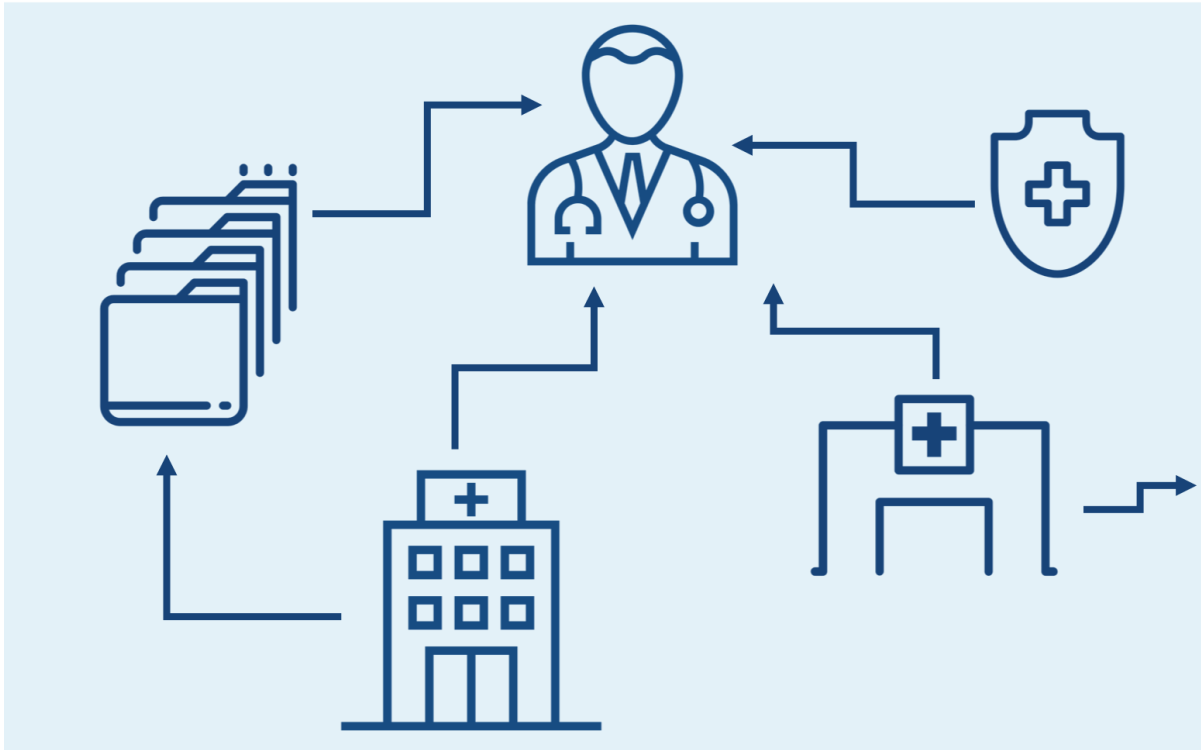


# Winter/Spring Engagement Campaign Report 2024

DC Directory



July 2024, V 1.0

## I. SUMMARY

In January 2024, CRISP, careMESH, and DHCF collaborated once again to launch a stakeholder outreach campaign, building on the successful strategies from the previous year. This campaign aimed to increase meaningful engagement and utilization of the CRISP DC Provider Directory application and enhance its adoption among various healthcare stakeholders. The campaign was specifically targeted towards Hospital, Primary Care, Behavioral Health, Care Management, and Long-Term Care users. The campaign was structured to span six months, from January to June 2024, and included a series of targeted webinars alongside other multimedia efforts. The specific goals for this campaign were:

- Implement a multimedia approach to maximize stakeholder outreach.
- Educate stakeholders about the DC Directory and its diverse range of Hospital, Primary Care, Behavioral Health, Care Management, and Long-Term Care based use-cases, to promote efficient patient care coordination and utilization of HIE tools.
- Actively engage with and gather feedback from utilizers of the DC Directory and inform new feature development.
- Foster increased adoption of the CRISP DC Provider Directory by 5% for targeted industry subtypes (Hospital, Primary Care, Behavioral Health, Care Management, and Long-Term Care).
- 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, as well as pertinent data and outcomes that have been collected.

## II. PROJECT START-UP, OUTREACH METHODS, RESULTS

Planning for the outreach campaign had two main components:

### **PART 1 - Gather Baseline Utilization Data:**

CRISP utilized detailed dashboards to monitor the adoption and utilization of the CRISP DC Provider Directory before the campaign, establishing a baseline to compare post-campaign results. Two baselines were identified: monthly average utilization for 2023, and monthly average utilization for October-December 2023. The first baseline helped to compare the campaign results to all the engagement efforts completed in 2023, while the second baseline helped the team compare the Winter/Spring Campaign to the post-Summer Campaign results. The team also identified high and low users to tailor our outreach messaging effectively.

### **PART 2 - Planning Multimedia Campaign Strategy:**

To ensure extensive reach and effective engagement, we adopted a multimedia approach, utilizing various formats:

- **Surveys:** Targeted both high and low utilizers of the DC Directory. Tailored messaging and concise surveys were sent via email, soliciting specific feedback with minimal effort required from recipients. The surveys helped build user stories to share with users during the campaign and understand what future enhancements would be of value to the users. Post-webinar surveys were also sent to gather further feedback on future enhancements and the effectiveness of the demo.
- **Newsletters:** Partnered with the DC Hospital Association (DCHA) to include DC Directory segments in their newsletter. Over the campaign, the Provider Directory appeared in 12 issues of this newsletter, which was disseminated to 1,000+ email addresses, allowing CRISP DC to reach a broader audience.
- **One-Pagers:** Created two one-pagers that outlined how to use the Provider Directory and the benefits of using the Directory (See Appendix 4). The one-pagers were sent to low utilizers and the targeted industry subtypes. This collateral was sent between the first and second webinar (March), and at the end of the campaign to sustain interest in the tool (June). March and June we saw the highest utilization during the months of the campaign where the team was directly engaging with the targeted industry subtypes.
- **Presentations:** Participated in DC Policy HIE Policy Board meetings and HIE Stakeholder Subcommittee meetings, raising awareness and providing opportunities for feedback.
- **Webinars:** Hosted webinars every other month, focusing on specific use cases. The March webinar demonstrated the value of the DC Provider Directory for low utilizers, the April webinar focused on Hospital and Primary Care use cases, and the June webinar addressed Behavioral Health, Care Management, and Long-Term Care use cases. About 20 attendees per webinar participated, with real-time feedback collected via Team polls. During the webinar, several questions about future enhancements were asked, to see what would be of value for our users. Through these questions, we saw that having the Provider Directory available inContext, integrated into the Care Team subtab, and having insurance information displayed as some of the top requested enhancements.

By adopting this multifaceted approach, the team ensured effective and targeted engagement with our stakeholders throughout the campaign.

### III. RESULTS

#### Updated Baseline Utilization

Targeted Industry Types	2023 Monthly Average	October-December 2023 Monthly Average	Campaign (January-June 2024) Monthly Average	% increase compared to 2023 Baseline	% increase compared to October-December 2023 Baseline
Hospitals	55.5	50.67	46.67	-15.92%	-7.89%
Primary Care	4.67	5.33	5.50	<b>17.86%</b>	3.13%

<b>Behavioral Health</b>	84.92	77	90.00	<b>5.99%</b>	<b>16.88%</b>
<b>Care Management</b>	8.25	12.33	10.17	<b>23.23%</b>	-17.57%
<b>Long Term Care</b>	38.5	20	44.50	<b>15.58%</b>	<b>122.50%</b>
<b>All Users</b>	374	343	346.50	-7.35%	1.02%

By comparing monthly utilization data across the last two user engagement campaigns results show an increased utilization of the DC Provider Directory across four categories of CRISP users working in: Primary Care, Behavioral Health, Care Management, Long Term Care. Top utilizer groups are Behavioral Health and Hospital based users. Overall monthly average of clicks remains stable (+/- 7%).

**Primary Care:** Compared to 2023, we noticed an increase in utilization among Primary Care users with 17.86%. Compared to the October-December 2023 baseline, Primary Care users saw an increase of 3.13%.

**Behavioral Health:** This targeted industry subtype met the 5% goal compared to both baselines. A significant spike of 16.88% is observed when compared to the October-December 2023 baseline. CRISP DC’s ongoing efforts with ARPA project also certainly helped engage with this industry subtype. The partnership with the ARPA HCBS TAs allowed for the team to engage with Behavioral Health organizations, which in turn resulted in increased webinar turnout and utilization.

**Care Management:** This category saw the highest percentage increase in utilization, with a 23.23% rise from 8.25 clicks in 2023 to 10.17 clicks during the campaign. However, there is a notable decline of 17.57% when comparing the campaign utilization to the October-December 2023 baseline. The biggest increases in utilization were seen in the months of January, March, and June (Appendix 3), which in part was due to the personalized and targeted communications and collateral sent out during those months.

**Long Term Care:** There is a substantial increase in utilization, with a 15.58% rise in utilization compared to 2023. An exceptional increase of 122.50% is seen when comparing the last quarter of 2023 to the campaign utilization. CRISP DC over the last year has been involved with the ARPA project. The partnership with the ARPA HCBS TAs allowed for the team to further engage with Long Term Care organizations, which in turn resulted in increased webinar turnout and utilization.

**Hospitals:** Utilization at the hospital level is still lower than expected. There was an initial increase in Hospital utilization (see Appendix 3) following the webinar that targeted this industry subtype. However, after the initial webinar targeted to Hospital users, utilization dropped. Since Hospital based users cannot access the DC Provider Directory in context within their EHR yet, users must swivel between the EHR and the CRISP portal which is not an optimal user experience. Upcoming enhancements, such as having the Provider Directory available inContext, will help address this issue and increase utilization. The team plans to have sustained targeted marketing towards Hospital users about this enhancement to reach utilization goal for this industry subtype.

## **Communication Schedule and Click Rate**

As shown in Appendix 1, the communication schedule for this Winter/Spring Campaign included several different topics of communication. In total 19 communication pieces over a period of 5 months, averaging almost 1 touch base a week. CRISP business intelligence team layered on analytics to track performance of the campaign.

The highest engagement in terms of both open and click rates were seen in specific niche communications (e.g., Behavioral Health and the webinar focused on Behavioral Health), indicating targeted audience interest. Communications that were targeted specifically towards the industry subtype saw more clicks as well.

Conversely, general announcements and surveys had varying success, suggesting the need for more tailored communication strategies to improve engagement.

## **Feedback from End Users**

Feedback from end-users collected from surveys and during webinars conducted throughout the campaign are shown in Appendix 2.

The overall sentiment towards the CRISP DC Provider Directory is positive, with users valuing its ease of use, integration into their workflows, and assistance in patient care. The directory is a critical tool for healthcare staff in providing efficient and effective patient support. Users rely on the Provider Directory frequently in their daily operations, indicating its importance and utility in their roles.

**Ease of Use and Accessibility:** Users appreciate the ease of using the Provider Directory, as it simplifies the process of finding provider information. The Directory's user-friendly interface and the ability to quickly access necessary details (such as name, specialty, and address of the provider) are highlighted as favorite features.

**Integration with Workflow:** The Provider Directory integrates well with the users' organizational workflows. Several respondents noted that it helps them assist patients who do not have a primary care doctor or need assistance scheduling appointments. The tool is particularly useful for those who work with patients needing specific provider information quickly and efficiently.

**Assistance with Patient Care:** The Directory is valuable for staff members who support patients with scheduling and locating providers, especially for those without a primary care doctor or who require services within their vicinity. It assists healthcare providers in filling gaps in patient care, especially for patients who may not be able to provide a complete medical history due to cognitive impairments or other issues.

**Geographic Convenience:** Finding providers within a specific zip code or geographic area is important, particularly for patients who do not drive or have limited mobility.

**Frequency of Use:** Users rely on the Provider Directory frequently in their daily operations, indicating its importance and utility in their roles.

#### **IV. CAMPAIGN OUTCOMES**

The DC Directory Winter/Spring Engagement Campaign has proven to be a success. Our team met our goals with varying levels of success. This achievement was made possible through the strategic planning and execution of a multifaceted multimedia campaign, which effectively raised awareness about the tool focused on Hospital, Primary Care, Behavioral Health, Long-Term Care, and Care Management users, while engaging a wide array of stakeholders and actively soliciting valuable feedback from them.

During the project, we gained valuable insights into best practices for HIE tool user engagement. Targeted campaigns tailored and customized to the recipient's specialty and/or daily reality drives user engagement. For example, proactive engagement and customization of messaging to Behavioral Health providers and partnering with the ARPA HCBS TAs, showed a net increase of 16.8% in user engagement from specialists in the field, since Q4 2023.

The sentiment towards the CRISP DC Provider Directory is overwhelmingly positive, with users praising its ease of use, seamless integration into their workflows, and significant assistance in patient care. Healthcare staff find the directory indispensable for providing efficient support, especially in scheduling and locating providers for patients without primary care doctors or with mobility issues. The user-friendly interface and quick access to provider details enhance its utility, making it a frequently relied-upon tool in daily operations, crucial for filling gaps in patient care and supporting those with limited medical history.

While the utilization of the DC Directory has not shown a significant increase since the campaign concluded in June (with an average of 346 visits per month), we anticipate that ongoing engagement and future campaigns will foster continuous growth and adoption, but we also anticipate that new integration capabilities of the DC Directory with the CRISP ecosystem will drive up utilization.

#### **V. LOOKING AHEAD**

CRISP DC and careMESH are working together to release three new features over the summer. The team focused on developing these enhancements based on feedback gathered throughout the campaign. We think that the Fall 2024 user engagement campaign could focus on the new capabilities these new feature will offer:

- 1) InContext Launch of the DC Provider Directory

*Access the CRISP Provider Directory from your EHR, and search for both local and nationwide provider and organizational data with ease. Acting as a central database, the Directory connects practitioners and organizations by seamlessly sharing up-to-date information, including their identifiers, affiliations, locations, and contact information. This feature aims to enhance hospital-based users' experience, as well as patient care coordination and ensure smooth and timely transitions of care.*

2) CRISP Patient Care Team Integration

*Enhance and augment the CRISP DC Patient Care Team with provider data from the CRISP DC Provider Directory, and view Care Team members contact and location information without having to navigate away from the Care Team view. This feature aims to enhance CRISP Care Team users' experience, as well as patient care coordination to ensure smooth and timely transitions of care.*

3) Display which MCOs Providers belong to in DC

*Leverage Managed Care Organizations' publicly available data and display provider affiliation in their CRISP DC Provider Directory listing. This will allow users to see if an MCO-affiliated provider accepts Medicare or Medicaid.*

We recommend a proactive approach in planning for a new user engagement campaign for Fall 2024, and ensure continued user engagement, awareness, training, and support of these new features.

**APPENDIX 1:  
COMMUNICATIONS SCHEDULED and CLICK RATE**

<b>Communication</b>	<b>Sent</b>	<b>Week Day</b>	<b>Time</b>	<b>Sends (# Users)</b>	<b>Open Rate (%)</b>	<b>Click Rate (%)</b>
Champions Survey	5-Feb	Monday	11:00 AM	53	58%	24%
Champions Survey round 2	16-Feb	Friday	11:00 AM	53	43%	22%
Low Utilizers Survey	16-Feb	Friday	11:05 AM	1373	24%	29%
New Organizations Survey	16-Feb	Friday	11:00 AM	10	56%	11%
March Webinar 1st Announcement	28-Feb	Wednesday	3:30 PM	1358	24%	4%
March Webinar 2nd Announcement	5-Mar	Tuesday	10:00 AM	1357	25%	4%
March Post-Webinar Survey	7-Mar	Thursday	12:30 PM	36	50%	17%
March One-Pager	25-Mar	Monday	11:30 AM	1427	43%	5%
April Webinar 1st Announcement	27-Mar	Wednesday	10:30 AM	12163	35%	4%
April Webinar 2nd Announcement	2-Apr	Tuesday	2:20 PM	12163	21%	4%
June Webinar 1st Announcement	27-May	Monday	2:00 PM	2758	53%	16%
June Webinar 2nd Announcement	4-Jun	Tuesday	11:00 AM	2685	45%	27%
June Post-Webinar Survey	5-Jun	Wednesday	10:00 AM	43	37%	12%
June One-Pager - Low Utilizers	18-Jun	Tuesday	11:30 AM	307	45%	29%
June One-Pager - Hospitals	18-Jun	Tuesday	11:30 AM	6760	32%	17%
June One-Pager - Primary Care	18-Jun	Tuesday	11:30 AM	43	30%	13%
June One-Pager - Behavioral Health	18-Jun	Tuesday	11:30 AM	931	59%	44%
June One-Pager - Long Term Care	18-Jun	Tuesday	11:30 AM	492	41%	26%
June One-Pager - Care Management	18-Jun	Tuesday	11:30 AM	87	38%	8%



**APPENDIX 2:  
SURVEY FEEDBACK**

<b>Survey Feedback</b>			
<b>ID</b>	<b>Email</b>	<b>Can you describe a typical scenario where you rely on the provider directory for assistance?</b>	<b>What is your favorite feature of the DC Provider Directory?</b>
1	Anonymous	I work in the outreach department at Medstar Family Choice DC. Sometimes when I call an enrollee to offer my assistance with scheduling a doctor's appointment, the enrollee already knows what provider they would like to see. I often use CRISP to search for the provider and their information so I can call their office to schedule appointments. I also use the provider directory often to see if a provider is working at more than one medical facility.	My favorite feature of the Provider Directory is the ease of using it and being able to see the provider information I need to help an enrollee such as the name, specialty, and address of the provider.
2	<b>Stacie Walker</b> Geriatric Nurse Navigator <i>GWU Hospital Emergency Department</i>	CRISP is very helpful with reviewing the medical footprint of the patient. Some of the older adult patients, especially those with cognitive impairment, are not good historians or their medical issue does not allow the ability to answer questions. [This] is one of the tools utilized to fill in the gaps when formulating the care plan. That care plan could include discharge home.	
3	<b>Rukiya Rogers</b> Outreach Coordinator <i>Medstar Family Choice</i>	I use the Directory to help patients who recently had a physical or dental cleaning, but do not have a primary care doctor. Some of the patients do not drive, so the Provider Directory is helpful in finding a provider or dentist within their zip code. Most, if not all, of my team use the Provider Directory in their workflow.	N/a
<b>ID</b>	<b>Email</b>	<b>Do you think that the CRISP DC Provider Directory integrates well with your organization's workflow?</b>	<b>Are there any features or functionalities within the Provider Directory that you find challenging or limiting?</b>
1	Anonymous	Yes	No
2	Anonymous	Yes	This may not be in CRISP control, however not being able to access nonmember facilities, like UMC is a clinical challenge.
3	Anonymous	Yes it does, when we have a new patient/person in support and they don't already have a doctor/physician the tool helps to provide them with options.	No
4	Anonymous	Yes, the information provided is very helpful to our organization! I use it daily.	Not at this time.

**APENDIX 3:  
UTILIZATION BY MONTH**

<b>Target Industry Types</b>	<b>2023 Baseline Goal (5% increase)</b>	<b>Oct-Dec Baseline Goal (5% increase)</b>	<b>24-Jan</b>	<b>24-Feb</b>	<b>24-Mar</b>	<b>24-Apr</b>	<b>24-May</b>	<b>24-Jun</b>
<b>Hospitals</b>	58.28	53.2	50	59	51	59	27	34
<b>Primary Care</b>	0.44	5.6	2	3	11	11	4	2
<b>Behavioral Health</b>	7.26	80.85	85	64	73	93	121	104
<b>Care Management</b>	8.66	12.95	12	5	18	3	9	14
<b>Long Term Care</b>	3.94	21	30	23	50	41	73	50
<b>All Users</b>			369	302	393	330	338	347

**APENDIX 4:  
ONE-PAGERS**

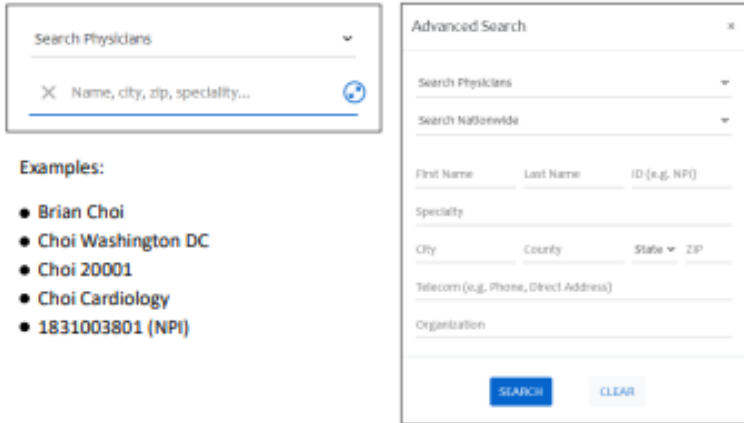
# CRISP DC

## DC Provider Directory Quick Guide: Start your Patient Care Coordination Journey in 3 Easy Steps!

**1: Select the Directory tile in your Dashboard in the CRISP DC Portal.**



**2: Search for providers with the unstructured or structured search feature.**



**Examples:**

- Brian Choi
- Choi Washington DC
- Choi 20001
- Choi Cardiology
- 1831003801 (NPI)

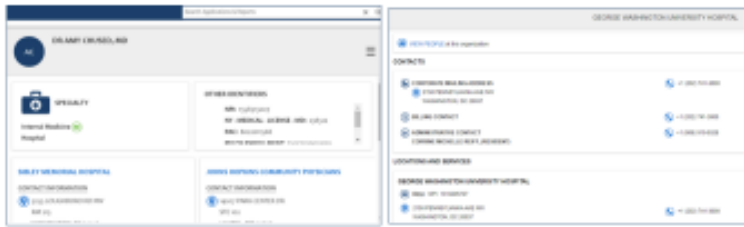
**In the Provider Directory you can search for up-to-date information on:**

- ✓ Practitioners
- ✓ Prescribers
- ✓ Mental Health Providers
- ✓ Behavioral Health Providers
- ✓ Substance Use Providers
- ✓ Organizations

**Why Use the Provider Directory?**

- ✓ Integrate in patient navigation workflows
- ✓ Automate patient communications
- ✓ Relieve provider data maintenance
- ✓ Support case management
- ✓ Public health capacity planning and education
- ✓ Optimize IT infrastructure

**3: Access data for providers and organizations!**



**Provider data includes:**

- Provider Name
- Specialty
- Identifiers
- Locations
- Contact Information
- Affiliations
- Education
- Spoken languages

**Organization data includes:**

- Organization Name
- Identifiers
- Locations
- Affiliated Providers
- Administrative Contacts
- Services
- Telecom

**Highlighted User Story**

"Sometimes when I call an enrollee to offer my assistance with scheduling a doctor's appointment, the enrollee already knows what provider they would like to see. I often use CRISP to search for the provider and their information so I can call their office to schedule appointments. I also use the provider directory often to see if a provider is working at more than one medical facility."

*-Outreach Department at Medstar*

**Questions or need support?** The DC Provider Directory is a free tool available through the CRISP DC Portal at [portal.crispdc.org](http://portal.crispdc.org). For additional support and training, please contact Priya Byati at [priya.byati@crisphealth.org](mailto:priya.byati@crisphealth.org).

# CRISP DC

## Unlock Improved Care Coordination with the CRISP DC Provider Directory

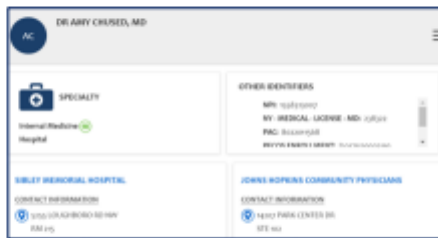
The CRISP DC Provider Directory is a **free application** available through the CRISP DC Portal at [portal.crispdc.org](https://portal.crispdc.org). The CRISP DC Provider Directory provides data from **650 data sources**, which includes over **6 million providers nationally**, **46,700+ DC Practitioners**, and **16,100+ DC Prescribers**. The DC Provider Directory aims to **connect practitioners and organizations locally and nationally** by seamlessly sharing their contact and location information. This tool aims to **enhance patient care coordination and ensure smooth transitions of care**.



In the CRISP DC Provider Directory, you can **search for up-to-date information** on practitioners, prescribers, mental health providers, behavioral health providers, substance use providers, and organizations. This information can be used to contact a patient's care team, refer patients to a specialist, support case management, and relieve provider data maintenance.

### Provider data includes:

- Provider Name
- Specialty
- Identifiers
- Locations
- Contact Information
- Affiliations
- Education
- Spoken languages



### Organization data includes:

- Organization Name
- Identifiers
- Locations
- Affiliated Providers
- Administrative Contacts
- Services
- Telecom



### Highlighted User Stories:

"CRISP is very helpful with reviewing the medical footprint of the patient. Some of the older adult patients, especially those with cognitive impairment, are not good historians or their medical issue does not allow the ability to answer questions. [This] is one of the tools utilized **to fill in the gaps when formulating the care plan**. That care plan could include discharge home." – Stacie Walker, Geriatric Nurse Navigator at the George Washington University Hospital Emergency Department

"I use the Directory to help patients who recently had a physical or dental cleaning, but do not have a primary care doctor. Some of the patients do not drive, so the Provider Directory is helpful in **finding a provider or dentist within their zip code**. **Most, if not all, of my team use the Provider Directory in their workflow.**" – Rukiya Rogers, Outreach Coordinator at Medstar Family Choice

### Questions or need support?

For additional support and training, please contact Priya Byati at [priya.byati@crisphealth.org](mailto:priya.byati@crisphealth.org).