

Enhancement Engagement Campaign Report FY2025 DC Provider Directory



Contents

Summary 2

Campaign Approach 3

Engagement Results 3

Utilization Metrics 4

 Available via InContext 5

 MCO Provider Affiliation 5

 Care Team Integration..... 5

Lessons Learned..... 6

Looking Ahead 7

Summary

From September 2024 through May 2025, CRISP DC, careMESH, and DHCF partnered on a Summer Outreach Campaign to promote three major enhancements to the DC Provider Directory.

- The **InContext Access** release in September 2024 allowed providers to open the Directory directly from their EHR through CRISP InContext, streamlining workflows and reducing friction.
- In January 2025, the launch of **MCO Provider Affiliation** gave users immediate visibility into which providers accept Medicare or Medicaid, supporting more informed care coordination.
- Finally, in March 2025, the **Care Team Integration** embedded provider contact and location details directly into the Care Team view, saving time and improving communication across healthcare teams.

This campaign built on the Winter/Spring FY2024 campaign efforts and extended our strategy of using a multimedia, multi-channel communication plan to increase adoption of the DC Directory across hospitals, primary care, behavioral health, long-term care, care management, managed care organizations (MCOs), and community-based organizations (CBOs). The emphasis throughout was on user education, demonstrating practical benefits, and creating opportunities for feedback.

The objectives of the campaign were to:

- **Educate stakeholders** about the new enhancements through webinars, newsletters, and one-pagers.
- **Encourage users to share feedback** and success stories that could be highlighted in campaign materials.

- **Drive adoption of the Directory**, targeting a 5% increase in utilization across industry subtypes, and a stretch goal of a 3% increase across all users with the InContext launch.
- **Evaluate the overall effectiveness of outreach campaigns** in promoting DC Health Information Exchange (HIE) tools.

Campaign Approach

The campaign unfolded in phases aligned to the release of each enhancement:

1. After each enhancement release, personalized emails were sent to several “sneak peek” users. These were users who had, in previous campaigns, requested the enhancement. This allowed the team to continue strengthening relationships with users by showing that their feedback was valued.
2. Announcements were then distributed to the targeted audience via Constant Contact.
3. Webinars were scheduled every 2-3 weeks, with three sessions dedicated to each enhancement. These sessions combined live demonstrations with polling questions and Q&A to both educate and gather feedback.
4. To reinforce learning, one-pagers were released between the first and second webinars for each feature. These concise documents highlighted practical use cases, offered quick access tips, and showcased stories from champions.
5. In parallel, the CRISP DC quarterly newsletter promoted upcoming webinars and enhancement announcements.



CRISP DC also presented updates during HIE Subcommittee and Policy Board meetings, ensuring leadership and policy stakeholders were informed of campaign progress. Meanwhile, monthly O&M reports provided DHCF with a steady record of outreach activity and utilization trends.

Taken together, this approach ensured that stakeholders encountered information in multiple formats and at multiple points in time, creating a consistent and reinforced communication experience.

Engagement Results

Across the campaign, CRISP DC distributed 40 communications, ranging from announcements and newsletters to webinar reminders and one-pagers. Open rates for enhancement announcements and one-pagers averaged between 17–22%.

Webinar engagement was strong, with 276 registrants and 152 attendees overall. Attendance was distributed across the three enhancements, with 33 participants for InContext, 70 for MCO Provider Affiliation, and 49 for Care Team Integration.

Polling conducted during the webinars underscored the value of these sessions. Nearly all participants (97%) indicated they were somewhat or very likely to incorporate the Directory into their workflows, and 91% reported feeling comfortable navigating the tool after seeing a demo. Importantly, 83% of attendees had not previously used the Directory, demonstrating the campaign’s success in reaching new audiences.

Utilization Metrics

Average utilization from September 2024–July 2025 showed mixed results across industry subtypes when compared with the June–August 2024 baseline (Table 1).

- Baseline was determined from the June-August 2024 average clicks. This time period was between the Winter Spring FY24 campaign and the Summer FY25 campaign.
 - Hospitals: 38.3 clicks
 - Primary Care: 3.3 clicks
 - Behavioral Health: 113.7
 - Care Management: 13
 - Long-Term Care: 55.3
 - Managed Care Organizations: 58.3
 - Community Based Organizations: 3.7
 - All Users: 381.3
- Hospitals, Primary Care, Behavioral Health, and Long-Term Care all showed increases in utilization, with Primary Care up 46% following the InContext release and Long-Term Care up 25% after Care Team Integration, affirming the success of our enhancement releases.
- Care Management, MCOs, and CBOs experienced declines, suggesting these groups require more tailored engagement strategies, which we will consider for the next campaign.
- Overall utilization across all users grew modestly, with increases ranging from 1.6% to 6.4% following each release, despite not all users being consistently targeted during this campaign.

These results indicate that targeted communications drive adoption among certain user groups, while others may need deeper, more customized outreach.

Table 1.

Targeted Industry Subtype (Total)	June-August 2024 Monthly Average (Baseline)	September 2024-July 2025 Average	Utilization After InContext Release	Utilization After MCO Provider Affiliation Release	Utilization After Care Team Integration Release
Hospitals	38.3	42.5	11.08%	8.54%	4.96%
Primary Care	3.3	4.8	46.01%	-9.09%	15.15%
Behavioral Health	113.7	121.5	6.82%	10.19%	10.47%
Care Management	13	6.7	-48.25%	-63.74%	-50.77%
Long Term Care	55.3	58.3	5.38%	20.38%	25.86%
MCOs (Payors)	58.3	43.1	-26.09%	-24.04%	-20.41%
CBOs	3.7	4.8	30.22%	-18.92%	-35.14%
All Users	381.3	387.5	1.64%	3.74%	6.37%

Available via InContext

The InContext release allows providers to open the Directory directly from their EHR through CRISP InContext. Following the release of this enhancement (September 2024-July 2025), we saw that utilization increased among Hospital users by 11.1% during this period, which was expected as these are one of the industry subtypes that primarily use InContext in their EHR. Care Management and MCOs were the only industry subtypes to see a decline in utilization after this release, suggesting that this enhancement was not as useful for these industry subtypes. Despite not all users being targeted in this announcement, this enhancement helped increase utilization by 1.6% across all users.

MCO Provider Affiliation

Including MCO Provider Affiliation in the Provider Directory gives users immediate visibility into which providers accept Medicare or Medicaid. Following the release of this enhancement (January-July 2025), Hospital, Behavioral Health, and Long-Term Care users all saw an increase in utilization greater than 5% during this period. Primary Care, Care Management, MCOs, and CBOs all saw a decrease in utilization, with a larger decrease seen for Care Management users. Despite this, utilization for all users rose by 3.7% collectively.

Care Team Integration

The Care Team Integration embedded provider contact and location details directly into the Care Team view. Following the release of this enhancement (March-July 2025), Primary Care, Behavioral Health, and Long-Term Care users all met the goal of achieving a 5% increase in utilization of the

Provider Directory Tool. Hospital users nearly met the goal, with a 4.96% increase in utilization during this period. Care Management, MCOs, and CBOs all saw a decrease in utilization; however, MCOs saw an improvement in utilization compared to previous enhancement releases within this targeted period, while CBOs saw greater decreases in utilization. All users collectively saw an increase in utilization of 6.4%.

However, when looking at the number of times Provider Data was accessed by the Care Team Subtab, we see that Hospital and MCOs accessed this feature the most (Table 2). This suggested that Hospitals and MCOs already highly utilize the Care Team subtab, and reinforcing this subtab with provider information allowed the Care Team subtab to be more useful within their workflows. It is important to note that though the Care Team integrates a few Provider Directory fields, it is separate from the tool and therefore was not included in the utilization metrics listed in Table 1.

Table 2.

Targeted Industry Subtype (Total)	Number of Times Provider Data Was Accessed by Care Team
Hospitals	190
Primary Care	4
Behavioral Health	7
Care Management	8
Long Term Care	59
MCOs (Payors)	145
CBOs	11
All Users	940

Lessons Learned

The campaign reinforced several key lessons:

- Targeted communications consistently outperformed general announcements in driving engagement and adoption.
- Pursuing enhancements that users requested ensured the campaign's success.
- Personalized webinar content increased satisfaction and improved the perceived usability of the Directory.
- The campaign confirmed that sustained engagement is necessary to maintain momentum, as interest can taper off quickly without ongoing touchpoints.
- A “one-size-fits-all” approach does not resonate equally across different subtypes; messages must be adapted to align with the realities and workflows of specific audiences.

Looking Ahead

Building on the lessons from this campaign, CRISP DC is preparing a targeted Winter 2026 outreach campaign focused on the next set of enhancements:

- A language filter to help providers connect with patients across language barriers.
- Birthing hospital designation to support maternal health use cases.
- Indicators showing which MCO locations are accepting new patients, aiding care access.
- Continued MCO data cleanup, ensuring the reliability of provider affiliation data.

With these new features and a proven multimedia outreach approach, CRISP DC aims to sustain momentum, deepen adoption, and maximize the value of the DC Provider Directory for healthcare organizations across the District.

APPENDIX 1: Enhancement and One-Pager Click Rate

Communication	Scheduled Date	Weekday	Successful Deliveries (# of Users)	Open Rate (%)	Click Rate (%)
Upcoming enhancements	12-Sep	Friday	6,618	17.6%	7.4%
InContext Announcement	7-Oct	Monday	5595	17.1%	1.7%
InContext one-pager	5-Nov	Tuesday	5570	19.6%	16.1%
MCO affiliation announcement	21-Jan	Tuesday	6058	20.2%	13.7%
MCO one-pager	17-Mar	Monday	6,020	21.5%	10.4%
Care Team announcement	3-Apr	Thursday	5918	20.4%	1.9%
Care team one-pager	22-May	Thursday	5865	19.3%	3.0%

APPENDIX 2: One-Pagers

CRISP DC

Provider Directory Quick Guide for the CRISP InContext App in Your EHR: Start your Patient Care Coordination Journey in 3 Easy Steps!



1: Lookup a patient how you normally would within your EHR. Navigate to the CRISP InContext app in your EHR and select the **Provider Directory** from the Apps menu to launch the tool.

2: Search for providers with the simple or advanced search feature.

Search Physicians

X Name, city, zip, specialty...

Examples:

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

Advanced Search

Search Physicians

Search Nationwide

First Name Last Name ID (e.g. NPI)

Specialty

City County State ZIP

Telecom (e.g. Phone, Direct Address)

Organization

SEARCH CLEAR

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

Why Use the Provider Directory?

- ✓ View up-to-date provider information from the comfort of your EHR
- ✓ Ease workflows
- ✓ Integrate in patient navigation workflows
- ✓ Automate patient communications
- ✓ Relieve provider data maintenance
- ✓ Support case management
- ✓ Public health capacity planning and education
- ✓ Optimize IT infrastructure

The Provider Directory Contains Up-To-Date Information On:

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

Provider Directory Use Cases:

- ✓ Look up contact information on providers that are on your patient's care team
- ✓ Refer patients to specialists that are in the patient's zip code
- ✓ Formulate care plans and prepare patient discharges
- ✓ Follow up on patient care with a provider
- ✓ ...and more!

Questions or need support? The DC Provider Directory is a free tool available through the CRISP DC Portal at portal.crispdc.org. For additional support and training, please contact Priya Byati at priya.byati@crisphealth.org or visit our landing page at crispdc.org/provider-directory.

CRISP DC

Unlock Enhanced Care Coordination with the MCO Provider Affiliation Feature

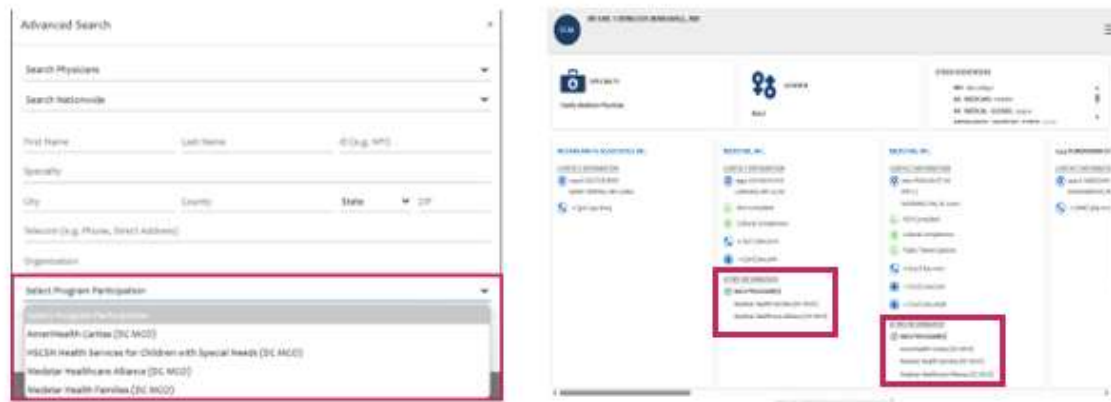
The CRISP DC Provider Directory now includes a new **MCO Affiliation Filter**, giving users the ability to search for and identify providers based on their Managed Care Organization (MCO) affiliation. This enhancement supports better care coordination by helping users quickly locate in-network providers for patients covered under DC Medicaid MCOs.

With the new **MCO Affiliation Filter**, you can:

- **Search providers by their MCO affiliation** (Amerihealth, MedStar Family Choice DC, Health Services for Children with Special Needs, etc.)
- **Easily confirm if a provider is in-network** for your patient's MCO plan.
- **Support seamless care transitions** by connecting patients to covered providers within their MCO network.
- **Enhance referral workflows** with MCO visibility directly within the directory tool.

How to Access the MCO Affiliation Filter

1. **Launch the Provider Directory** app from your dashboard (DC Portal) or through the Apps menu within the CRISP InContext app (EHR).
2. **Navigate to the Advanced Search.**
3. Use the new **Select Program Participation** drop-down menu to narrow results by **specific Medicaid MCO**.
4. **View provider details**, including contact info, locations, and MCO affiliations.



Benefits of the MCO Affiliation Feature

- **Faster Care Coordination:** Instantly find in-network providers for your patients' Medicaid plans.
- **Improved Referrals:** Ensure patients are connected to appropriate providers covered by their MCO.
- **Streamlined Case Management:** Integrate MCO information directly into your workflow.
- **Enhanced Provider Lookup:** Access the latest MCO data in real-time.

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CRISP DC

New Feature Live in CRISP DC: Instantly Access Provider Info with Care Team Integration

The **Care Team Integration** enhancement to the CRISP DC Provider Directory allows users to view detailed provider information directly within the Care Team subtab of the Care Coordination module. This enhancement eliminates the need to leave the workflow or access external search engines to find accurate provider contact and location data.

This update allows care teams to easily view:

- Provider name & specialty
- Facility locations
- Phone, fax, and email

How to Use the New Care Team Integration

1. Launch the **Provider Directory** app from your dashboard (DC Portal) or through the Apps menu through the CRISP InContext app (EHR).
2. **Navigate to your patient's chart.**
3. Go to the **Care Coordination** tab.
4. Select the **Care Team** subtab.
5. Hover over the **info** icon next to a provider's name to view contact details.
6. If the provider practices at multiple locations, click **"Show All"** to expand their full list of locations.

The screenshots illustrate the steps to access provider information. The first screenshot shows the 'CARE COORDINATION' tab selected in the sidebar (3) and the 'CARE TEAM' subtab selected (4). The second screenshot shows the 'CARE TEAM' subtab with a list of providers, including 'Robert University Hospital' and 'JMD Healthcare' (5). The third screenshot shows the 'CONTACT INFORMATION' for 'Unspecified' (6), displaying address, phone, fax, and email. The fourth screenshot shows the 'CareMesh Provider Information' table with columns for Facility Name, Address, Last Updated, Phone Number, Fax, and Email.

Facility Name	Address	Last Updated	Phone Number	Fax	Email
Unspecified	9005 WOODYARD, CLINTON, MD, 20735	2020-01-11 10:34:00	240-546-3428	410-943-8244	
PRIVA MEDICAL GROUP LLC	331 DORCHESTER AVE, STE 1, CAMBRIDGE, MD, 21613	2020-01-16 09:59:00	410-226-1025	410-226-7926	
PRIVA MEDICAL GROUP LLC	203 PUMPKIN PATCH, STE 1, GAITHERSBURG, MD, 20877	2024-12-17 06:34:00	301-960-6636		
PRIVA MEDICAL GROUP LLC	8476 LANARPOLE RD, STE 205, LANHAM, MD, 20706	2024-12-16 17:00:00	202-800-1800		

Benefits of the Care Team Integration Feature

- Contact data is only available for providers in the **DC Metropolitan area**.
- For providers **outside of this area**, users can still access information via the full **Provider Directory** tool.
- The integration uses **validated data sources** (including over **650 data sources** through careMESH).

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