



MAGENTA
HEALTH

The Solution

Team: Magenta Health, a family medicine clinic

Technology: Fully integrated online scheduling

Vendor: Amobius Group Inc.

Product: Veribook (<http://veribook.com>)

Key Features:

Patients

Automated confirmations & reminders
Online cancellation & rescheduling
Smartphone compatible
Available 24/7

Staff

Accommodates phone bookings
Accommodates in-person bookings
Dramatically reduces schedule demands

Physicians

24/7 online access to adjust schedules
Physician specific scheduling rules
Physician specific patient workflow

Technology

100% real-time
100% of all appointments available online
Full bi-directional EMR integration

Learning from Others

Stakeholders & Methodology

Patients

Invite patient feedback online & in person
Provide troubleshooting materials
Monitor usage and outcomes (i.e. analytics)
Conduct user experience reviews
Monitor online reviews and social media

Staff & Physicians

Invite ad-hoc and scheduled feedback
Monitor usage and outcomes (i.e. analytics)
Conduct user experience reviews

Other Industries

Sought & incorporated advice of vendor working with other industries & jurisdictions

Focused on practices of customer-centric industries & verticals (e.g. retail)

Other Clinics

Reviewed practices of other customers of vendor using same solution

Reviewed practices of customers of other online scheduling vendors

Certification Bodies

Privacy, security, and technical review as part of certification process by OSCAR EMR

Learning from Others

Examples of Changes Following Initial Deployment

Patients

Patient account creation process revamped and booking portal workflow changed

Troubleshooting guides created & revised

In-clinic booking kiosk deployed to facilitate patient training & troubleshooting

Staff

Development of automated reports to identify inappropriate appointments

Development of tools & processes to facilitate pre-visit preparation

Development of troubleshooting guides

Solution & Technology

New functionality developed by Vendor: *modified phone & in-person booking process; new scheduling rules to facilitate clinic nuances; smartphone compatibility; blacklisting capability*

Usability tweaks to system by Vendor to improve user experience: *changes in text, changes in colours, changes in button & feature positioning*

Physicians

Repeated changes to physician availability to better meet patient needs & demands

Repeated changes to patient booking workflow to ensure appointments are scheduled appropriately

Development of automated reports to facilitate day-to-day optimizations

Exemplifying Benefits

Transforming Clinical Practices to Support New Models of Care

Trust & Empower the Patient

Allow patients to self-triage the urgency and nature of their medical concern to book an appropriate appointment

Interact with the Clinic 24/7

Enable patients to interact with the clinic 24/7, on any device, to accommodate busy patient schedules (e.g. *more than 50% of appointments are booked outside 9 - 5*)

Improve Access & Reduce Barriers to Care

Formalize scheduling rules and processes to deliver improved and consistent access; minimize barriers for patients with hearing or language impairments.

Adapt in Real-Time to Patient Needs

Use real-time data (e.g. *third next available appointment*) to facilitate real-time adjustments to clinic schedules (e.g. *adding more appointment slots*)

Increase Transparency & Fairness

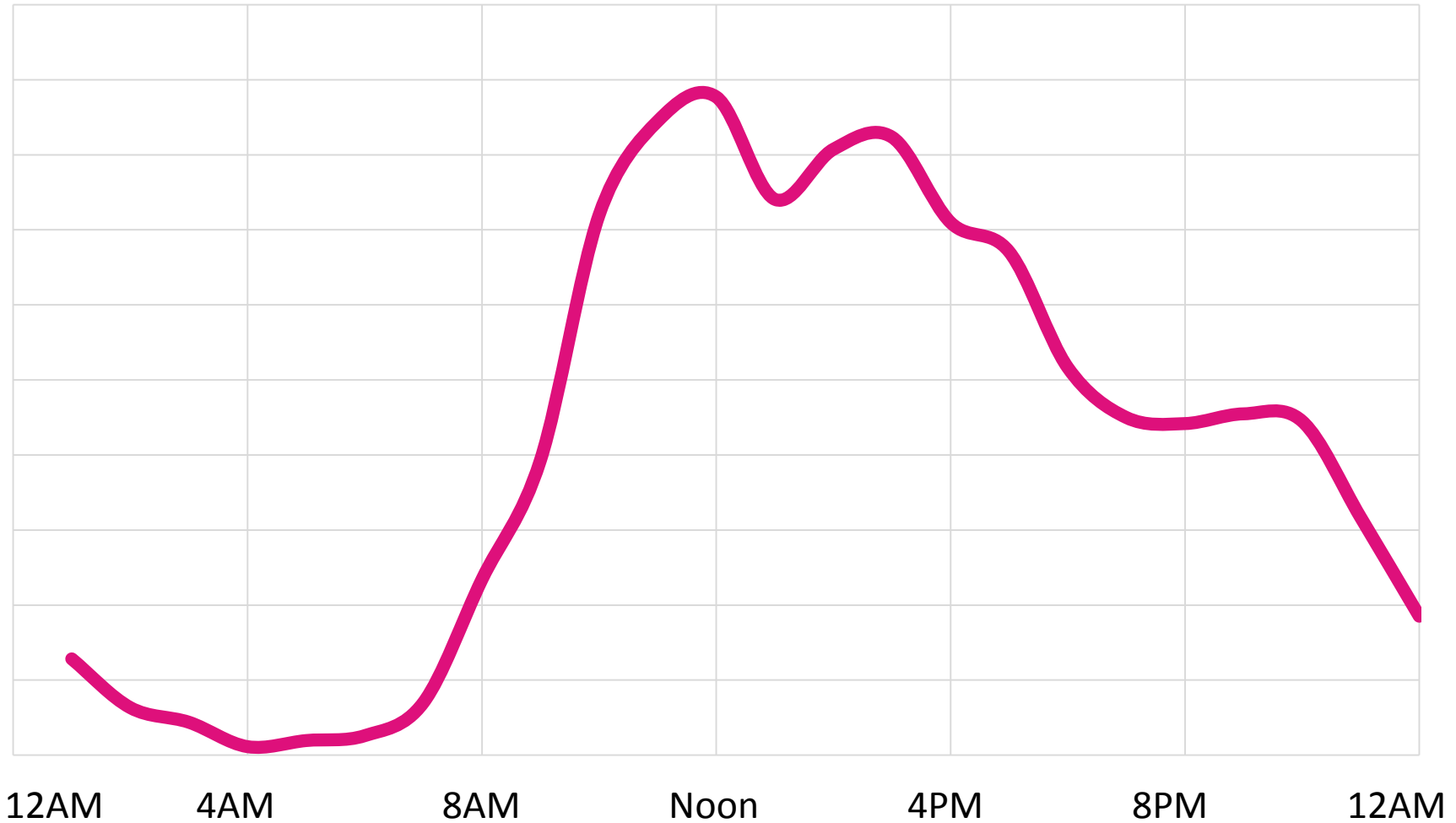
Enable patients to have full insight into physician schedules and to have confidence in fairness of publicly funded health care system (e.g. *no 'VIP' appointments*)

Deploy Analytics

Collect and analyze patient scheduling habits and preferences in the aggregate to modify clinic practices, clinic processes, and physician schedules

Exemplifying Benefits

Example: Most Appointments are Scheduled outside Business Hours



Exemplifying Benefits

The Clinician View

“Online booking has allowed me to improve my availability and accessibility, both critical pillars of being a good doctor. You are not useful to your patients if they can't see you.

Online booking gives me real time information on my next available appointments so that I can actively adjust my schedule to keep wait times low.

The booking metrics allow me to create a schedule that balances my personal life while still being highly available for my patients. I take comfort in knowing that I am available for my patients.

Online booking has also allowed the clinic to redeploy valuable medical administration time for patient care tasks and to engage with patients on a more personal level, rather than for endless scheduling over the phone.”

- *Dr. Marco Lo*

Accelerating Adoption

Patient Feedback		Change to Accelerate Adoption
Account creation process cumbersome and error-prone	→	Vendor commissioned to develop new functionality to streamline user account creation process for patients
Use of any device (e.g. phones and tablets) important	→	Vendor commissioned to improve phone and tablet compatibility
Preference to book any type of appointment online	→	Booking workflow developed for all types of appointments; communication revised to enable self-triaging; 100% of appointments available online, no 'reserved' appointments
In-person training helpful	→	In-clinic kiosk deployed to facilitate in-person tutorials and training by clinic staff
UI/UX problems with online booking system	→	Vendor asked to modify UI/UX of online booking system to correct issues
Technical problems invariably arise	→	Troubleshooting guide developed to facilitate prompt responses to all technical questions

Delivering Results

Measurement Methodologies

Patient Surveys

In-clinic patient surveys
(e.g. were we too slow in responding to online booking problems?)

Emailed invitations to provide feedback

Social Media

Review of all comments and reviews of clinic
(e.g. Yelp, RateMyMD, Google, Facebook)

Availability and Appointment Metrics

E.g. Available timeslots are tracked and monitored in real-time to ensure adequate patient access

E.g. Appointment booking history is analyzed to identify trends and opportunities for improvement

Troubleshooting Metrics

All incoming correspondence related to online scheduling is logged & tracked

Long-term statistics and reports on frequency of problems can be generated to identify opportunities for improvement

Delivering Results

The Patient View

“I work a job with very long and unpredictable hours. Being able to access an online booking system is far more accessible for me than trying to call a clinic during business hours. **It is also much easier for me to find options that work with my schedule when I can see every possible appointment opening my doctor has. It also feels more transparent -- I feel as though I have equal access to my doctor's time as any other patient would (no one is favoured). It has enabled me to book last minute appointments with my doctor because I know he's available, rather than seeking out a walk-in clinic or other emergency care.** The benefits of that can't be understated -- all of my medical questions and concerns remain with my doctor, which helps me to feel as though my trust and comfort with him builds, and the ease of accessibility helps me to have healthy peace of mind regarding my health care.”

- Patient at Magenta Health



Delivering Results

The Patient View

“...One of the reasons I chose ... Magenta Health was the ... clinic’s commitment to using technology to help provide accessible, timely, and convenient patient care. ... [*Online booking the first time*] was a positive experience because it was easy, convenient, and efficient. I was surprised at how quickly I could get an appointment! ...I didn’t have to find a time to call an office, wait on hold for a while, and try to find a time with someone over the phone while looking at my calendar. ...

...I was so grateful that [*online booking*] was an option as it improved my access to care. I had just started a new position, so I didn’t want to miss time from work. ... It was late at night when I [*checked for appointments for*] the next day. [*And found*] an appointment for the very next morning at 8:45 am. ... Without an online booking option, I would have needed to wait for the office to open and potentially missed work to wait for an appointment at a less convenient time. If no appointment would have been possible, I might have been re-directed to another walk-in clinic or even the Emergency Department for minor but concerning symptoms.

The online booking option at Magenta Health has been an easy, convenient, and efficient way to improve my access to care and give me more control over how best to meet my health care needs. I truly believe that Magenta Health’s offering of patient e-booking contributes to improving quality health care provision. ”

- Sarah Burke Dimitrova
Master of Science in Public Health



Delivering Results

The Patient View



Crystal L.
Toronto, ON
43 friends
93 reviews
Elite '15

★★★★★ 12/28/2014

1 check-in

Probably quite different from other practices you've been to, Magenta Health is a very modern clinic with passionate staff. A great feature is after registering, you can book appointments online and they have evening clinic hours if you need to see someone right away as well. I really recommend Dr. Chou or Dr. Che!

Was this review ...?

Useful 3 Funny 1 Cool 1



Peter Obradovich — 5★ Great first visit, and the booking system CANNOT be beat.
April 16, 2015 · 23 Reviews

Like Comment



Jane McEntegart @JaneMcEntega
I want this at my doctor's office!! @appointments online, 24/7 | via @C



Lisa I.
Toronto, ON
0 friends
1 review

★★★★★ 3/30/2015

This is a wonderful clinic, very helpful and modern. I love that they have after hours available, an easy to use booking system and email correspondence. All other clinics should run exactly like this one. It's the best service/health clinic I've ever experienced.



Tania Ensor @TaniaE · Mar 18
Great to see the doctors using @digitalhealth with e-visits, e-booking and more!
bit.ly/1sB4jOC @MagentaHealth

1 star



Elissa Liu @Elissa_L · Sep 18
Very impressed by @MagentaHealth and their use of technology for communication, bookings etc. All family practices should be doing this!

1 star



Peter JJ MacDonald @PJJMD · Apr 10
My family doctor, @MagentaHealth, lets me schedule appointments online, and has promoted tweets.

1 star

View conversation

Delivering Results

The Final Word

Patient Convenience: Patients can more easily find convenient appointments that work within their schedule

Patient Outcomes: Follow-up appointments are scheduled more consistently and attended more regularly, improving patient health care outcomes

Patient Autonomy: Patients can self-triage to assess the urgency of their own concerns

Patient Access: Patients can obtain more timely care, with reduced barriers to access such as language and hearing

Patient Service: Clinic staff can redirect focus from scheduling to patient care tasks and engaging with patients directly

System and Clinic Benefits: ER Visits avoided; walk-in use reduced; cancelled appointments automatically made available to other patients