

Improving Patient Access to Care Through Digital Navigation

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OPPORTUNITY

Successful telehealth engagement is contingent upon patients possessing the requisite access to and proficiency in utilizing digital health technologies. These disparities remain a significant barrier to equitable healthcare access, with many patients lacking the necessary devices, internet connectivity, or digital skills. Without targeted interventions, individuals are more likely to dismiss telehealth as an option or to miss virtual appointments, further exacerbating health disparities. The MUSC Center for Telehealth's Digital Navigation program aims to better understand patient barriers to video visits, reduce digital access disparities and improve telehealth opportunities.

IDEA SUMMARY

The program identifies patients at high risk of missing virtual appointments or lacking digital access and skills, then provides them with needed support.

GOALS & BENEFITS

- Identify patients who are likely to miss their upcoming telehealth appointment
- Identify patients who have digital access and/or skills needs
- Provide solutions to empower patients to successfully engage in telehealth
- Reduce no-show rates, potentially leading to cost savings
- Continuous quality improvement of identification and intervention methods and telehealth care delivery

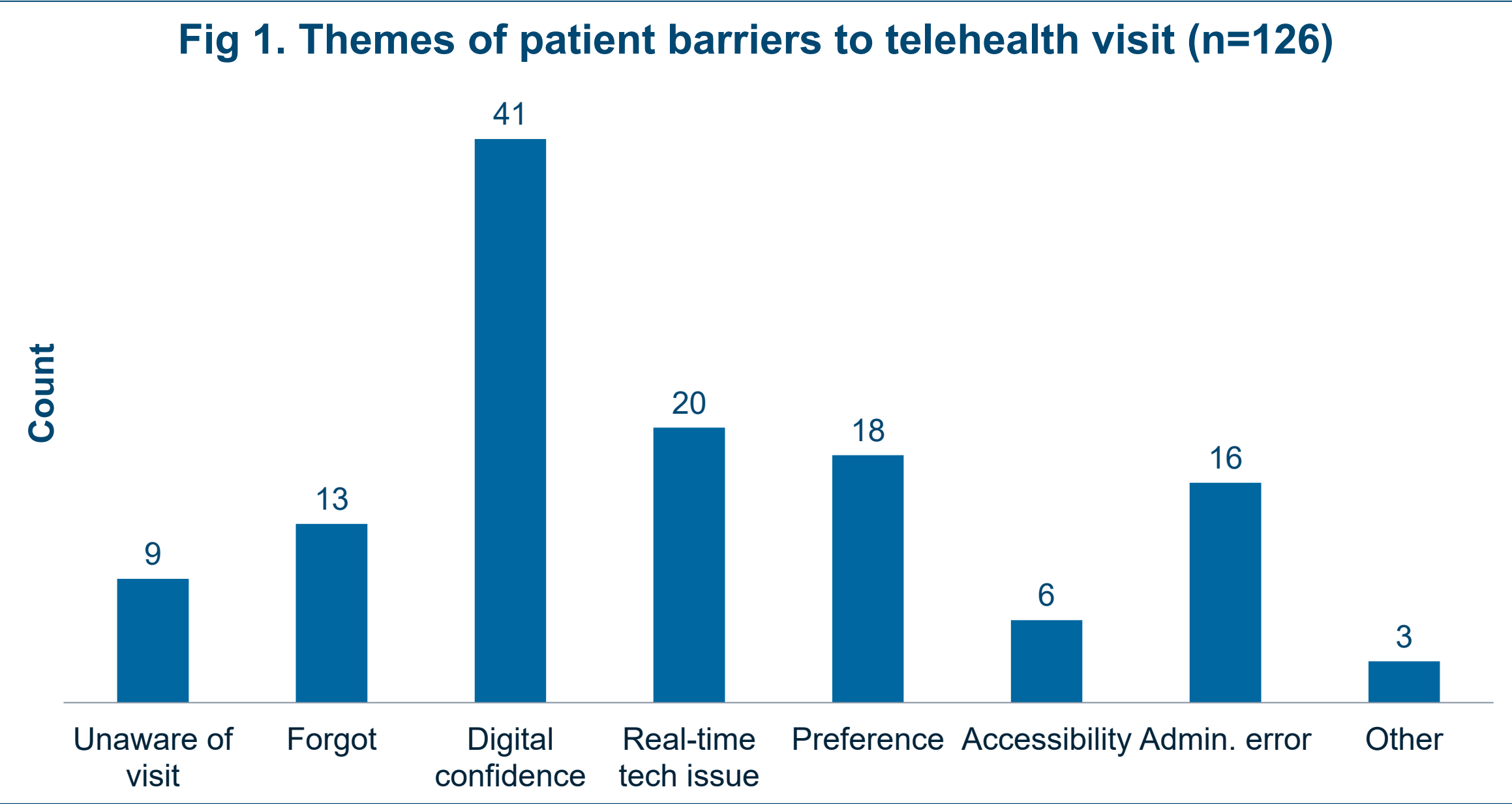
IMPLEMENTATION

High-Risk Patient Dashboard: The patient risk score is a machine learning model that predicts patients at high risk of missing virtual visits. The model is trained on hundreds of thousands of MUSC virtual visits and analyzes key variables, including Andor platform history, demographics, and geography, to generate live risk profiles.

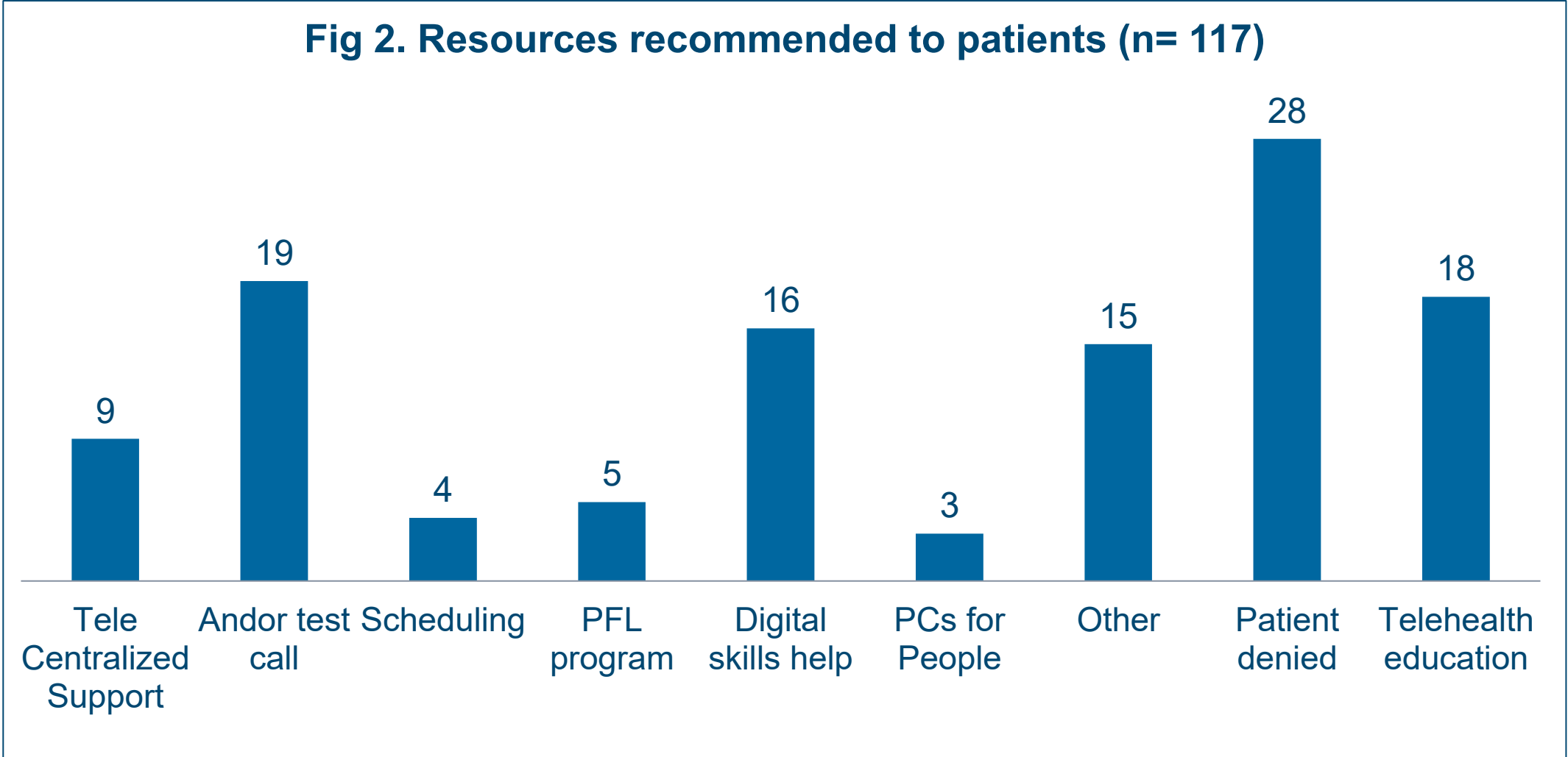
Digital Navigation (DN) Intervention: When a patient is identified as high-risk or in need of digital literacy and/or access support, the navigator will assess patient-specific barriers or needs and guide them in accessing resources, ensuring they have the skills and tools needed for successful telehealth visits in the future.

Continuous Quality Improvement: Patient feedback is also used to improve the delivery of telehealth care by ensuring that the design and operations are patient-centered.

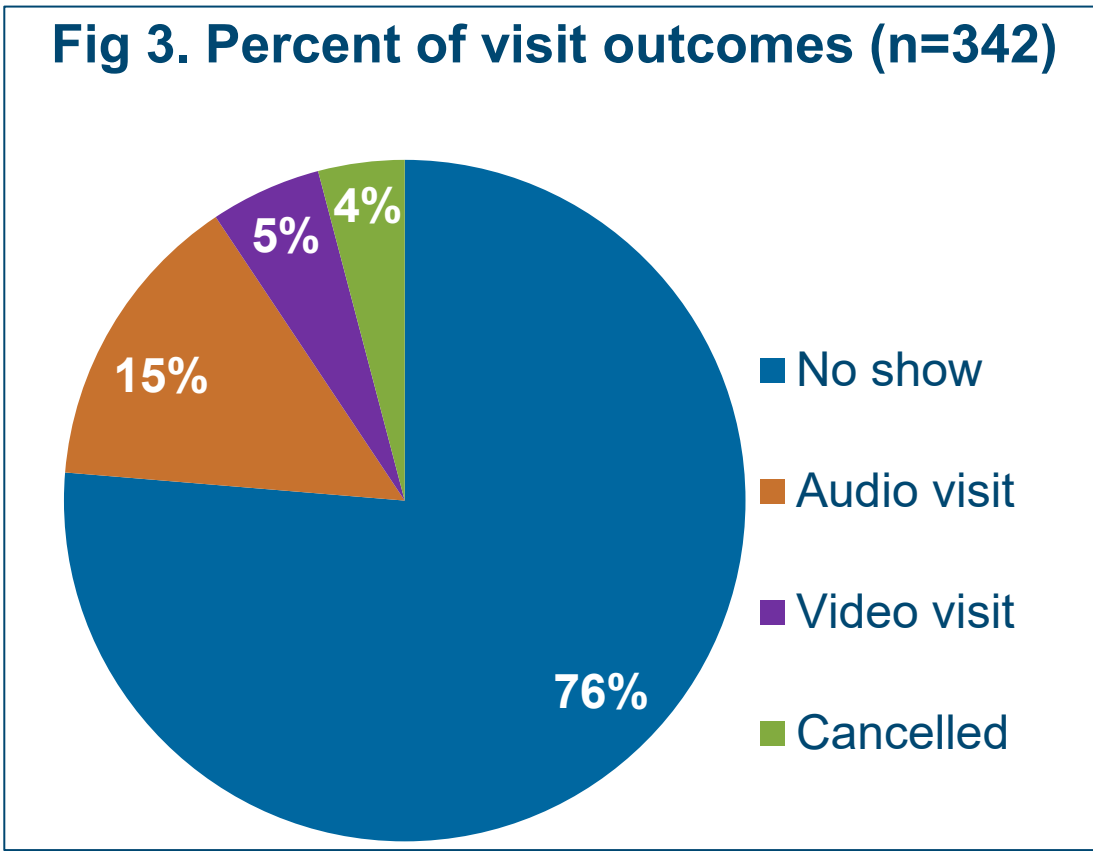
METRICS & RESULTS



*digital confidence is defined as: patient cited lack of knowledge or skills required for telehealth appointment; preference is defined as patient prefers to complete telehealth audio only or prefers not to do telehealth again



*PFL Program= Patient and Family Liaison Program at MUSC Health



- Key Findings:**
- About **33%** of patients reported digital confidence as a barrier to their telehealth visit.
 - Of patients who consented to resources, **21%** opted for a test telehealth call with the digital navigator

FUTURE DIRECTIONS

Further integration with clinical workflows: Embedding digital navigation services into virtual care workflows, like social determinant of health screening and Epic referrals, to ensure that patients receive support as part of routine care.

Enhance patient identification: Refine models to better predict patients in need of digital support and proactively offer support sooner.

Community partnerships: Collaborating with community-based organizations to ensure broader access to digital literacy and access resources.