

BlueNovo Background

BlueNovo is a leading national provider of physician and patient-centered healthcare, quality, and technology services exclusively for Community Health Centers and similar healthcare providers. We specialize in assisting safety-net organizations achieve profound solutions to their strategic Health IT imperatives.

Patient Engagement Best Practices Webinar Series

With recent increases in non-face-to-face patient interactions due to COVID-19 and other quality initiatives, this webinar series was developed to provide timely content and information for patient engagement best practices. More specifically, this webinar series is designed to orient staff to the history and current state of patient portal and engagement utilization, educate on the current marketplace and requisite processes for selection of new technology tools and to transfer knowledge and recommendations for optimizing current patient portal and messenger platforms as well as marketing existing or newly deployed functionality. Dr. Anna Maria Izquierdo-Porrera M.D. Ph.D, Chief Medical Officer of BlueNovo will be the lead presenter, and each of the four webinars in the series have a defined set of learning objectives associated.

Webinar Content Development Background & Format

- Webinar content will include patient engagement & patient portal specific content developed specifically for Community Health Center Association of Mississippi (CHCAMS) health centers.
- Webinar content derived from CHCAMS feedback via health center assessment calls and electronic survey.
- Webinars will be 1 hour long each, four webinars total.
- Webinars will be conducted via Zoom. All four webinars will use the same recurring Zoom information that will be forwarded to health centers by CHCAMS.

Schedule, Description & Learning Objectives

Webinar	Description	Learning Objectives
#1 Choosing Your Tools Thursday, Sept. 10 th 11am-12pm CST	This webinar begins with orientation to the current state of affairs with patient portal & engagement (Where are we? How did we get here? Where are we going?). The webinar also covers future state patient communication automation, including marketplace knowledge and conducting vendor selections for new technology tools.	<ul style="list-style-type: none"> • Current state of affairs • Understanding your community • Effective patient engagement • Conducting a vendor selection • Patient engagement marketplace
#2 Marketing for Portal & Engagement Thursday, Oct. 1 st 11am-12pm CST	This webinar reviews effective strategies and recommendations regarding marketing patient portal and engagement tools both internally and externally. There is a lens on driving efficiency.	<ul style="list-style-type: none"> • Marketing internally • Marketing to your patients • Marketing to the community
#3 Portal Optimization Thursday, Oct. 8 th 11am-12pm CST	For community health centers that have patient portal technologies already deployed via Electronic Health Record applications or otherwise, this webinar is meant to review considerations and recommendations for optimizing use based on available features and functionality. This webinar also includes discussion around patient portal infrastructure and maintenance.	<ul style="list-style-type: none"> • Key patient portal functions • Streamlining and automating through your portal • Patient input to visit documentation
#4 Messenger Optimization Thursday, Oct. 22 nd 11am-12pm CST	This webinar focuses on optimizing use of existing patient engagement tools. Common uses of patient engagement tools will be reviewed along with recommendations and workflow considerations.	<ul style="list-style-type: none"> • Key functions of patient engagement messaging • Satisfaction surveys through engagement tools • Streamlining and automating through messaging