



Academic Health System Partners with CTG to Accelerate Patient Experience Improvements through High-Quality Epic MyChart Patient Portal and Telehealth Support

The Client

CTG was engaged by a large academic health system that is consistently recognized for high-quality patient care, specialty providers across a range of disciplines, and innovative research.

The Business Challenge

The health system wanted to cultivate a more engaged and informed patient community and improve patient experience through enhanced Epic MyChart patient portal support, which also had to meet the high volume of support for their many campuses and disciplines.

They sought a partner to help them achieve this goal with a solution designed to meet their objectives by supplementing their current activities, methods, and tools with industry best practices. With more than 45,000 hospital admissions and 1.7 million outpatient visits annually, it was important that their partner provide scalable, ongoing, high-quality service to patients while continuing to meet or exceed agreed upon Service Level Agreements (SLAs).

The CTG Solution

As the health system's chosen partner, CTG provides 24x7x365 MyChart Patient Portal Support as the single point of contact for all MyChart patient calls and messages. This service, which leverages our more than 20 years of experience providing Application and IT Support solutions, is delivered as a scalable managed service based on a defined services plan with SLAs. A team of CTG analysts assists patients with tasks such as account activation, password resets, or portal navigation via phone, email, or system In Basket message. The company also provides technical support to patients prior to their telehealth visits and pediatric remote proxy activation support, which includes reviewing the medical record for any documentation that would preclude access as a proxy.

Following the success providing timely and accurate problem resolution to patients, the company recently engaged CTG to provide a MyChart Outbound Calling service. CTG reviewed and enhanced the patient enrollment process and delivered custom enrollment campaign strategies, to help create a more engaged patient population.

IN THEIR WORDS...

"In March 2020, MyChart and Telehealth Call Center volumes more than doubled as we moved a record number of patients to MyChart and increased our telehealth volume to 10x its normal pace. The CTG Client Support Manager and team stayed in regular communication, scaled up resources, and maintained response times during this huge surge.

During this time, we were conducting 55% of our daily ambulatory visits via telehealth across our four hospitals. We could not have managed this accelerated demand for support from patients without CTG's help.

I very much appreciate CTG's continued partnership during this most challenging time in healthcare—it is helping us stay ahead of the curve."

—Vice President, Clinical Systems

Results

Throughout the engagement, CTG has consistently exceeded all SLAs while also taking on an increased number and variety of calls, including In Basket messages and telehealth appointment issues. By focusing on and achieving a high first-level resolution rate, fewer tickets are escalated to senior analysts, allowing them to focus on optimization and strategic projects.

Most importantly, the health system has seen a significant rise in patient usage of MyChart, and it is receiving a higher percentage of payment for services through the patient portal when compared with the standard mail billing system.

Highlights of CTG's ongoing support include:

- First-level resolution rates: 99.9%.
- Abandonment rate: 0.7% after 30 seconds threshold
- Calls answered within 30 seconds: 92.1%
- Contacts Processed: Up to 11,000 per month

COVID-19 Impact

In March of 2020, the organization pivoted its patient appointments from in clinics to telehealth. As a result, volume increased from 7,000–11,000 to nearly 15,000 contacts per month. CTG's services became an essential component in getting patients set up on their personal devices to participate in telehealth appointments.

Compared to previous eight-day-period, during March 16–23 there was a:

- 57% increase in contacts.
- 1,772% increase in telehealth-related calls, i.e., patients that need help setting up devices, including downloading and logging into apps. On average, these calls take more time than typical support calls and are more complex.

Despite rapidly accelerating demand, an increase in call volume, talk time, and complexity, the team has continued to meet all SLAs, including average speed to answer, abandonment, and resolution, resolving 99.9% of issues. Through their partnership, both organizations are continuing to enhance the experience for patients within the community.



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