

# open door





Opened  
First Clinic  
in 1971 in  
Arcata, CA



# September 1, 2014

Humboldt Open Door Community Health Center

Eureka Community Health Center

Del Norte Community Health Center

McKinleyville Community Health Center

NorthCountry Clinic

Burre Dental Clinic

Willow Creek Community Health Center

Perinatal Services of NorthCountry Clinic

Televisiting and Specialist Center/Mobile Health Services

Fortuna Community Health Center

Ferndale Community Health Center



# County Facts

Population of 163,000 between 2 counties

\$40,000 average salary income per worker

Approximately 8% of the population read below a 5<sup>th</sup> grade level

Open Door sees over 45,000 patients per year (9 clinics)

9.3% non-English Speaking Patients

Internet Access is limited in more of the rural areas of Humboldt and Del Norte County



# OCHIN

Implemented 2008





OCHLN | my chart

*Get online advice from your provider,  
see your health information, make  
appointments, and more!*



open  
door



# Find the Champions

- Strong support from the Executive Team
- Executive Medical Director was the first to pilot
- CEO was one of the first patients on MyChart
- Site Directors and Site Specialists became users
- Invited Staff to become users



# Getting Buy-In

- Marketed to Providers initially, allowing them to understand the functionality at a pace they were comfortable with
- Allowed staff to determine the best workflows for integrating into their intakes and conversations with patients
- Encouraged staff to activate MyChart for themselves, no one can sell a product better than the user



[www.LifeasLady.net](http://www.LifeasLady.net)

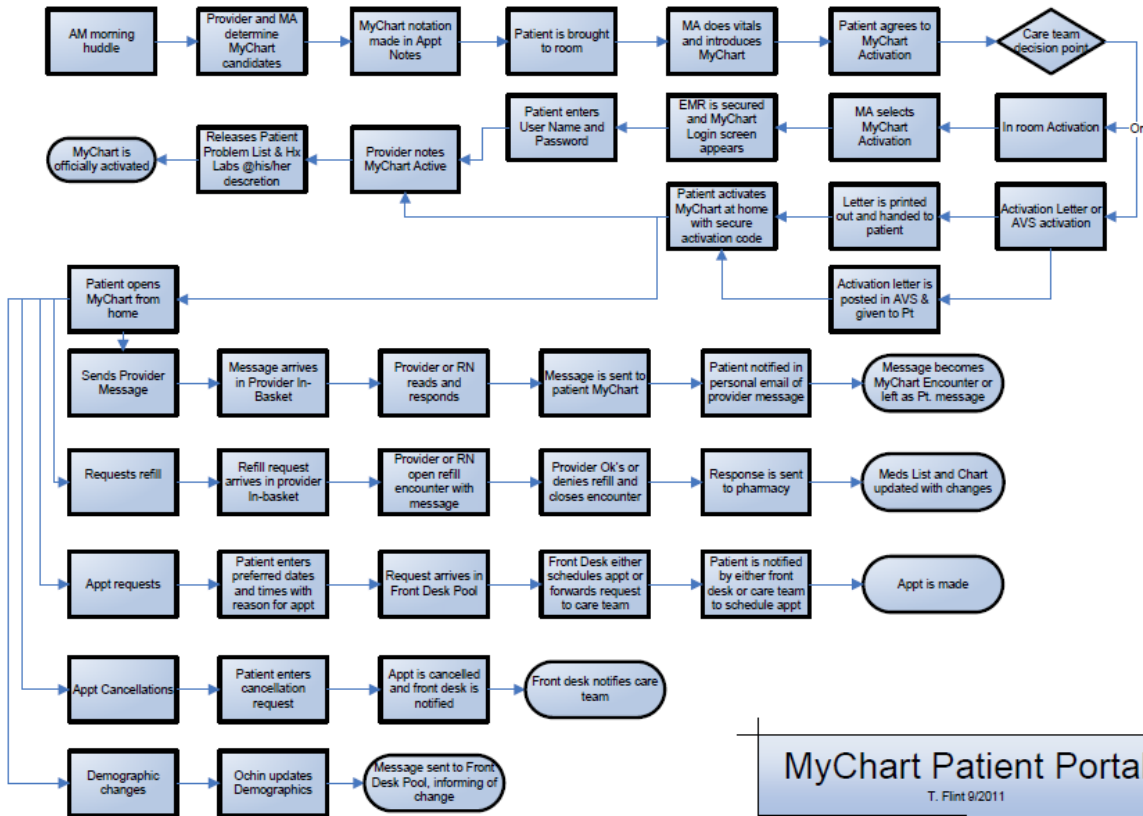




# Staff Involvement



# Workflows and Roles



During Roll Out every staff person knew their role in promoting the Portal, as well as, how the different messages were addressed

MyChart Patient Portal

T. Flint 9/2011



# MyChart March Madness

my  
chart



Access Your Electronic Medical Record

open  
door

# Marketing to the Patients

Patients were informed of MyChart throughout their appointments

- Introduced at check in
- Encouraged activations during visit intakes and depending on care team, may have signed the patient into the portal during the visit
- Providers and lab techs discussed the ability to see results during the visit or lab draws
- RN's encouraged sending messages through MyChart for routine questions and inquiries



# Healthy Competition



# Weekly Dashboards

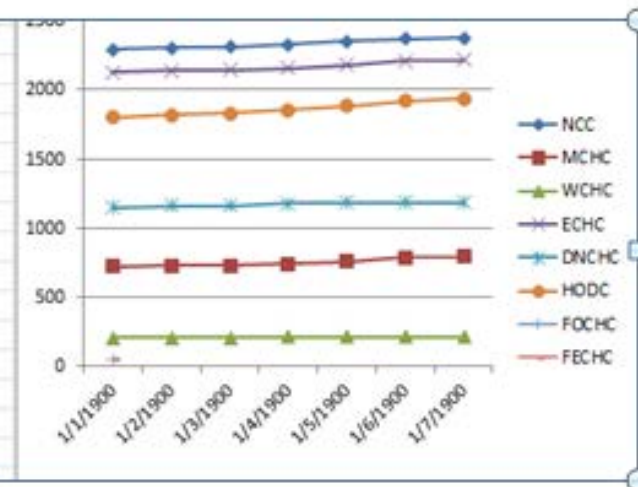
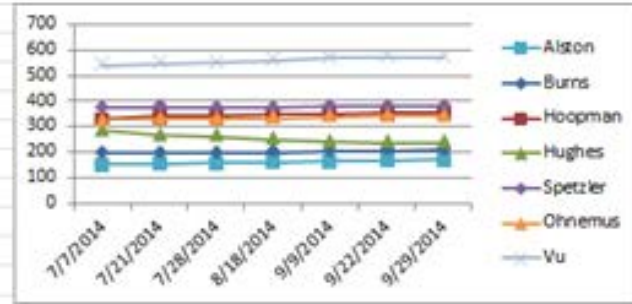
- Reports were sent out weekly
- Reports show active MyChart users for each provider and the combined total for each clinic and the combined total for all of Open Door
- Site Leaders share with their staff and on Clinic Dashboards
- Breakfast and balloons for the site that had the most active users, as well as bragging rights



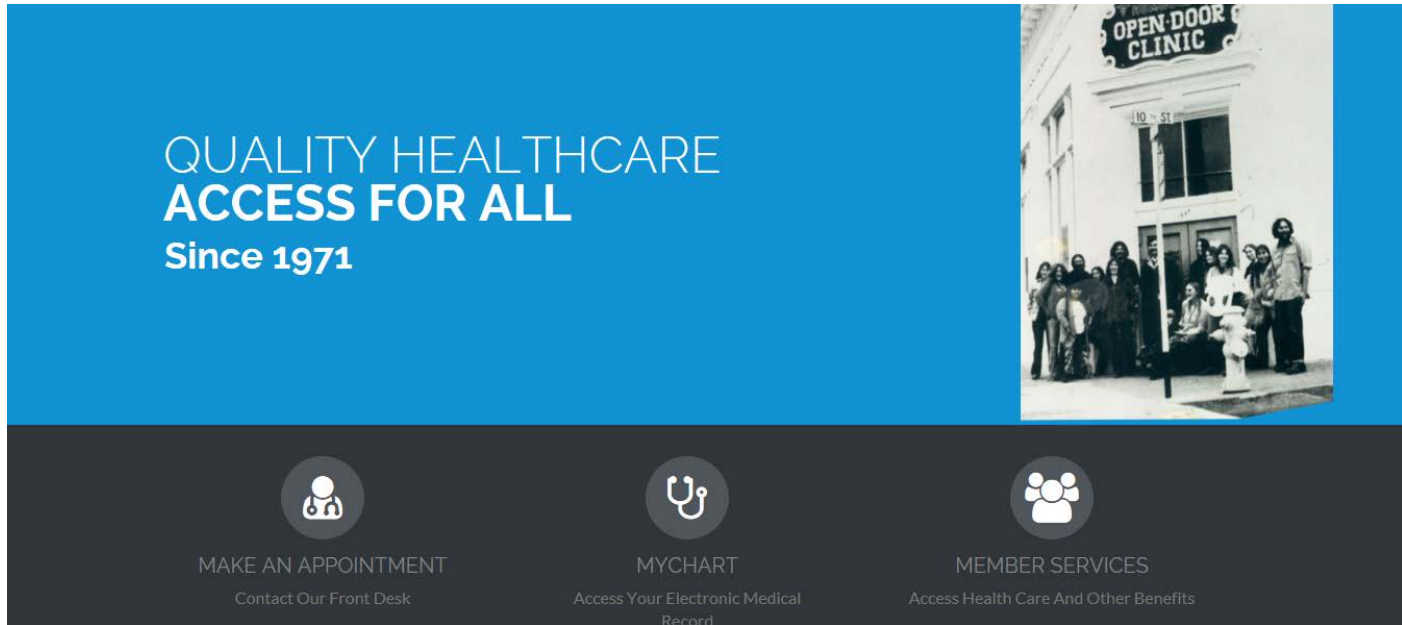


# Weekly Dashboards

	7/7/2014	7/21/2014	7/28/2014	8/18/2014	9/9/2014	9/22/2014	9/29/2014
Alston	153	155	159	163	166	167	171
Burns	197	197	197	200	203	206	209
Hoopman	329	341	344	346	352	354	356
Hughes	285	266	261	250	239	237	236
Ohnemus	323	327	329	331	337	341	342
Pittayanthakhum	92	99	102	107	110	114	115
Spetzler	372	375	374	374	378	380	378
Vu	540	545	548	559	568	572	572
<b>NCC</b>	<b>2291</b>	<b>2305</b>	<b>2314</b>	<b>2330</b>	<b>2353</b>	<b>2371</b>	<b>2379</b>



# Barriers to Overcome



Limited Internet Access in more rural areas

Support for MyChart

Computer literacy and education



# WooHoo Moments

Word is spreading in the community

“Nay-sayers” numbers started to climb



# Takeaways

- Find a strong provider and project lead
- Integrate MyChart as an organizational expectation for patient communication and excellent patient care
- Provide regular feedback to staff, providers and patient advisors
- Encourage Board, Administration and Staff who are patients to activate MyChart



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