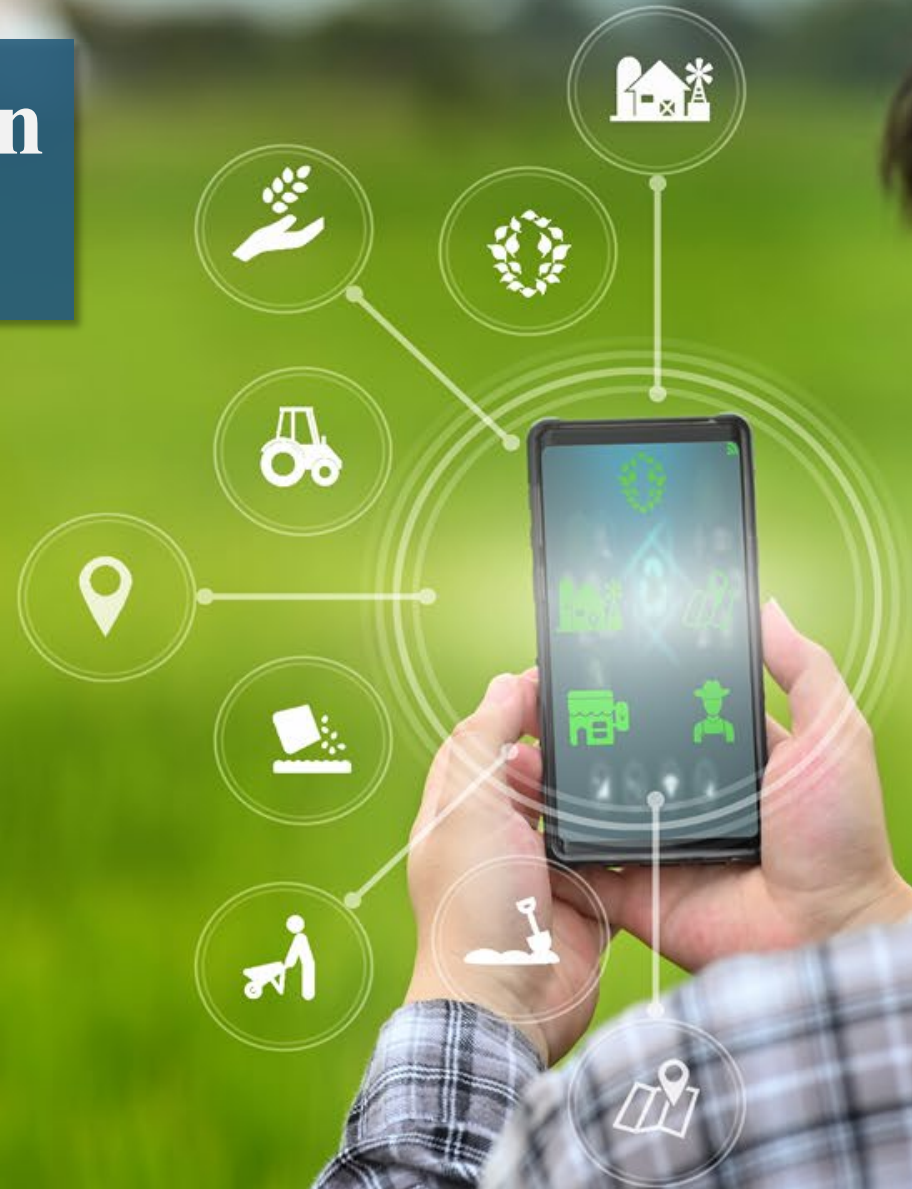# Columbia Basin Health Association

Leveraging Technology During a Time of Crisis

When Times Get Tough, Innovate!

Did you know?

97% of Americans own a cell phone

80% of Americans check their phones within 10 minutes of waking up

According to a recent survey, we might be so addicted to our mobile devices that **67%** of you might even text someone in this very room in the next **30** minutes...

In 2022 so far, we check our phones **344** times per day, a **31%** increase over 2022 *(once every 4 Minutes)*

The Question is...

Do we design our operations thinking about the patient/customer experience first?

Pre Pandemic... CBHA Forward 2021 Strategic Plan

North Star Summary

Patient Experience, Quality Outcomes, Health Equity, Financial Performance

| Finance	Growth	People	Quality	Service	Community
Enhance business intelligence to include predictive analytics	Implement IT/IS Platforms to support growth. Promote health equity to underserved populations via telehealth technology.	Implement Employee Engagement & collaboration mobile first app. Develop "intentional culture" and organizational change management strategy. Enhance talent development opportunities for CBHA workforce (Power BI/Power ON, Qliqsoft Chatbot Development, etc.)	Advance CBHA position to top of 1% of UDS Quality Metrics. Enhance Patient Experience Top Box	Implement a patient engagement and communication platform/Digital Technology/Mobile First. Introduce technology that enhances care delivery - Reduce No Shows, Bidirectional, and Secure. Promote Health Equity and service parity for all programs and services.	Advance community marketing and education that connects to CBHA programs

Mobile Device Dependency

A recent study indicated patient portals are not effective or equitable. 63% of patients report not utilizing portals, most of them are Medicaid, and lack college education. Nonwhites also report barriers to access due to needing more education on the navigation of portals.

% of U.S. adults who say they own a ...

Legend: Cellphone, Smartphone
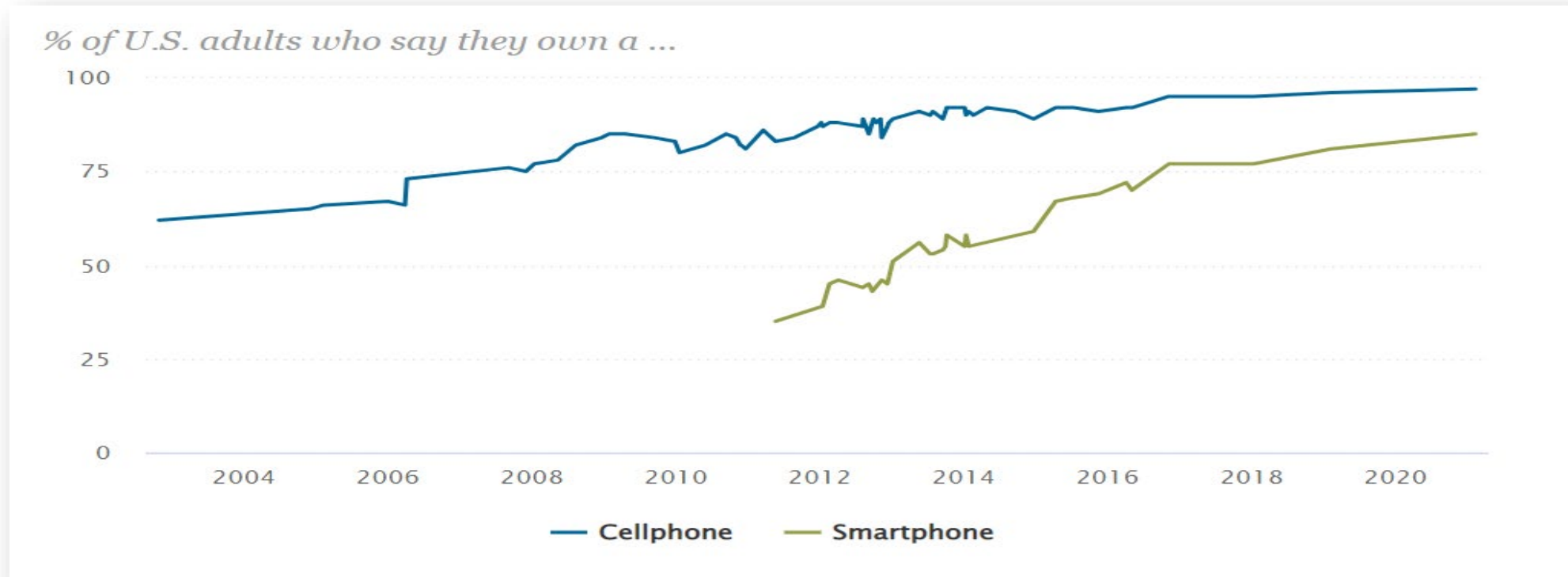
Portal Technology is a way, not THE way...

The Stats....

97%
Of Americans Own a Cell Phone

85%
Of Americans Own a Smartphone

91%
Of Americans Ages 18-64 Own a Smartphone

61%
Of Americans 65+ Own a Smartphone

85%
Of Hispanics Own a Smartphone

80%
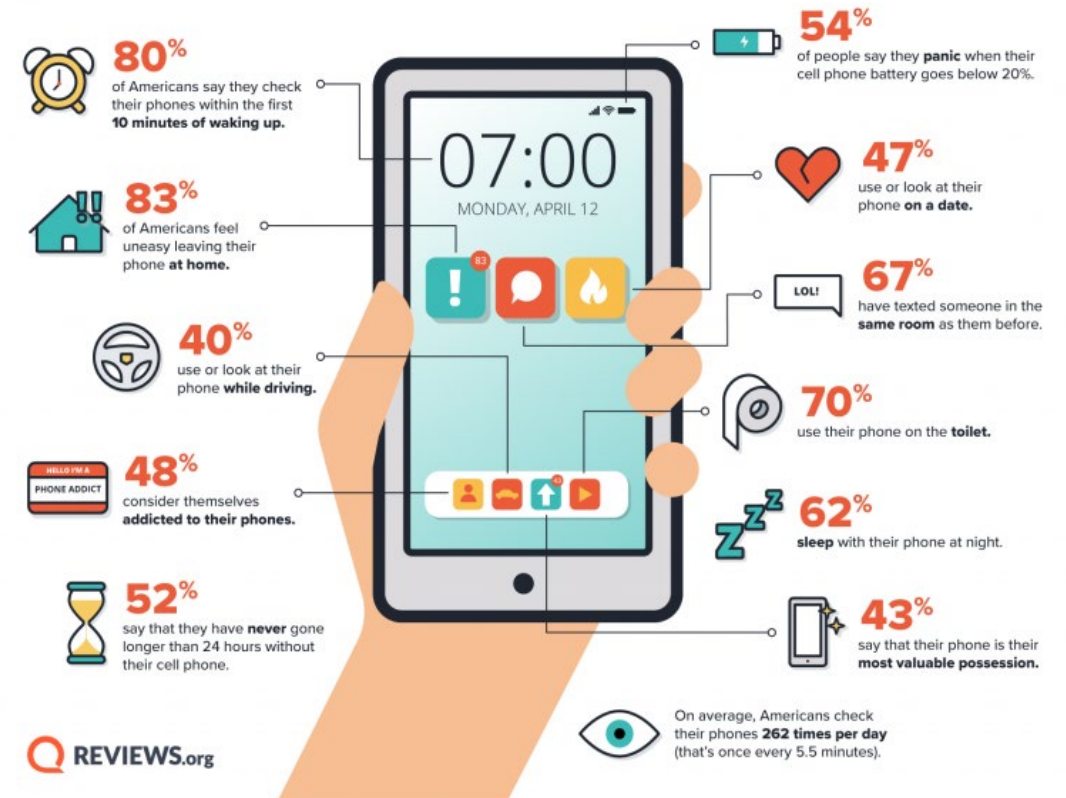Of Rural Americans Own a Smartphone

Ownership

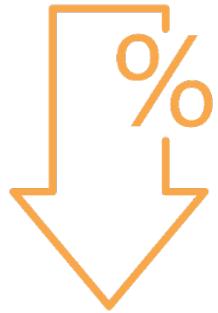Most Americans spend their mornings, days, and nights with cell phones

Americans Cell Phone Usage and Addictive Habits

80% of Americans say they check their phones within the first 10 minutes of waking up.

83% of Americans feel uneasy leaving their phone at home.

40% use or look at their phone while driving.

48% consider themselves addicted to their phones.

52% say that they have never gone longer than 24 hours without their cell phone.

54% of people say they panic when their cell phone battery goes below 20%.

47% use or look at their phone on a date.

67% have texted someone in the same room as them before.

70% use their phone on the toilet.

62% sleep with their phone at night.

43% say that their phone is their most valuable possession.

On average, Americans check their phones 262 times per day (that's once every 5.5 minutes).

REVIEWS.org

Utilization

CBHA Analytics…

24% Drop In Patient Portal Use
Regardless Of Increased Marketing

Informal Technology Use Survey

30% of Patients have a desktop or laptop at home

50% have Internet other than Cellular

90% had access to small form factor Mobile Device

45%
Of patients are under 18

72%
Of patients are Medicaid / Managed Care or Uninsured

21%
Of patients have Private Insurance

7%
Of patients are Medicare

Enhancing Patient Access & Outreach

Service Delivery

Pull = Patient Initiated Request

Push = Organizationally Initiated Request

Innovations Which Support Mobile Devices a Priority

Aggressively Investigated Newer Technologies

PUSH
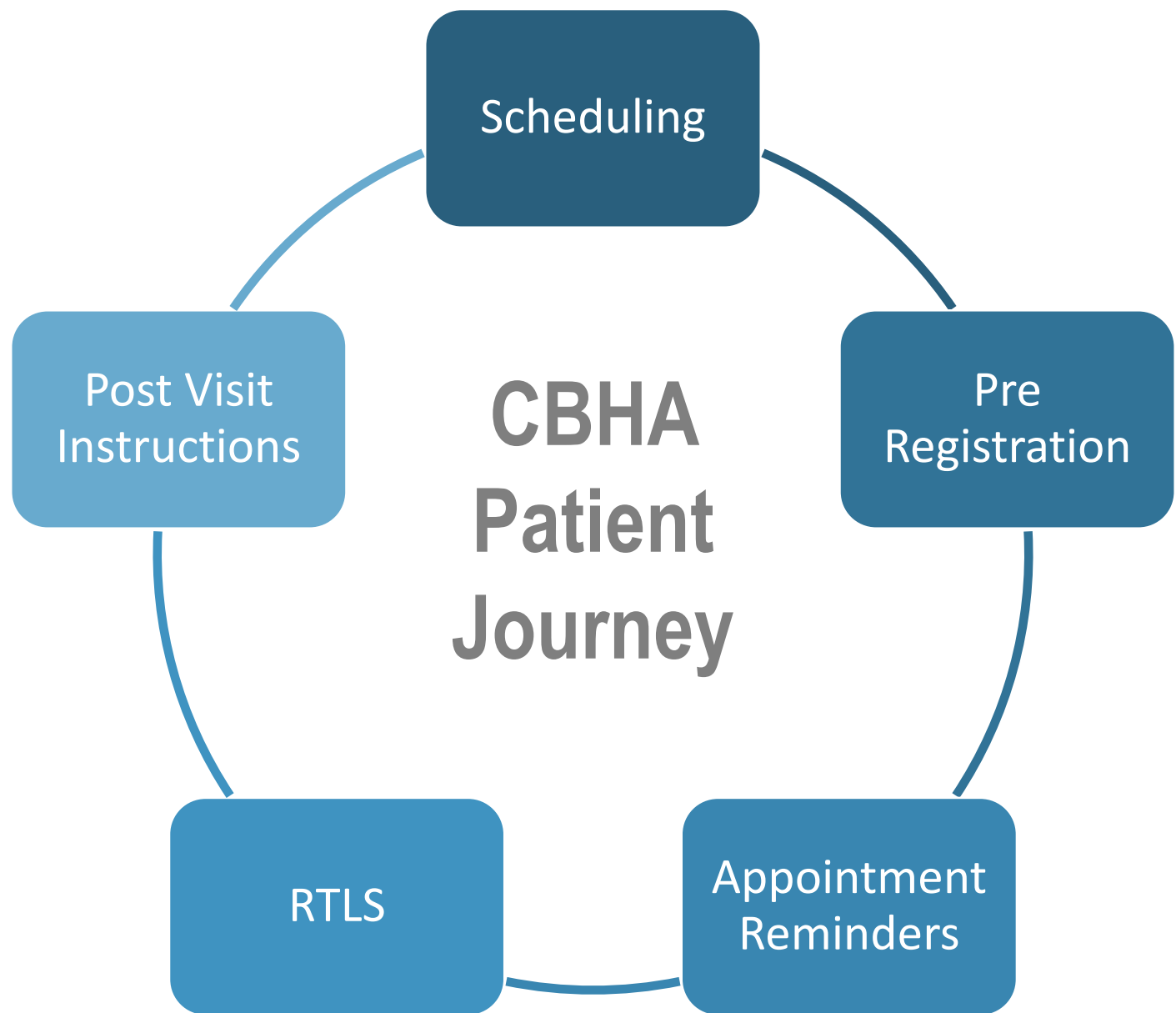
PULL

Patient Initiated

PULL

- Contact Center
- IVR
- Patient Self Registration & Patient Self Payment
- Portal Website App Aware
- **Chatbot | Q Codes**
  Access to Services
  Provider Profiles
  School Nurse
  Education Materials
- Business Intelligence (AI) & Advanced Interactive Dashboards
- Self Scheduling (Portal)
- Scheduled Virtual Visits (Audio/Video)
- Text Curbside Check-In
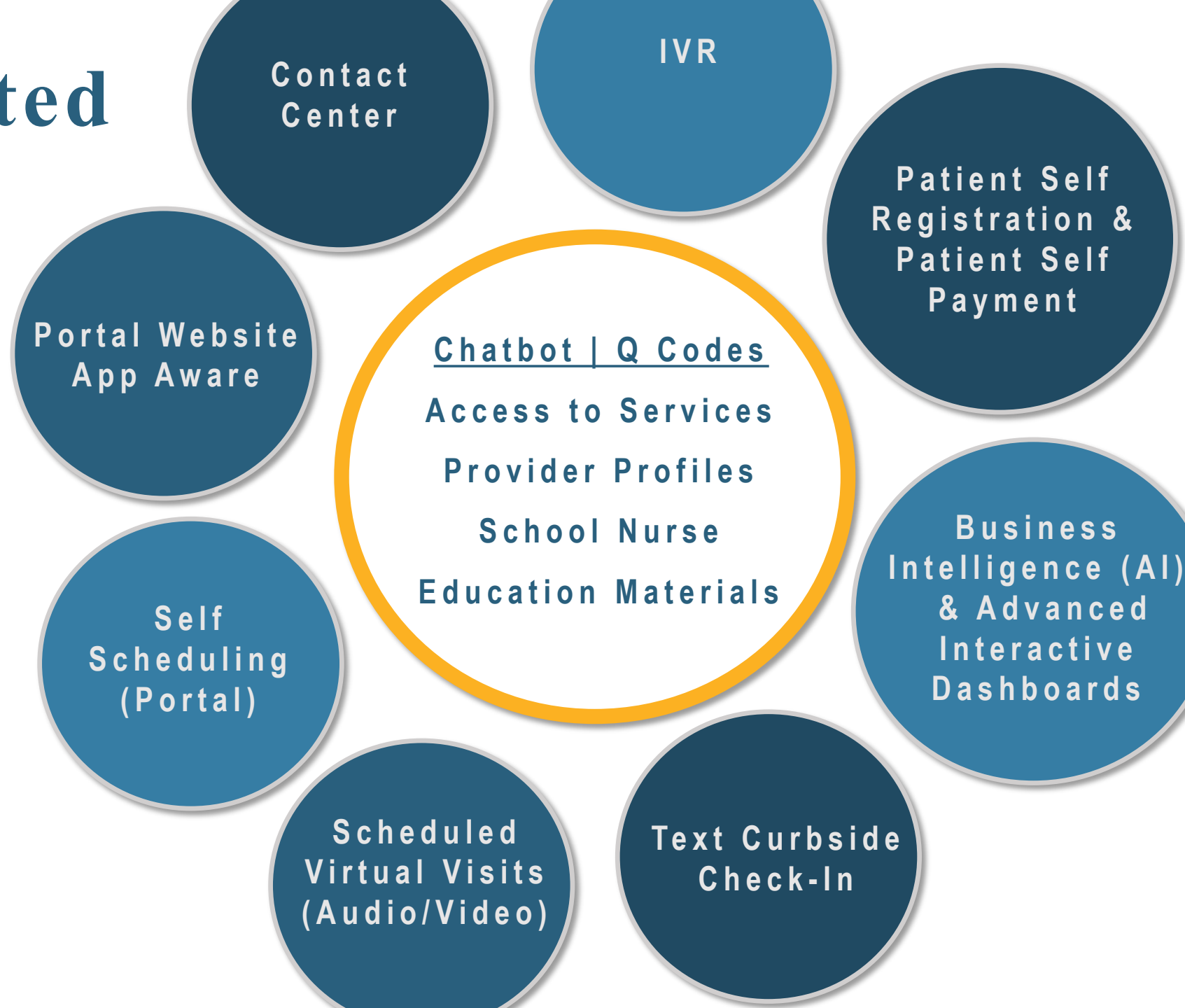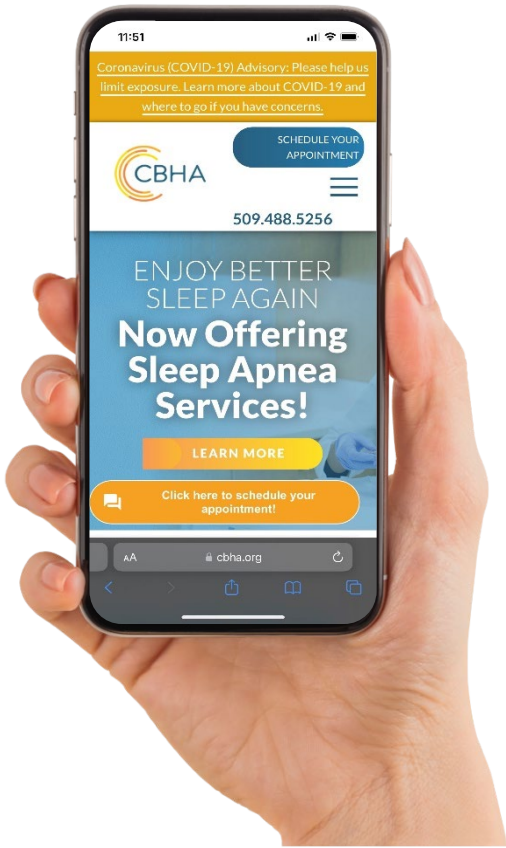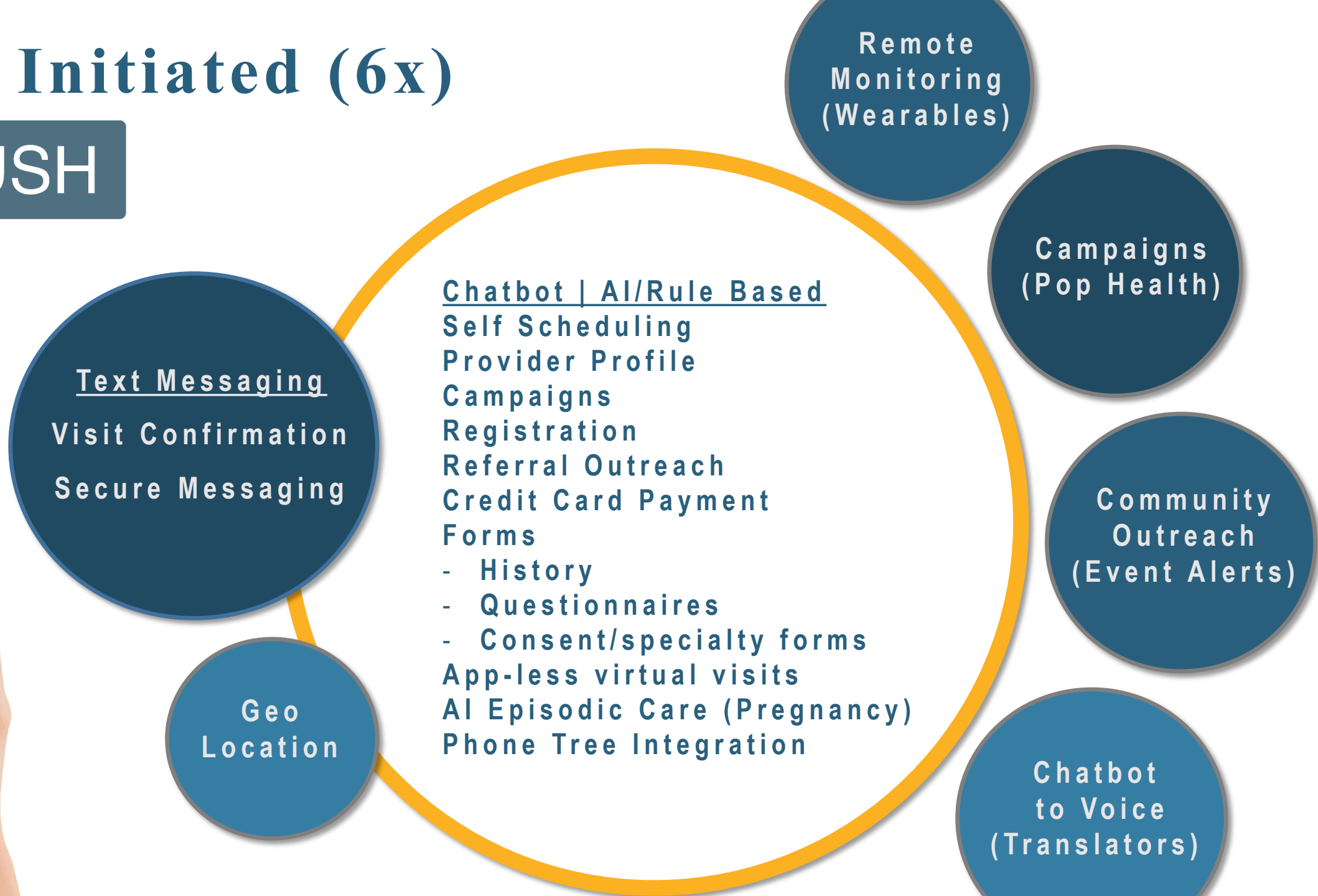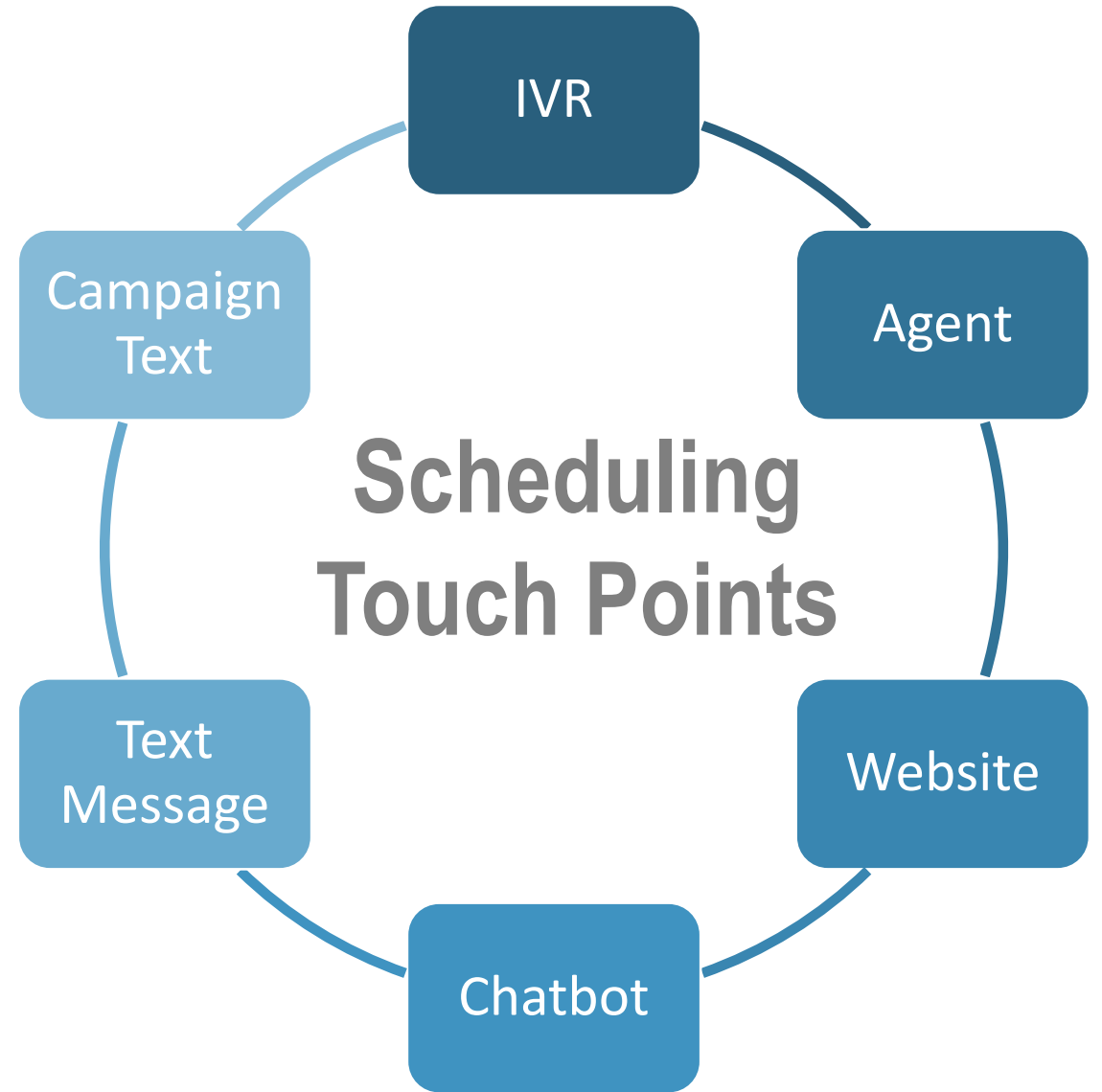
Call Center Transformation to Contact Center
7,160 Incoming Messages

20 Minute Appointments
(Universal Scheduling)

Patient Notifications
Inclement Weather Notifications
Provider Not Available Messages

Call to Text & Abandoned to Text Scheduling

+1 (509) 519-4145

Text Message
Today 11:18 AM

Thank you for you contacting CBHA! One of our live agents will be connecting momentarily. To better assist you, please respond with the patient name and date of birth.

+1 (509) 519-4145

Text Message
Today 1:23 PM

Thank you for calling CBHA! We're sorry we missed your call. Reply to this message with the Patient Name and we will get back to you as quickly as possible. Thank you!

Date Range: 02-01-2021 to 04-30-2021

CBHA
CONTACT CENTER INSIGHTS

Contact Center | Pharmacy

2/1/2021 | 4/30/2021

Overview
Agents Performance

Calls Received
87,383 **+27.43%**

Avg. Answer Speed (in sec)
90

Abandon Rate (Target < 8%)
10.8 %

Calls Handled
77,952 **+35.59%**

Avg. Call Duration (in sec)
179

SLA (Target 80%)
48.5 %

Total Calls Received
● Calls CY ── Calls PY

	Mar 2021	Apr 2021	
29K	31K	27K	
25K	28K	16K	

Total Calls Abandoned
● Abandoned Calls CY ── Abandoned Calls PY

6.6K

3.4K	2.8K	3.1K
3.4K		1.1K

Mar 2021 | Apr 2021

Average Agents
● Avg Agents CY ── Avg Agents PY

18	14	15
13	17	14

Mar 2021 | Apr 2021

Average Queue Time
● Avg Queue Time CY ── Avg Queue Time PY

164

104	79	103
		36

Mar 2021 | Apr 2021

How are we trending Daily?

SLA
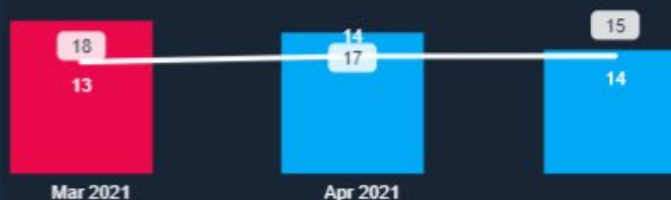
Year Month ▼	Calls Received	Calls Handled	ASA (in sec)	AQT (in sec)	Call Resolution(%)	AbandonRate(%)	SLA(%)
Apr 2021	27,323	24,177	97	103	88.5 %	11.5 %	50.1 %
Mar 2021	30,885	28,041	76	79	90.8 %	9.2 %	50.6 %
Feb 2021	29,175	25,734	99	104	88.2 %	11.8 %	44.7 %

Date Range: 04-01-2022 to 06-07-2022

CBHA CONTACT CENTER INSIGHTS

Contact Center | Pharmacy

4/1/2022 | 6/7/2022

Overview

Agents Performance

Calls Received
55,208 **-6.78%**

Avg. Answer Speed (in sec)
43

Abandon Rate (Target < 8%)
6.7 %

Calls Handled
51,516 **-1.87%**

Avg. Call Duration (in sec)
171

SLA (Target 80%)
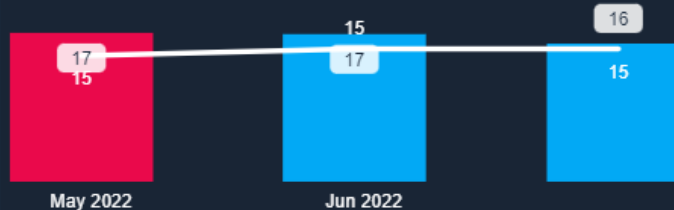**70.6 %**

Total Calls Received
● Calls CY — Calls PY
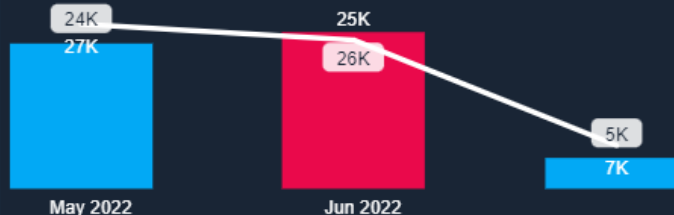
- 24K / 27K — May 2022
- 25K / 26K — Jun 2022
- 5K / 7K

Total Calls Abandoned
● Abandoned Calls CY — Abandoned Calls PY

- 1.5K / 3.1K — May 2022
- 2.3K / 1.8K — Jun 2022
- 1.3K / 0.4K

Average Agents
● Avg Agents CY — Avg Agents PY

- 17 / 15 — May 2022
- 15 / 17 — Jun 2022
- 16 / 15

Average Queue Time
● Avg Queue Time CY — Avg Queue Time PY

- 40 — May 2022
- 51 / 65 — Jun 2022
- 47

How are we trending Daily?
SLA
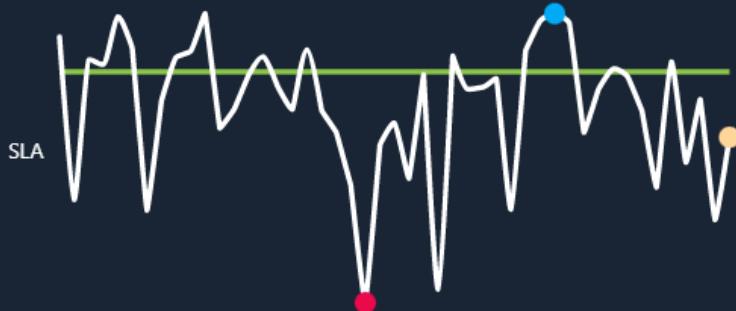
Year Month	Calls Received	Calls Handled	ASA (in sec)	AQT (in sec)	Call Resolution(%)	AbandonRate(%)	SLA(%)
Jun 2022	5,105	4,703	46	47	92.1 %	7.9 %	64.6 %
May 2022	25,995	24,155	48	51	92.9 %	7.1 %	68.4 %
Apr 2022	24,108	22,658	37	40	94.0 %	6.0 %	74.3 %

CLEARWAVE | *Patient Self-Scheduling*

Try Me

Minimal Staff Effort
Personalized (Auto Fill)
Convenient & Rapid

Website CBHA.ORG
IVR Bot

Health Maintenance Reminders
Appointment Reminders
Reschedule Appointments
Care Campaigns (Pop Health)
Education

s.odoro.com

CBHA

Has the patient been seen at any CBHA clinic before?

Yes

No
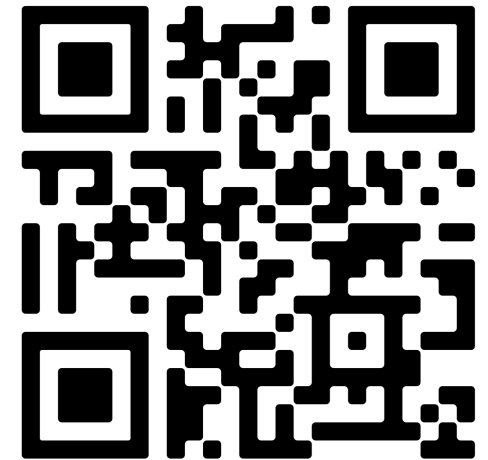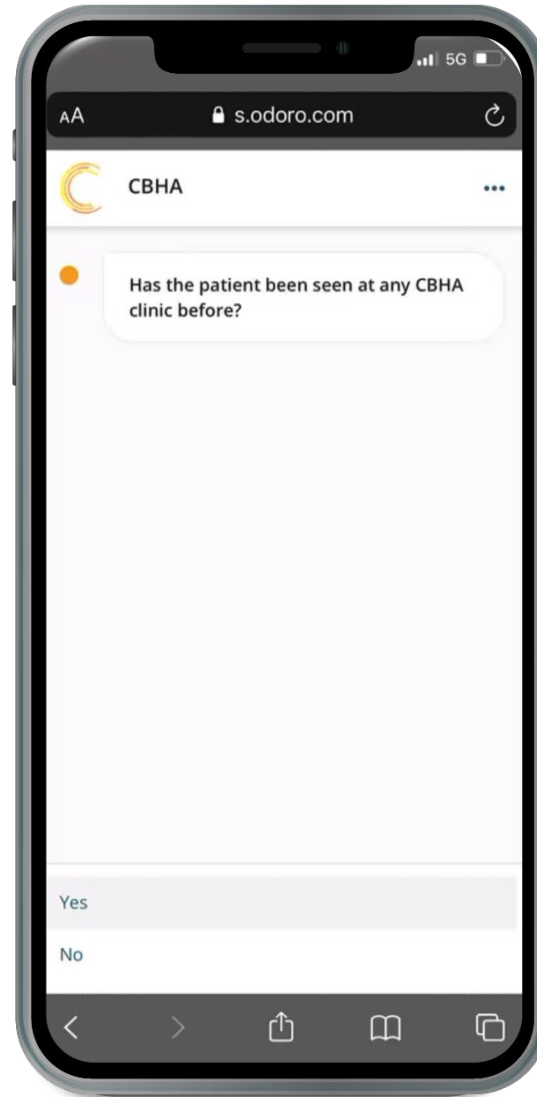
Test Patient Info:
First Name: CT
Last Name: Patient
DOB: 4/4/1990
Phone: 509.855.2377

CLEARWAVE | *Patient Self-Scheduling*

17%

Of Acute Visits are self scheduled

14%

Of Behavioral Health Visits are Self Scheduled
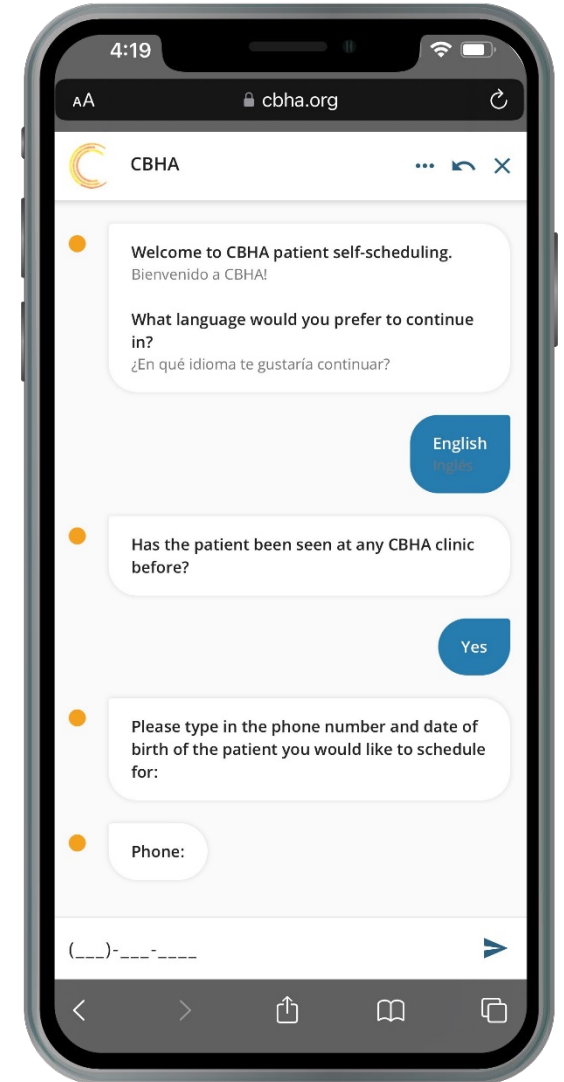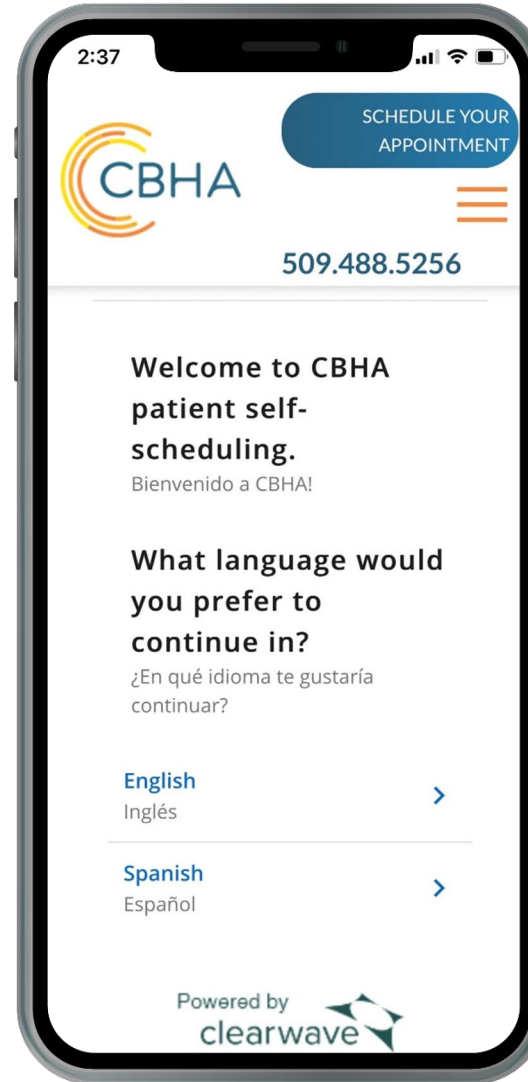
CLEARWAVE | *Chat Bot Patient Self-Scheduling*

Broken Appointments

15.5%
Traditional Scheduling

14.2%
Self Scheduling

▷
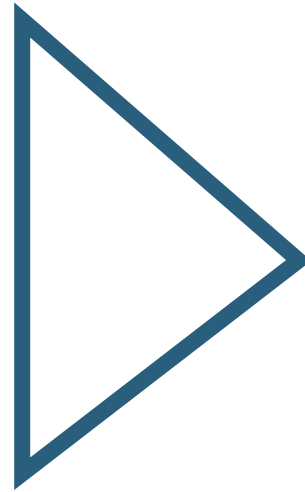
1.3%
=
$500K
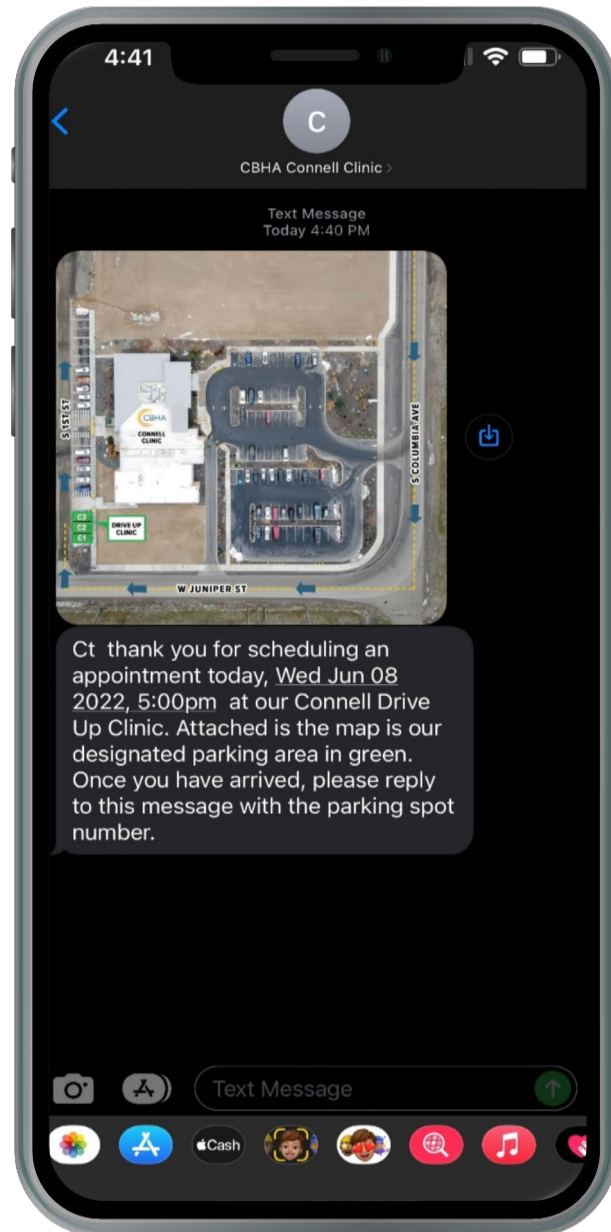
WELL HEALTH

SMS Texting Drive-Thru Instructions

PUSH

Pre-Appointment Instructions

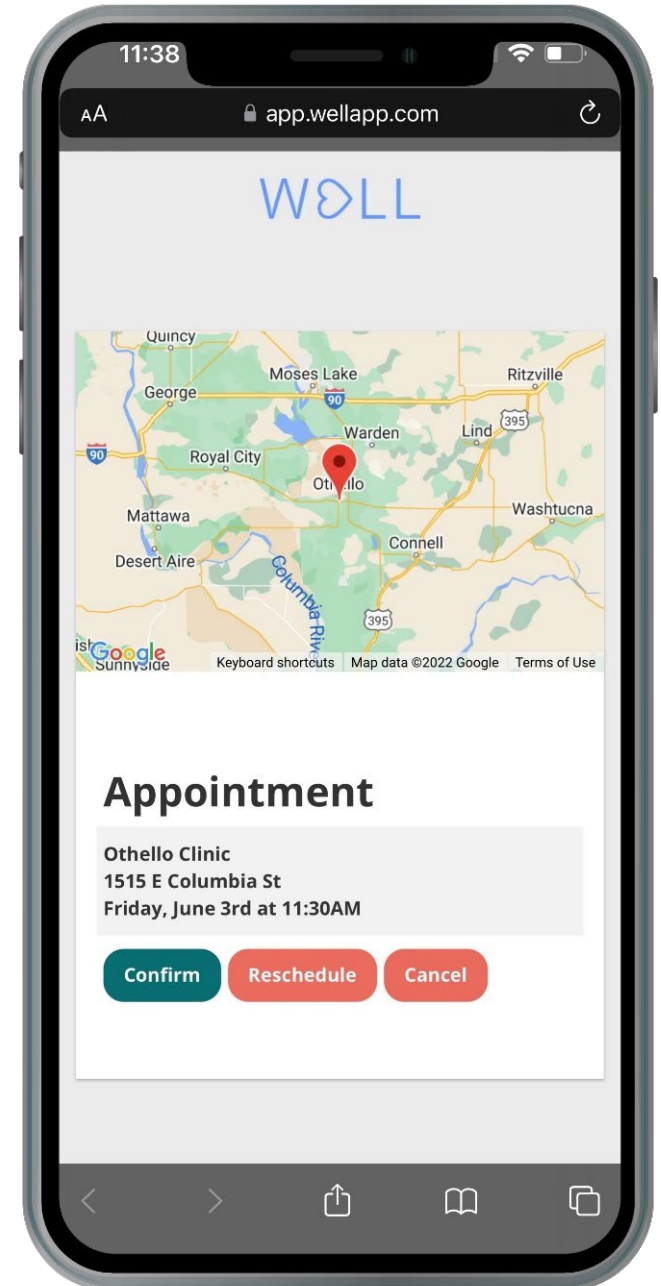CBHA Drive-Thru Clinics Self Check In

WELL HEALTH | *SMS Texting*

PUSH

Shaping Patient Experience

Appt. Reminders / Confirmation / Recalls

Communicate Clinic Events
(i.e. hours of services, service offerings, outreach)

Initiated Secure Messaging

Text Campaigns

11:38

app.wellapp.com

WELL

Appointment

Othello Clinic
1515 E Columbia St
Friday, June 3rd at 11:30AM

Confirm   Reschedule   Cancel

QliqSOFT | *Chatbot - Prescreening*

Test Patient Info:

First Name: CT

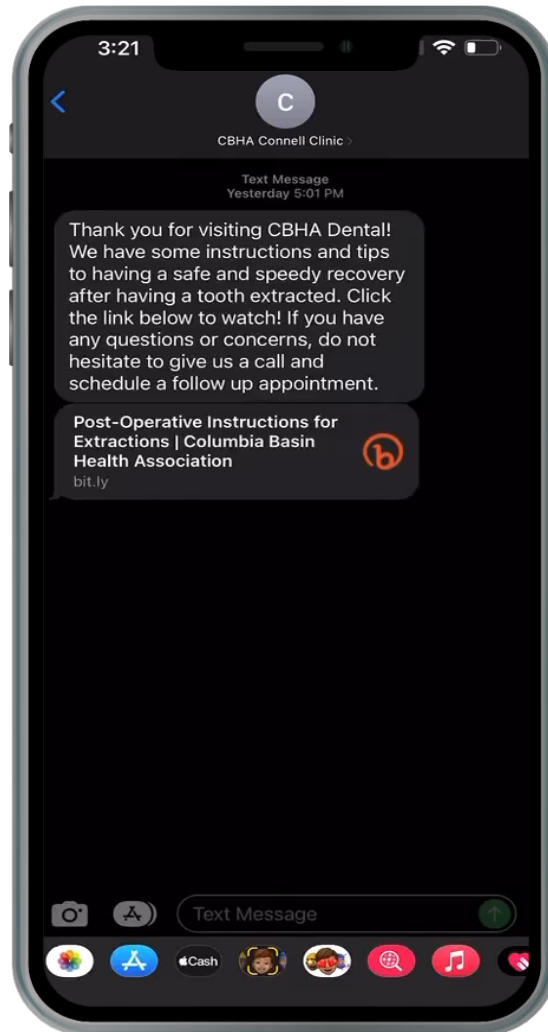Last Name: Patient

DOB: 4/4/1990

Phone: 509.855.2377
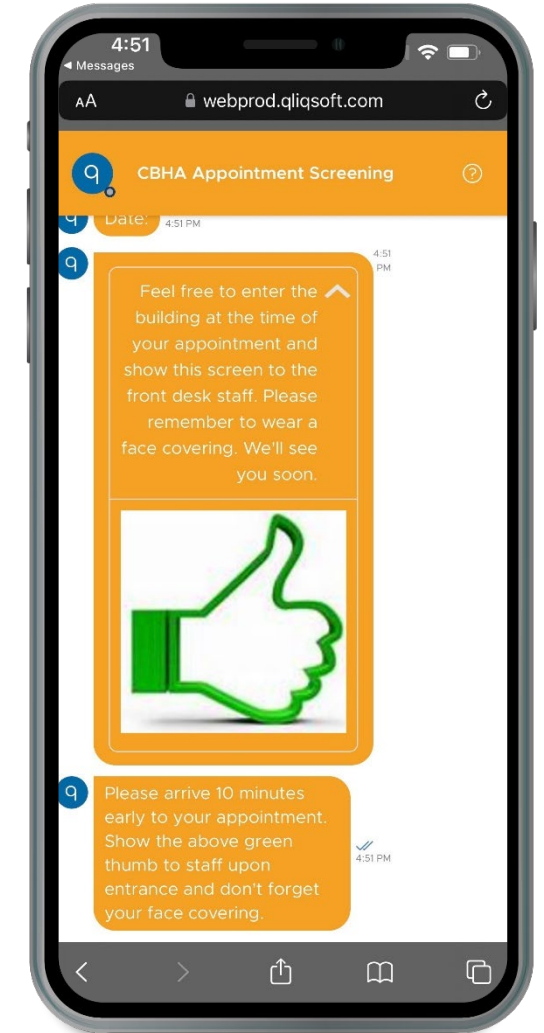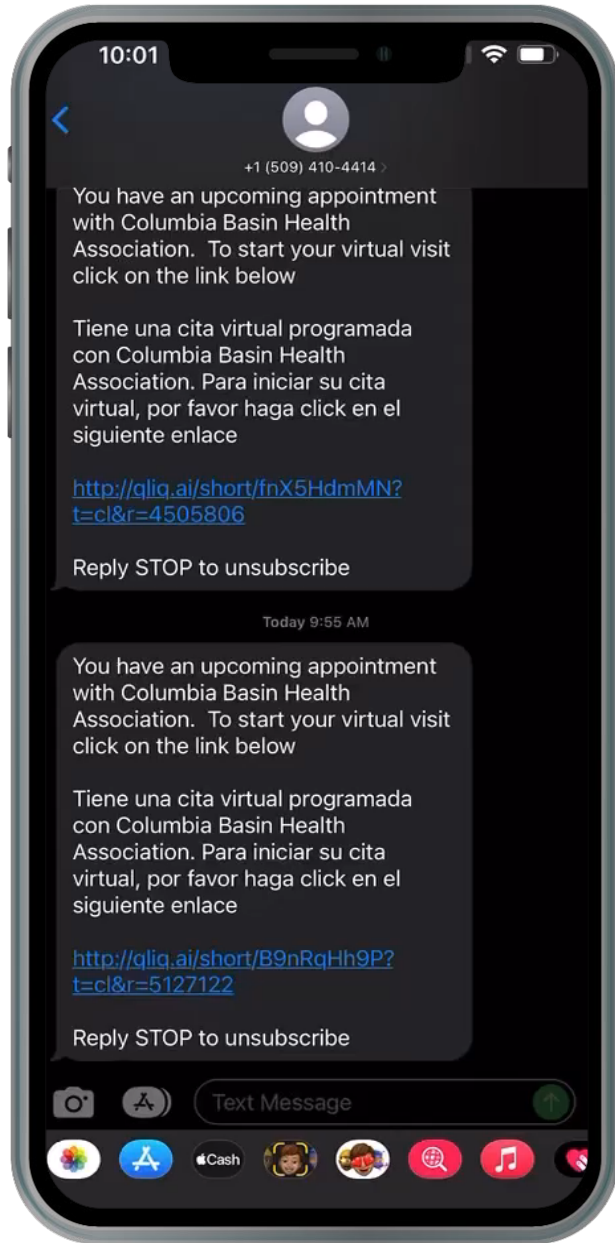
QliqSOFT
Chatbot – Virtual Visit

- **No App Download**

- **Third Party Able to Join**

- **Consent Form Signed & Uploaded to EMR**

- **One Click Launch for Provider**

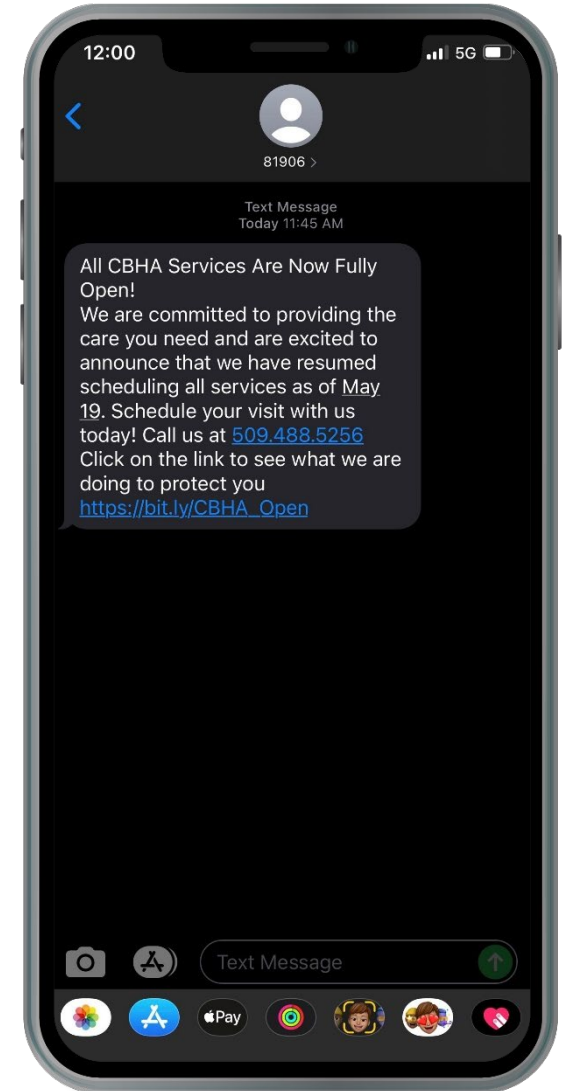- **No Sign In Required**

WELL HEALTH
Post Operative Instructions

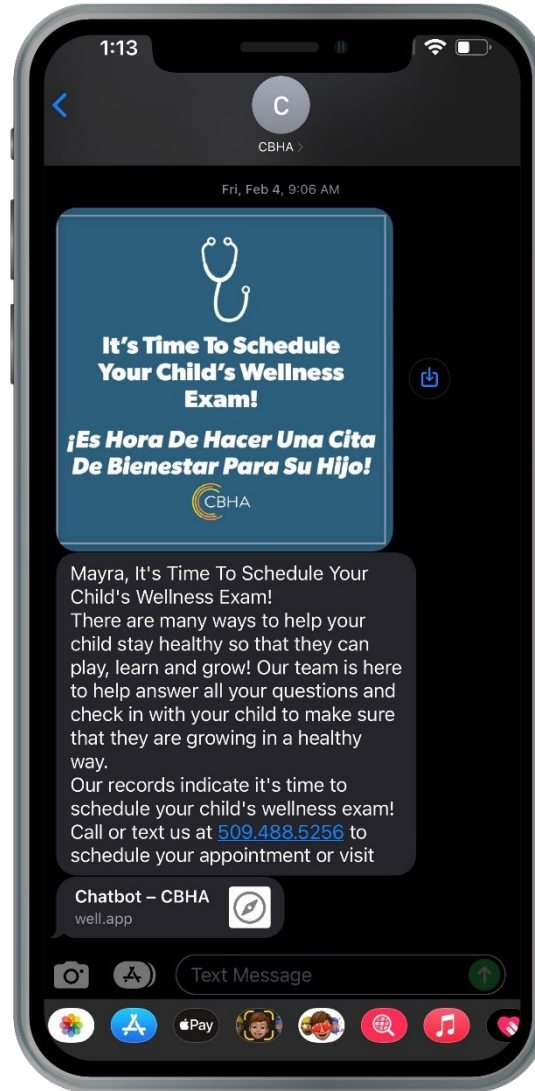# WELL HEALTH

837,427
Total Messages Sent (Automations)

7,675
Appointments Canceled via WELL

63,772
Total Incoming Messages from Patients

44,260
Total Unique Patients Reached

22,792
Total Campaign Messages Sent

11,294
Total Secure Messages Sent

93% Of CBHA Patients Prefer to be Contacted Via Text Message

QliqSOFT
School Nurse Health Assist

Test Patient Info:
First Name: Test
Last Name: Test Patient 5
DOB: 11/19/2005
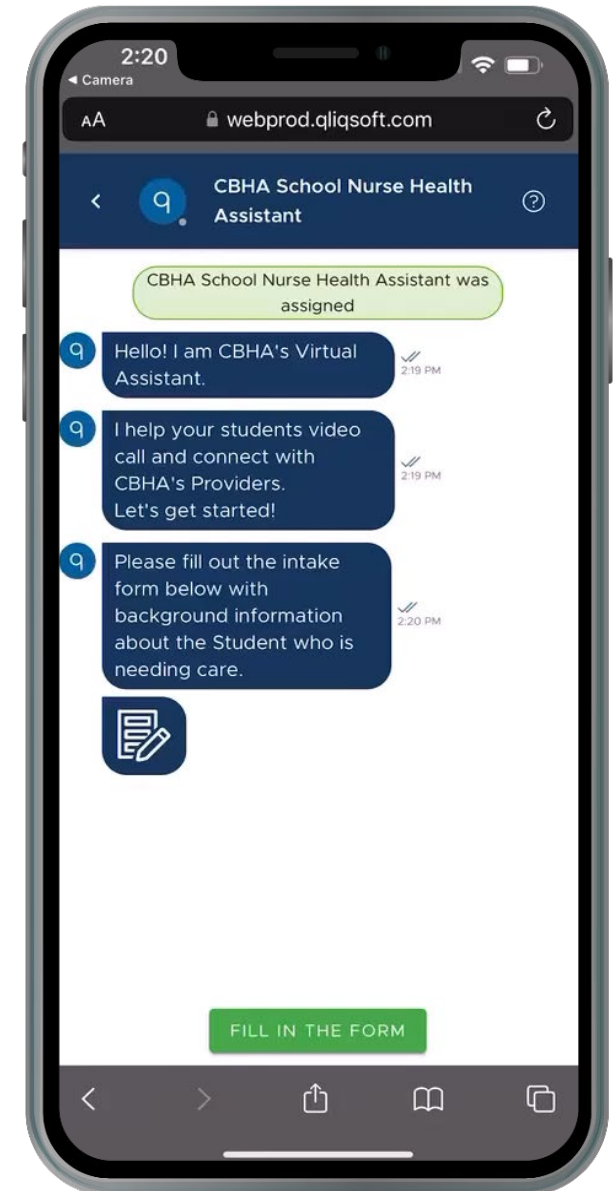Phone: 509.855.2377
Student ID: 23456

QliqSOFT | *Campaign Tool*
School Nurse Health Assist

Telehealth Consent Form Campaign Tool

1,000 Consent Form Requests At a Time
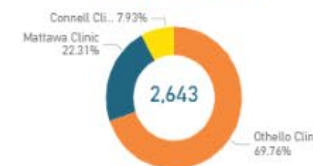
Leveraging BI For Decision Making

Family Oral Health 1.0.1 ∨

🔍 Search

🔄 Reset to default   🔖 Bookmarks ∨   ▢ View ∨   ↻   💬   ☆   ⓘ

CBHA FAMILY ORAL HEALTH

Facility Breakdown

	SCHEDULED	CONTACTS
	6406	**7405**

Connell Cli... 7.93%
Mattawa Clinic 22.31%

2,643

Othello Clinic 69.76%

WOLL Login

Due for Oral Health

N	Y

Months since last visit

0	24

○————————————○

Save Changes   Discard Changes   **Clear Filters**

IsC	Outcome	GuarId	Guarantor	PatientId	Patient	Birthdate	Age	PrimPhone	Insurance	Location	#Mon	LastExam	Due	1stOralHth	2ndOralHth	Notes
A ∨	All	fro ▲ to ▼	substring filter	substring filte	substring filter	from to	substri	substring filter	substring filter	substring filter	▲ ▲ ▼ ▼	from to	substri	from to	from to	substring filter
☐	Not Due			10111190		10/11/2021	7M	(509) 932-1089	Amerigroup WA H/O	Mattawa Clinic			Y			
☐		119		10078859		4/3/2017	5Y	(509) 331-8790	Amerigroup WA H/O	Othello Clinic	8	10/29/2021	N	6/14/2021	3/3/2022	
☐	1st Attempt	148		10077335		12/20/2016	5Y	(509) 318-0490	Amerigroup WA H/O	Othello Clinic	7	11/9/2021	N	6/10/2021	10/14/2021	
☐	1st Attempt	148		10088125		10/10/2018	3Y	(509) 318-0490	Amerigroup WA H/O	Othello Clinic	7	11/9/2021	N	6/10/2021	10/14/2021	
☐		317		10099354		7/12/2020	22M	(509) 831-6896	Amerigroup WA H/O	Mattawa Clinic	3	3/16/2022	Y	2/17/2022		
☐		465		10077134		12/3/2016	5Y	(509) 439-9565	Coordinated Care Apple Health Kids	Othello Clinic			Y	2/22/2022		
☐	1st Attempt	492		10109736		9/7/2021	9M	(509) 793-3426	Amerigroup WA H/O	Othello Clinic			Y			
☐		660		10091936		6/11/2019	2Y	(509) 760-6655	Coordinated Care Apple Health Kids	Othello Clinic	3	3/11/2022	N	8/3/2021	2/22/2022	
☐	1st Attempt	784		10095708		1/27/2020	2Y	(509) 331-9128	Amerigroup WA H/O	Othello Clinic	10	8/20/2021	Y	8/10/2021		
☐		957		10093942		9/26/2019	2Y	(509) 346-3554	Molina Healthcare Apple Health Kids	Othello Clinic	2	4/1/2022	Y	3/17/2022		
☐		1041		10086413		8/24/2016	5Y	(509) 830-9974	Coordinated Care Apple Health Kids...	Mattawa Clinic	3	3/25/2022	N	7/19/2021	3/1/2022	
☐		1242		10096016		2/17/2020	2Y	(509) 830-8989	Amerigroup WA H/O	Mattawa Clinic	7	11/16/2021	Y	9/1/2021		

◄◄ ◄ | **1** 2 3 4 5 6 7 8 9 10 ... ► ►►

1 of 221

CBHA BUSINESS INTELLIGENCE — Operations Dashboard 1.0.1 | Data updated 6/7/22

Share | Chat in Teams | Get insights | Subscribe | ··· | Reset to default | Bookmarks

Primary Filters

PERIOD
- ○ Year
- ○ Quarter
- ● Month

Date Range
12/1/2021 — 6/3/2022

SERVICE LINE
- ☐ DENTAL
- ■ MEDICAL
- ☐ MENTAL HEALTH
- ☐ VISION

LOCATION
- ■ CONNELL CLINIC
- ☐ MATTAWA CLINIC
- ■ OTHELLO CLINIC

SPECIALTY
All

PROVIDER
StantsPainter DO, Matt...

TOP N
15

Attribute

Broken Appointments

Active filters: - Service Line: MEDICAL - Provider: StantsPainter DO, Matthew Seth ; Date Range: From 12/1/2021 To 6
Locations: - OTHELLO CLINIC, CONNELL CLINIC

HIGHEST NO SHOW RATE ()
5.3% ✓
Goal: 10.7% (+50.88%)

Broken Appointment by Provider

Provider	BA	TA	BA(%)	GRP	TL
StantsPainter DO, Matthew Seth	480	3,082	15.6%	15.6%	68
Total	480	3,082	15.6%	15.6%	68

Broken Appointment by Appt Time

TIME	BA	TA	BA(%)	TL
1 PM	39	256	15.2%	6
10 AM	43	345	12.5%	6
11 AM	36	337	10.7%	4
12 PM	17	142	12.0%	3
2 PM	36	254	14.2%	4
Total	480	3,082	15.6%	68

Broken Appointment by Weekday

Weekday	BA	TA	BA(%)	TL
Friday	119	733	16.2%	20
Thursday	149	885	16.8%	19
Tuesday	93	687	13.5%	16
Wednesday	119	777	15.3%	14
Total	480	3,082	15.6%	68

Broken Appointment by Appt Type

Appointment Type	BA	TA	BA(%)	TL
Z--General Check (M)	0	2	0.0%	0
Z--Complete PE (M)	0	1	0.0%	0
Z--Abd Pain (lower) (M)	0	1	0.0%	0
Vasectomy (M)	0	2	0.0%	0
Upper Respiratory Infection (M)	1	3	33.3%	0
Total	480	3,082	15.6%	68

[Broken Appointment] [No Show] [Patient Cancel]

No Show Rates by Date &
Attribute_Value ● (Blank)

- 12/1/2021: 8.1%
- 1/1/2022: 5.7%
- 2/1/2022: 6.3%
- 3/1/2022: 7.7%
- 4/1/2022: 6.6%
- 5/1/2022: 6.4%
- 6/1/2022: 5.3%

No Show Rates by Date &

Attribute_Value	12/1/2021	1/1/2022	2/1/2022	3/1/2022	4/1/2022	5/1/2022	6/1/2022	Total
	8.1%	5.7%	6.3%	7.7%	6.6%	6.4%	5.3%	6.7%
Total	8.1%	5.7%	6.3%	7.7%	6.6%	6.4%	5.3%	6.7%

Broken Appointment by Appt Time

Physical_Location	NS	CP	BA	TA
CONNELL CLINIC	44	75	119	777
OTHELLO CLINIC	163	198	361	2,305
Total	207	273	480	3,082
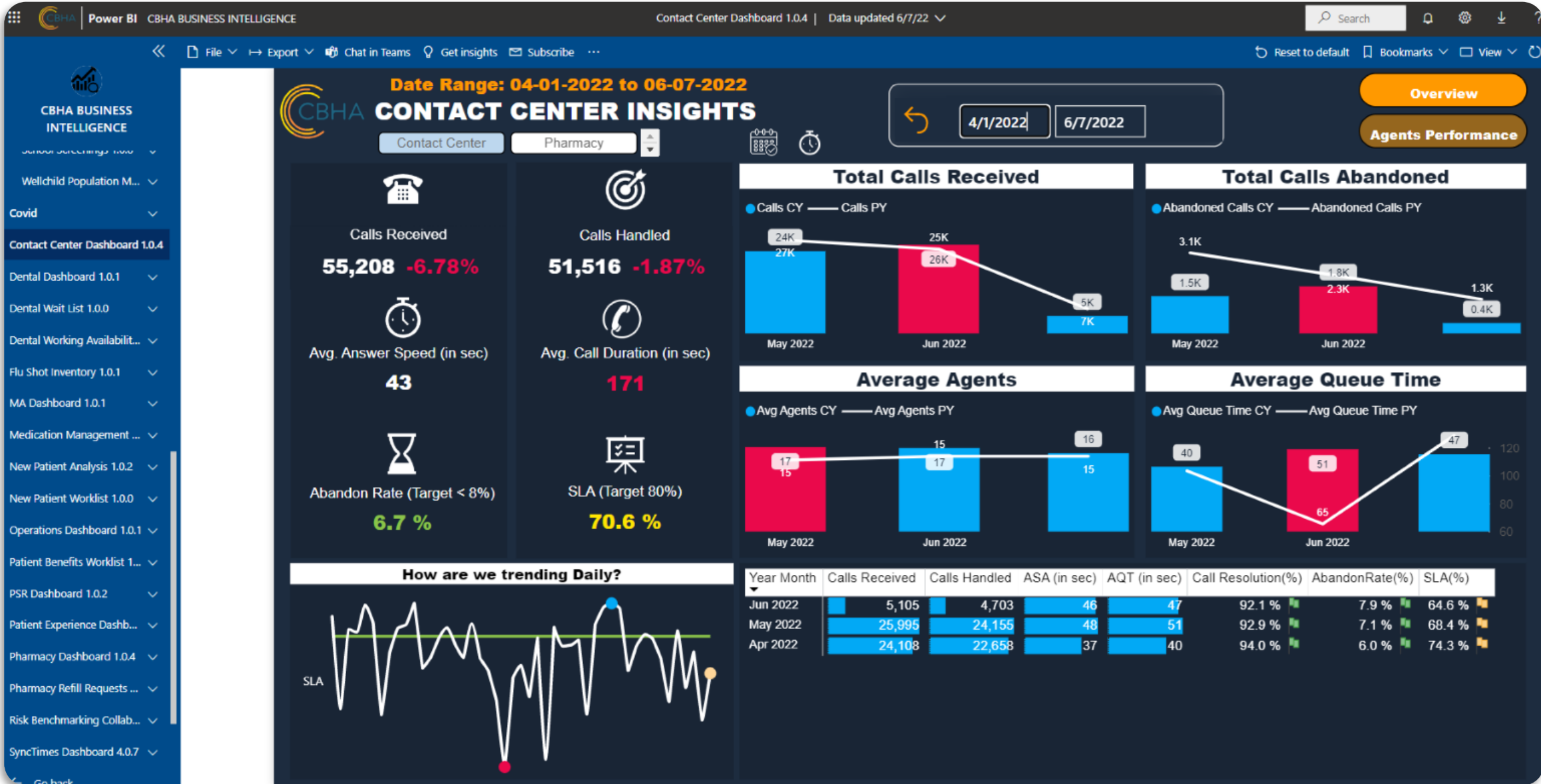
Contact Center Agent Performance

Prior 3 Months   1 Mar - 7 Jun ⌄

Agents Performance

Overview

Contact Center   Pharmacy

Agent_Name ⌄

Status ⌄

Most Calls Per Day	Longest Avg Call Duration	Highest RNAs Per Month	Highest Hold Time ⓘ
Ximena Aleman Bracam...	**Luciana Roa**	**Jazmin Barajas Garcia**	**Diana Flores**
112	245	13	69

Scatter Chart   **Trends**

Agent	Calls	Calls/Day	RNA/Mth	Call Duration	Ring Time	Talk Time	Hold Time
Keniag	6,182	88	1	175	0	143	35
Ximenab	6,032	112	4	128	3	98	27
Mayrae	5,361	81	4	143	9	109	26
Anarang	5,317	81	6	190	10	147	33
Amaiap	5,207	77	3	203	6	163	34
Shaniks	5,179	91	2	174	6	134	34
Karinac	5,027	81	2	189	8	147	34
Jazminb	3,866	90	13	154	0	114	41
Lucianar	3,487	58	1	245	7	188	50
Elisas	3,019	69	1	179	3	147	29
Azucenab	2,828	52	3	180	8	139	33
Michelleal	2,490	37	1	166	5	127	35
Perlas	2,472	53	0	190	5	147	38
Cassandrago	2,400	73	0	174	4	147	23
Melizav	2,322	37	2	169	7	132	30
Marielam	1,909	40	5	155	5	118	32
Dianaf	1,885	79	6	227	10	147	69
Thaliar	1,759	31	2	191	0	146	46
Erikaga	1,484	51	2	213	4	181	28
Teresab	1,267	22	1	177	7	142	27

Average Calls Handled Per Day Per Agent Trend

● Avg Calls Per Day/Agent   ● Group Average

65   63   69   59

Apr 2022   May 2022   Jun 2022

Average Calls Not Answered Trend

● Avg RNA Per Agent   ● Group Average

4.8   2.9   2.5   0.5

Apr 2022   May 2022   Jun 2022
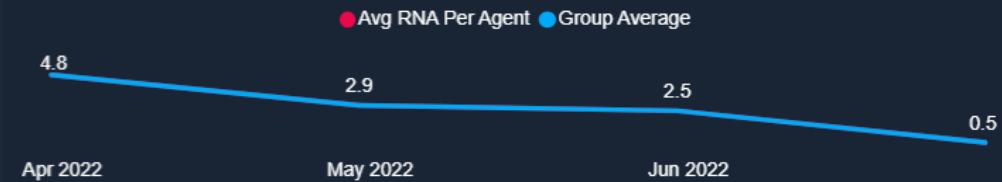
Call State Distribution

Talking	Ready	Away	Break	Work
46%	21%	8%	6%	5%
		Scheduling 7%	Other	

Cross-Tabulation Report

Overall Satisfaction By Payer Type: (Top Box)

Show Filters

Reset Data

Overall Satisfaction
Selected Question

All Sites
Selected Site

All Specialties
Selected Specialty

Score and n by Year and Crosstab

Crosstab ● Insured ● Medicaid ● Medicare ● Self Pay/Sliding Fee

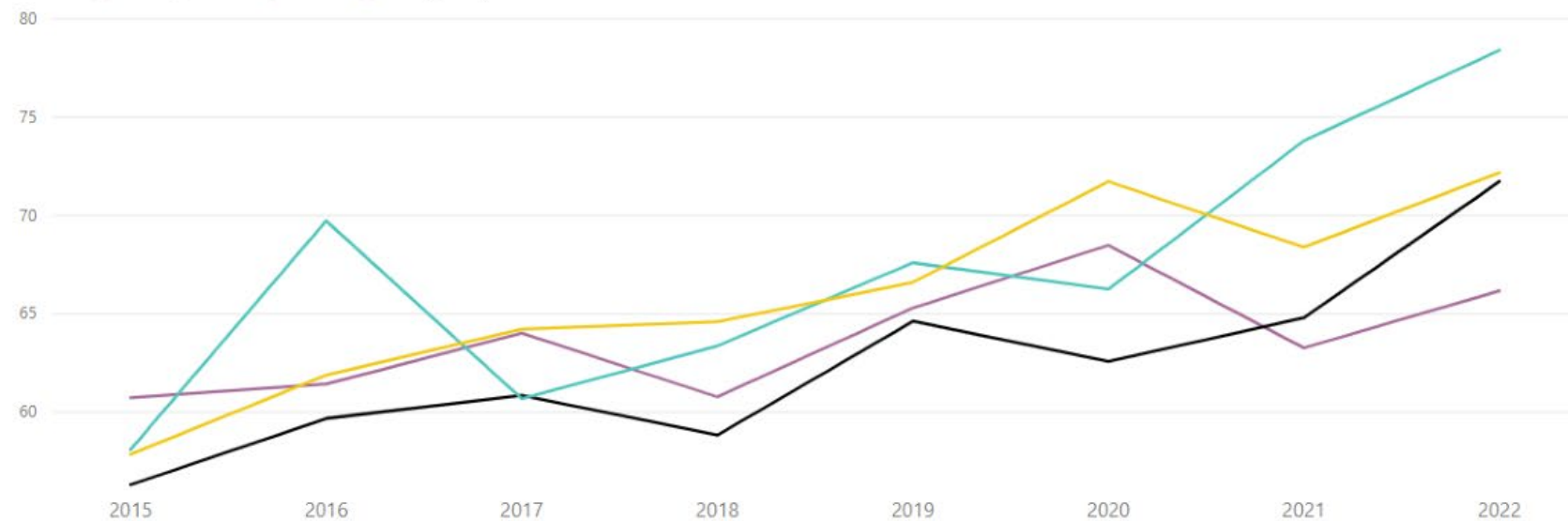| Crosstab	Insured		Medicaid		Medicare		Self Pay/Sliding Fee		**Total**	
Year ▼	Score	n	Score	n	Score	n	Score	n	**Score**	**n**
2022	66.1	753	71.7	159	78.4	245	72.2	237	**69.9**	**1,394**
2021	63.2	1,311	64.8	403	73.8	366	68.4	572	**66.0**	**2,652**
2020	68.4	1,011	62.5	510	67.1	79	71.7	689	**68.1**	**2,289**
2019	65.3	1,022	64.6	531	67.9	112	66.6	658	**65.6**	**2,323**
2018	60.7	968	58.8	568	63.3	120	64.6	697	**61.5**	**2,353**
Total	**63.9**	**7,215**	**61.5**	**3,590**	**70.7**	**1,122**	**65.6**	**4,561**	**64.3**	**16,488**

Title

CBHA

Cross-Tabulation Report

Quality of Care By Age: (Top Box)

Show Filters

Reset Data

Quality of Care
Selected Question

Multiple Sites
Selected Site

Multiple Specialties
Selected Specialty

Score and n by Year and Crosstab

Crosstab ● 18-35 ● 36-55 ● 56-75 ● Over 75 ● Under 12
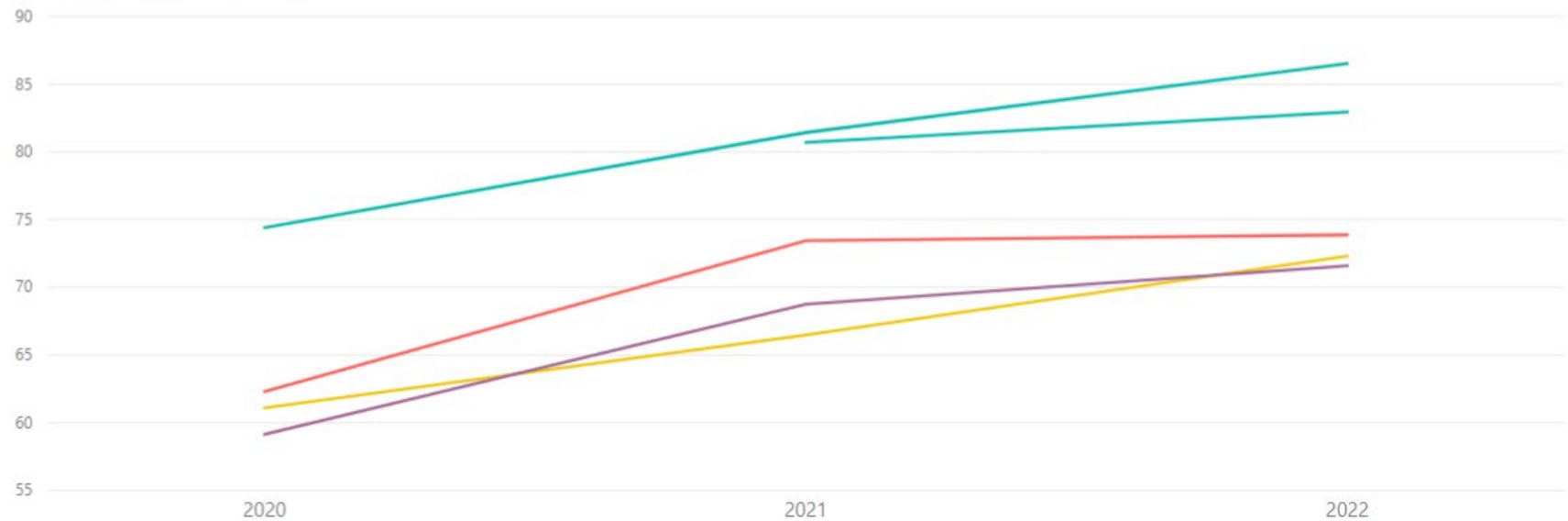
Crosstab	18-35		36-55		56-75		Over 75		Under 12		**Total**	
Year ▼	Score	n	Score	n	Score	n	Score	n	Score	n	**Score**	**n**
2022	72.2	209	73.8	275	86.5	281	82.9	76	71.5	144	77.5	985
2021	66.4	405	73.4	451	81.4	451	80.2	101	68.7	345	73.3	1,753
2020	62.2	98	63.5	104	75.6	41	33.3	3	60.4	91	63.5	337
Total	67.6	712	72.3	830	82.9	773	80.6	180	68.1	580	73.6	3,075

CBHA

Cross-Tabulation Report

Quality of Care By Language: (Top Box)

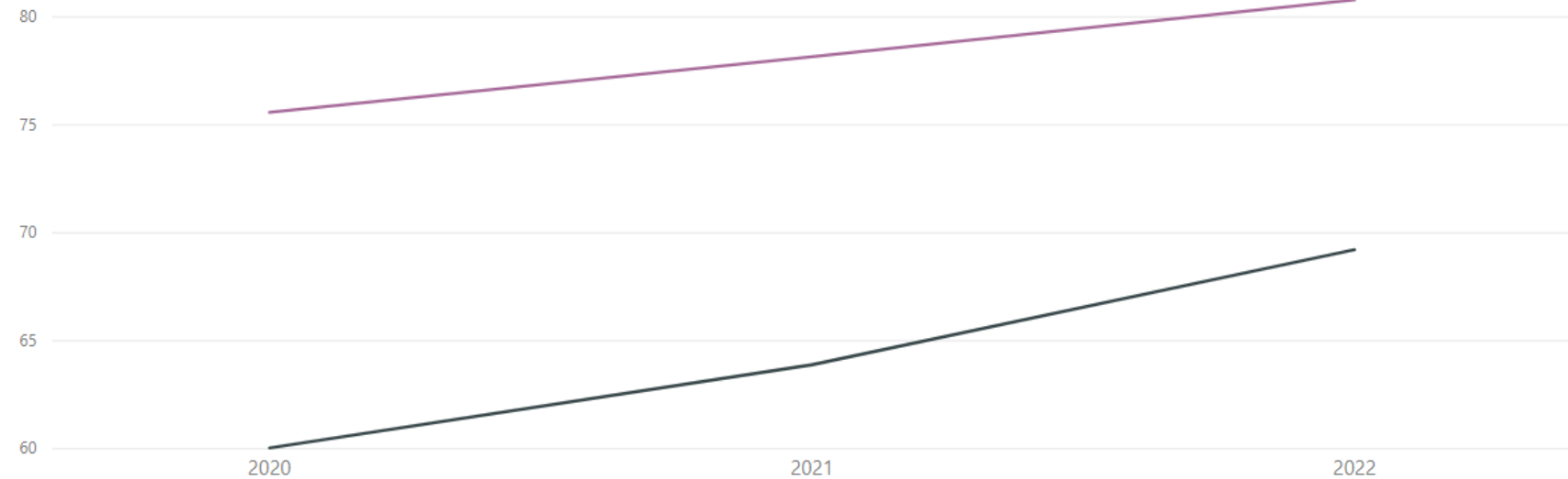Quality of Care
Selected Question

All Sites
Selected Site

All Specialties
Selected Specialty

Score and n by Year and Crosstab

Crosstab ● English ● Spanish

Crosstab	English		Spanish		Total	
Year	Score	n	Score	n	Score	n
2022	80.8	925	69.2	451	77.0	1,376
2021	78.1	1,467	63.9	1,173	71.8	2,640
2020	75.5	188	60.4	424	65.0	612
Total	**78.9**	**2,580**	**64.3**	**2,048**	**72.4**	**4,628**

Questions?