

Case Study 109:



patient
education
genius



Central Massachusetts Podiatry

A Need to Reach Patients: Distributing Multimedia Patient Education and Promoting Services



Podiatrist Office



Worcester, MA

Patient Population: 185,000

Goals:

Secure, expedient way to share patient resources, increase online reviews.



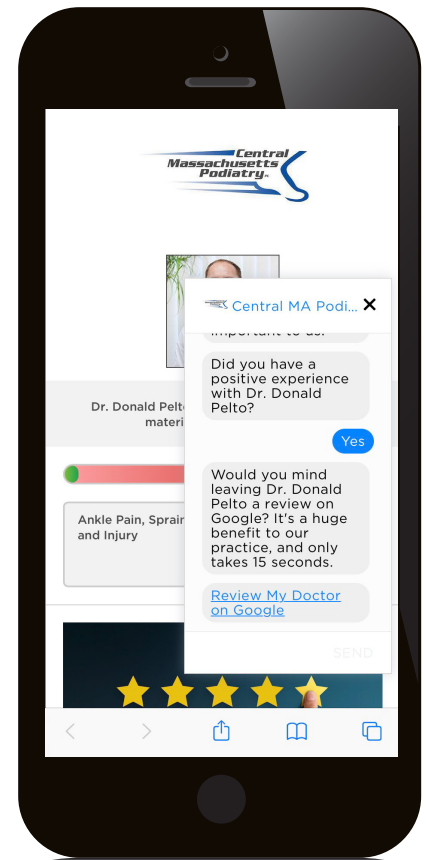
Challenge

Central Massachusetts Podiatry's doctors created a wealth of patient education materials, but lacked HIPAA-compliant ways to share that information with their patients digitally.



Solution

PEG integrated with athenahealth so that the doctors could launch and send their patients content right from their EHR. PEG created custom patient messages (text and email) that contained the content the doctors wanted to send, as well as other relevant resources and an interactive chatbot to collect patient experiences and drive online reviews.



Results

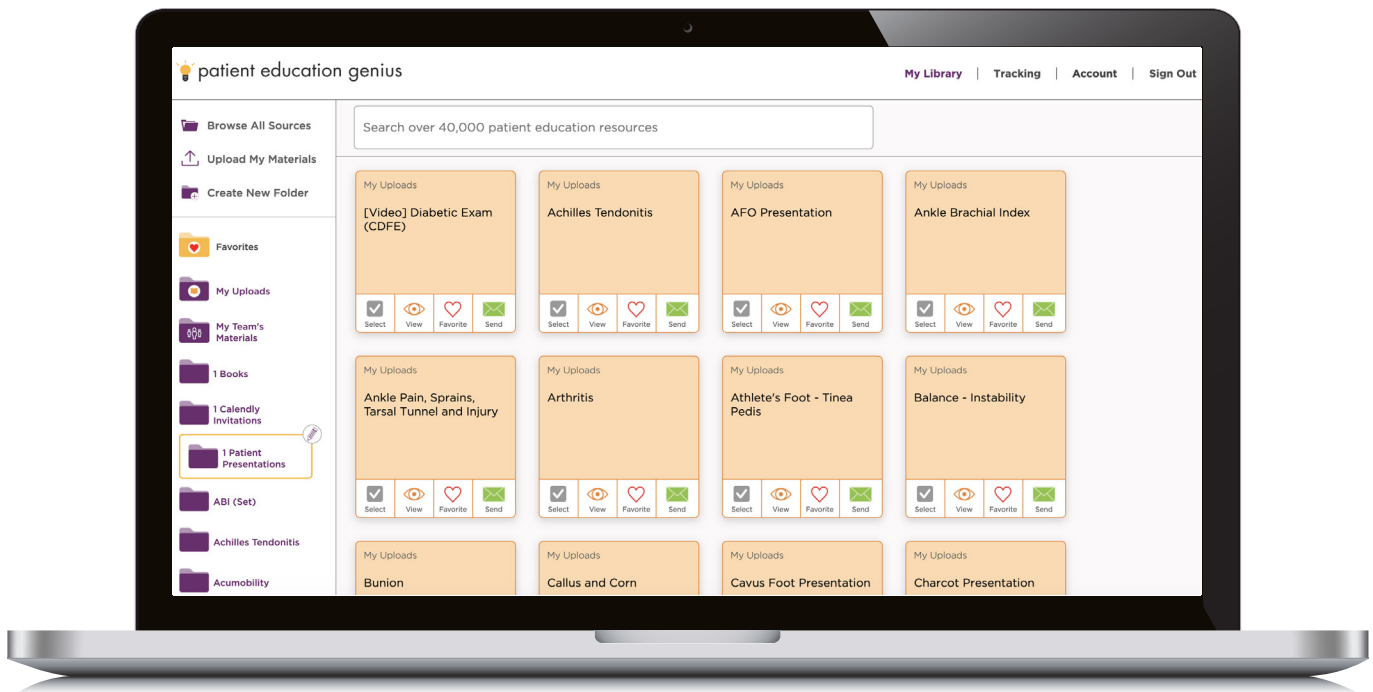
The Podiatrists can now send their custom patient education materials, along with other service promotions, directly to their patients from their EHR during the patient encounter. Patients now receive the custom patient educational materials via text and/or email and can also provide feedback on their experience of the visit via Google and Healthgrades reviews.

37%

increase in Healthgrades reviews

200%

increase in Google reviews



“Love Patient Education Genius and I use it every day. It is an easy add on to put in my personalized content such as videos, handouts and things we used to hand to all patients. Also, it documents the receipt in the chart for tracking purposes. Also they have some cool functions to get more reviews online that is great and some other bells and whistles.”

- Dr. Donald Pelto

