

Case Study 105:



patient
education
genius



Wayne Health

Mobile-friendly Drive-throughs: Facilitating Community Wellness During a Pandemic



Physicians Group



Detroit, Michigan

Patient Population: 675,000

Goals:

Increase COVID-19 testing through-put, connect patients with social services



Challenge

The City of Detroit, in partnership with Wayne Health, needed an automated, electronic solution to (1) collect health information from citizens being tested for COVID-19 (2) distribute COVID-19 safety education, (3) identify and engage those citizens needing additional care services and resources and (4) deliver COVID-19 test results.



Solution

To provide a virtual environment for community wellness, PEG built a simple and easy to use Text2 citizen interface. The interface included a patient intake form, patient educational content and community helplines. As part of the intake form, citizens were asked social determinants of health questions to help the City of Detroit determine basic needs of their community. The PEG AI/ML engine collected that information and enabled, in real time, alert notifications to collaborative community partners. In turn, those entities (food banks, shelters, etc.) were able to connect with patients quickly, providing vital human health services to those in need.



Results

Improved workflow (on-site printing of specimen labels, mobile-friendly intake form) translated to productivity gains and reduced costs. PEG assisted in the health and human services of hundreds of thousands of Detroit citizens, achieving an engagement rate of 87% and connecting more than 5,000 citizens to social services instantly. The quantitative data captured was distributed to various stakeholders at the city, state, and federal levels (CMS) to identify community needs beyond COVID-19 safety.

87%

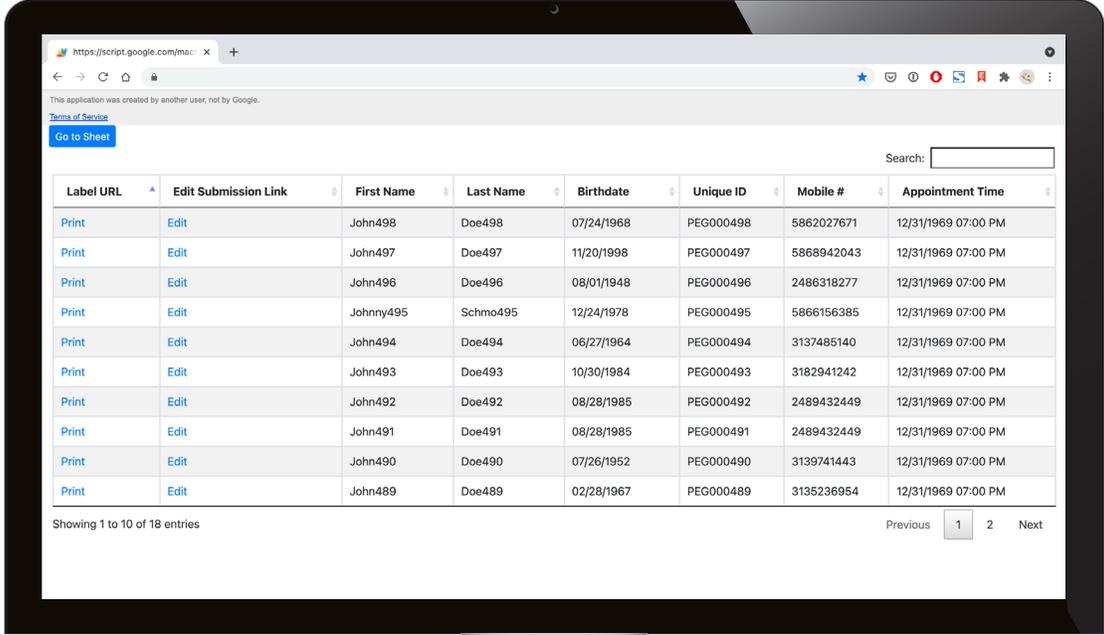
average patient engagement rate

60%

increase in patient throughput at testing sites

60,000+

patients tested for COVID-19



The image shows a laptop screen displaying a Google Sheet. The sheet contains a table with 10 columns: Label URL, Edit Submission Link, First Name, Last Name, Birthdate, Unique ID, Mobile #, and Appointment Time. The table lists 10 patient records. Below the table, it says 'Showing 1 to 10 of 18 entries' and has pagination controls for 'Previous', '1', '2', and 'Next'.

Label URL	Edit Submission Link	First Name	Last Name	Birthdate	Unique ID	Mobile #	Appointment Time
Print	Edit	John498	Doe498	07/24/1968	PEG000498	5862027671	12/31/1969 07:00 PM
Print	Edit	John497	Doe497	11/20/1998	PEG000497	5868942043	12/31/1969 07:00 PM
Print	Edit	John496	Doe496	08/01/1948	PEG000496	2486318277	12/31/1969 07:00 PM
Print	Edit	Johnny495	Schmo495	12/24/1978	PEG000495	5866156385	12/31/1969 07:00 PM
Print	Edit	John494	Doe494	06/27/1964	PEG000494	3137485140	12/31/1969 07:00 PM
Print	Edit	John493	Doe493	10/30/1984	PEG000493	3182941242	12/31/1969 07:00 PM
Print	Edit	John492	Doe492	08/28/1985	PEG000492	2489432449	12/31/1969 07:00 PM
Print	Edit	John491	Doe491	08/28/1985	PEG000491	2489432449	12/31/1969 07:00 PM
Print	Edit	John490	Doe490	07/26/1952	PEG000490	3139741443	12/31/1969 07:00 PM
Print	Edit	John489	Doe489	02/28/1967	PEG000489	3135236954	12/31/1969 07:00 PM

“Testing is an important measure toward controlling the spread of the virus, and we’ve made this drive-through testing process as accessible as possible for those on the front lines of care who have symptoms suggesting that they may be infected.”

- M. Roy Wilson, Wayne State University President

