



HIMSS IN ACTION

# RADBOUD UNIVERSITY MEDICAL CENTER



**Location**  
Nijmegen, The Netherlands

**Transformation Type**  
Patient Engagement

**Maturity Model**  
Electronic Medical Record  
Adoption Model (EMRAM)



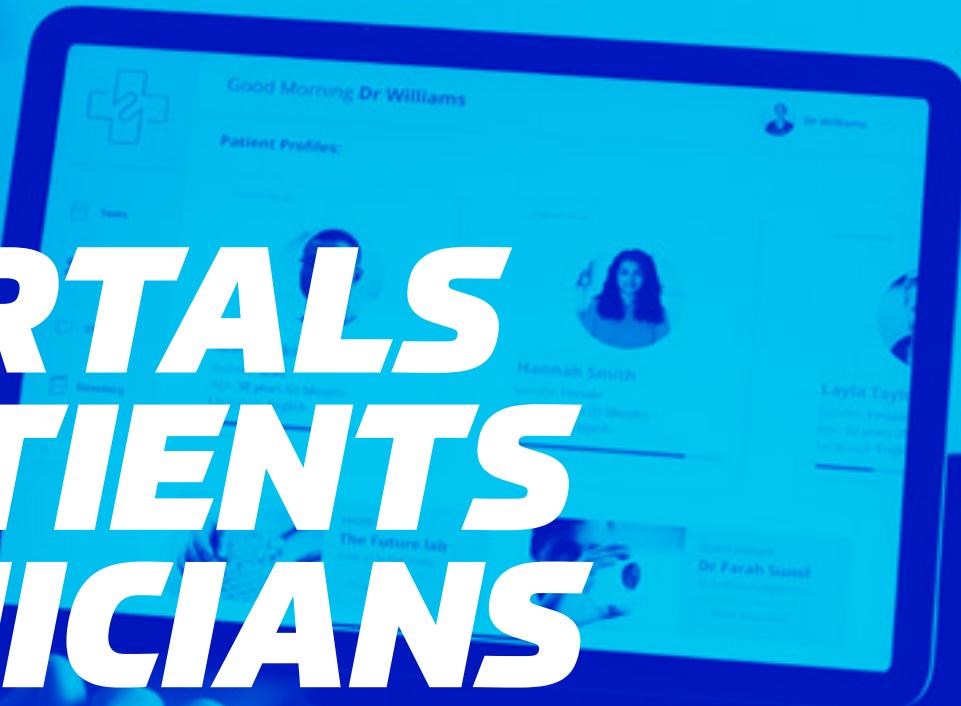
HIMSS®

EMRAM STAGE 7

# CARE PORTALS THAT PATIENTS AND CLINICIANS **ACTUALLY USE.**

HIMSS helped Radboud University Medical Center streamline clinical communications and drive sky-high patient engagement rates.

***Let's explore the full story.***





## STATSHOT + OVERVIEW

# Radboud's clinical staff are go-getters.

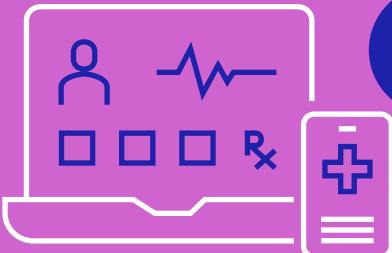
They've got high caseloads, even higher workloads, and they're always working to improve their care. The Dutch hospital system sees more than 415,000 annual outpatient visits, and their biggest ambition is delivering personalized care at *that* scale. Engaged patients have better recoveries, so Radboud turned to EMRAM to guide how they use their EMR for patient outreach.

Kudos to Radboud, though. They came in EMRAM Stage 7 when they first teamed up with us in 2015, and always

**70% patient portal usage rate after 5 years.**

**8.5 out of 10 patient satisfaction score on usability & content.**

**99% of patient portal questions answered within 5 working days (depending on specialty).**



maintained that status. Amped up by back-to-back Stage 7's, they were ready to push their digital health transformation even further. For them, that meant exploring the cutting edge of patient engagement: care portals.

The Radboud team wanted to encourage patients and providers to *actually* use their digital patient portal, especially for chronic disease management programs. Many patient communication tools see low adoption rates, because there's no processes in place to help providers and patients... you know, actually use them properly. But Radboud got patients, providers, and leaders involved, and that made all the difference.

After setting up the portal, Radboud assembled a team of patient ambassadors and informatics leaders. Eight patients aged 17-84 years met with the CNIO every three months during the first three years of the program, and motivated clinical staff to use the portal in everyday work. Soon, the portal wasn't another faceless tech solution in the clinical stack—it was *the* place for patient-provider communication.

***That's digital health transformation in action.***

 **THE SETUP**

# ***Portal adoption can't happen in a vacuum.***

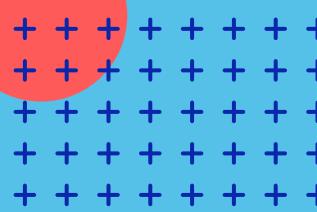
Radboud wanted to support patients directly and make their medical data accessible. But many patients live far from Radboud, and many don't like going to the hospital clinic. Those patients end up dropping into community care centers, seeking virtual care, or toughing it out at home. Ideally, Radboud could coach them through treatment *and* preventative actions, like managing appointments and taking medications. How can you care for patients you can't engage with, though?

Digital patient portals are most health systems' go-to fix. They do let you talk to patients where they're at... but still, adoption rates are often low. In *theory*, patients can see all their health charts at a glance and schedule appointments—and in *theory*, providers can enter and track all their patient data. But changing habits isn't easy, and many folks miss out on better healthcare because they're not comfortable adopting new tech.

Radboud is different, though. Guided by consults with our EMRAM specialists, they formed two tiger teams. First, they called up a central steering group of Radboud patients, care providers and managers—plus the CNIO, CMIO, CBIO, and an IT manager. They also convened an eight-person patient advisory council, 'cause there's no point building systems patients can't use. (It's true!)

***The path to an effective portal was crystal clear.***





## SOLUTIONS

# **HIMSS kept the team laser-focused on transformation.**

Radboud used their EMRAM Stage 7 status to ensure stakeholders kept their eyes on the digital prize. The patient advisory council thought it would be a good idea for Radboud to use real patients as examples of the EMR's success, so the hospital gathered a group of patient ambassadors to spread the good word to clinicians.

Caregivers took some chasing, but they bought in. Patient advisory council meetings convinced clinicians that the portal was a great aid in preventative treatment—and made person-centered care *actually* scalable. Radboud started training every care provider to use the patient portal, and patient adoption went right up as clinicians got on board. Now, 99% of patient portal questions are answered within 5 working days, up from 60% at the start.

Radboud's leadership gets credit for looking beyond the minimum Stage 7 requirements, though. Listen in to a meeting and you'll hear the term '7-UP', as in "thinking Stage 7 and up." That 7-UP mindset was the rallying cry used to encourage

portal adoption during roadshows, medical staff meetings and outpatient meetings. And our regular EMRAM check-ins helped leadership remember the portal was worth every Euro.

***Our model changed Radboud's internal culture and made mass portal adoption possible.***



***Most patients seem to adapt well and quite easily to portal use.***

JACQUELINE DE LEEUW, PHD | CNIO | Radboud

 RESULTS

## ***The before-and-after is so clear.***

For 100 points: name a hospital that has a 70% engagement rate with their patient portal. Yeah, that's Radboud. But wait, can you name a hospital that did that *after* starting out with a 5% portal use rate? That's Radboud again. Point is, the majority of Radboud patients are now tapped into digital health and taking full charge of their own data.

Through the portal, patients have access to all their relevant health information—from medical files to patient notes, care pathways and lab results. They can also view medical images, prepare for virtual visits and consultations, and ask clinicians questions. In just five years, they got 70% of patients using the patient portal.

Portal adoption is a forever process, not some fixed end state. EMRAM evolves as fast as digital technology does, and we're continuing to guide Radboud's long-term

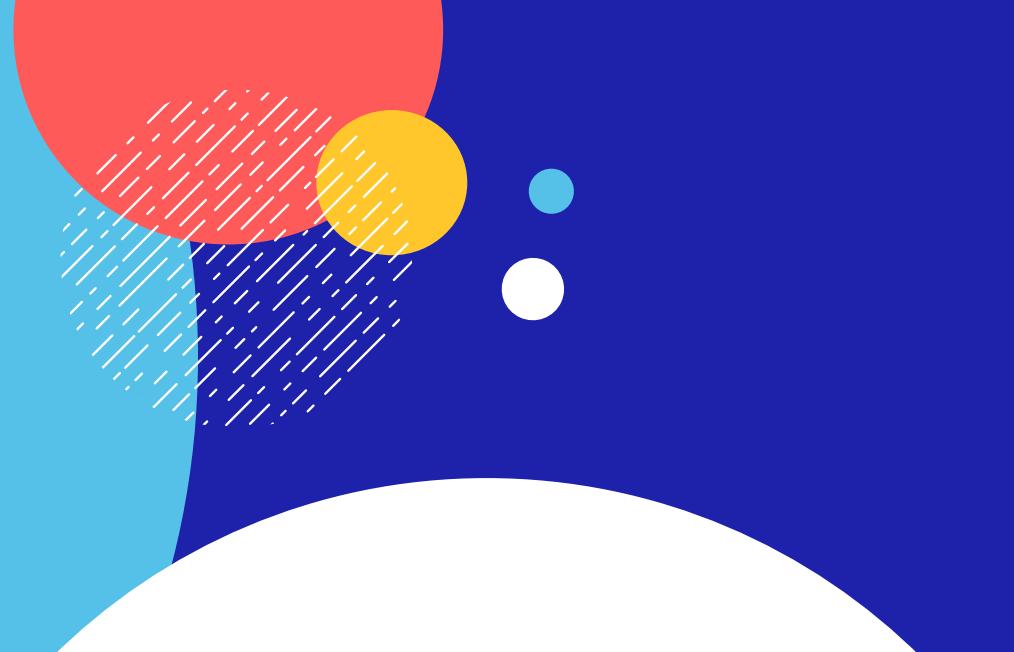
vision. Our model's latest updates are helping their nurses standardize bedside data collection—but we'll tell that transformation story once it's done.

***At Radboud, the future of personalized care looks shiny and bright.***



***Radboud is an impressive hospital where practices are consistent and standardized across the clinical areas.***

JOHN RAYNER | Digital Health Strategist | HIMSS



## **ABOUT EMRAM / ABOUT HIMSS**

# ***EMRAM is our flagship maturity model.***

This maturity model drives medical technology adoption, boosts patient engagement and supports the clinical use of EMR tools. With our team backing you up, you'll strengthen your clinical care and health outcomes across every patient population.

***All our experts are ready when you are.***

## **EMRAM** *Capabilities*

-  **Digital health transformation**
-  **Simplifying clinical workflows**
-  **Predictive analytics and person-enabled care**
-  **Earning clinician buy-in**
-  **Boosting patient engagement**

 EMRAM RESULTS

# *You're in good company, friends.*

*Here's how EMRAM helped other systems transform:*



*\$752,000 reduction in costs treating bacterial (MRSA) infections for AdventHealth.*



*15% increase in discharges for stroke patients at Mount Sinai St Luke's.*



*\$3 million in savings on antimicrobial therapy for Stanford Children's Hospital.*

## Make your digital health transformation happen.

*Reach out to speak to our team anytime at [dht@himss.org](mailto:dht@himss.org). (We're here!)*