

Guilford Medical Associates Stays Connected with Patients 24/7

THE CHALLENGE

Stop the phone tag cycle

With more than 20,000 patients, Guilford Medical Associates typically received at least 4,000 calls a week. The possibility of phone tagging increased with each call.

THE SOLUTION

Implement patient-centric communication

When Guilford Medical Associates rolled out their patient portal, the practice added some creativity and fun to get patients on board. The staff organized Hawaiian-themed portal events with games and prizes. The objective was to familiarize patients with the features of the portal. Staff members also handed out educational brochures and wore ribbons around their name badges with the words, “Ask me about our patient portal.”



CLIENT PROFILE

Guilford Medical Associates

Location: Greensboro, North Carolina

Overview: Comprehensive internal medicine care for adults and adolescents over the age of seventeen. In-house services include primary care, laboratory, x-ray, bone density, disease management, and referral coordination.

NEXTGEN HEALTHCARE SOLUTIONS

- NextGen® Patient Portal

HIGHLIGHTS

90%

90 percent of their patients registered on the patient portal



Recognized by the National Committee for Quality Assurance (NCQA) as a patient-centered medical home (PCMH)



Received recognition as a level 3 PCMH, the highest level possible

THE RESULTS

Patient satisfaction and recognition

Following the educational outreach, approximately 90 percent of patients registered on the portal. Patient satisfaction was expressed in surveys. One patient commented, “I love this tool. Being able to communicate online is so much easier and more efficient than calling the office, leaving a voicemail, and then playing phone tag with the nurse.”

Patients found the portal easy to use and enjoyed receiving fast replies to their questions. Nurses commented on how the portal made prescription refills more efficient. The portal also reduced call volume and made life easier for the front office staff.

This dedication to quality patient engagement led to recognition from the National Committee for Quality Assurance (NCQA) as a patient-centered medical home (PCMH). Guilford Medical Associates was one of the first independent practices in the Triad area (Greensboro, Winston-Salem, and High Point, North Carolina) to receive recognition as a level 3 PCMH, the highest level possible.

“The portal provides a convenient way for patients to communicate 24/7 with us from home or on the road.”

Ashley Corbean

Quality Assurance Supervisor
Guilford Medical Associates

HOW CAN WE HELP YOU?

Partner with us at **855-510-6398** or **results@nextgen.com**.