



Improving Patient Access and Engagement: Key Insights from a Digital Front Door Initiative

An Interview with Leadership Focused on Enhancing Patient Engagement

Q: How was patient engagement managed before implementing the Digital Front Door solution?

A: Initially, we used a standard web-based patient portal provided by our EHR vendor, which offered limited digital engagement options.

Q: What challenges led to pursuing a Digital Front Door solution?

A: We recognized the need to enhance our consumer experience, as our existing patient portal provided inconsistent interactions. We developed a mobile app to support marketing and non-marketing communications to address this. The app focused on empowering patients with self-service options, streamlined access to care, and real-time health information, creating a more engaging and integrated experience.

The onset of COVID-19 highlighted the need for more robust patient connectivity, prompting the organization to adapt digital tools for remote care and communication swiftly. This shift allowed us to maintain patient engagement and care delivery, meet immediate demands, and lay the foundation for a resilient digital infrastructure.

Organization Size

Based in the Eastern United States, this nonprofit healthcare organization employs approximately 13,000 team members and 3,000 physicians, making it one of the largest healthcare providers in the region.

About

Established in the late 1990s, the organization operates several medical institutions, including: three regional hospitals, a fitness health and wellness center, and affiliated medical practices.

EHR

Cerner

Benefits

1. Lowers barriers to accessing care and services.
2. Users can easily book appointments and view lab results on their mobile device.
3. Delivers health information directly to patients.

Q: What prompted the decision to work with a third-party vendor?

A: In 2019, we started focusing on elevating our digital engagement but had to pause due to the pandemic. As telehealth adoption accelerated, the urgent need for robust digital solutions became clear. A gap analysis revealed the need for a mobile app to enhance digital engagement. In 2021, we hired a digital experience leader to drive our initiatives, drawing inspiration from successful healthcare case studies. This decision initiated a thorough review of our digital technology stack and laid the foundation for a more strategic approach to improving patient engagement and care delivery.

Q: What criteria were used to select a vendor, and why was Intraprise Health chosen?

A: The organization assessed several potential partners, including our EHR provider and Intraprise Health. Selection criteria included omnichannel capabilities—such as scheduling and doctor locators—usability, regulatory reporting support, and robust analytics. Following a detailed gap analysis, Intraprise Health was chosen for its well-aligned user interaction, analytics, and reporting capabilities, supporting its digital transformation goals.

Q: What have been the outcomes of working with Intraprise Health?

A: Since implementing Intraprise Health’s solution, the organization has significantly improved app functionality and user engagement. Features like scheduling, bill payment, patient portal connectivity, and community engagement tools have received positive responses. Integrating a provider directory and self-scheduling platform has enhanced app usability, supporting our commitment to accessible, consumer-centered care.

Contact us today to learn how our platform can support your cybersecurity goals.

Schedule a Product Demo

[IntrapriseHealth.com](https://www.intraprisehealth.com)



About Intraprise Health, a Health Catalyst Company

Intraprise Health, healthcare’s leading compliance and cybersecurity organization, provides holistic visualization of your compliance and security posture. Our comprehensive services, backed by automation, rapidly integrate in native environments, yielding a comprehensive view of risk – spanning adherence to compliance frameworks, cybersecurity vulnerabilities, and third-party risk. Eliminate blind spots with Intraprise — the fifth HITRUST assessor since 2011.