

Cedars-Sinai Improves MyChart Enrollment by 19% Using WELL

PORTAL POTENTIAL

Cedars-Sinai was eager to increase MyChart enrollment. They'd recently enhanced their old activation method—which involved handing patients their portal activation key on a physical piece of paper—with a link that they emailed to patients before appointments. But they weren't seeing much improvement, and sending the emails was disruptive to staff workflow.

"So we brainstormed," said Ramin Rasoulian, a lead applications specialist for the enterprise. "We wanted our patients' health information to be more accessible to them." Since they were already using WELL for scheduling, Cedars-Sinai decided, they'd send that same activation link through a text message, along with the patient's regular message reminder. "We were struggling with how to create strategies around the activation, and this was one that really stood out," Rasoulian said.

Portal enrollment was particularly important before appointments, so that patients could verify their information and fill out their health histories online before arriving at a clinic or hospital. So Cedars-Sinai elected to send a patient portal link out both when an appointment was scheduled and two days before the visit took place. WELL's system allowed them to isolate which patients weren't enrolled in MyChart, and make sure that texts went only to that group. Cedars-Sinai decided to begin with a three-clinic pilot program. Then, when portal enrollment immediately improved, they extended the initiative throughout the enterprise.

MORE ENROLLMENT, GREATER ENGAGEMENT

Within five months of sending the link out through WELL, enrollment shot up by 19% overall.

Numbers were even higher in some areas of the enterprise. While affiliate locations traditionally had low numbers, Cedars-Sinai's sports medicine clinics increased enrollment by 67% in four months. "The



Cedars-Sinai is a nonprofit, academic medical organization located in Los Angeles.

- 2 hospitals
- 60+ ambulatory clinics
- 2100 physicians
- 2.2 million outpatient visits per year

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RAMIN RASOULIAN
Lead Applications Specialist

feedback that I've heard is very positive in terms of that automation," Rasoulia said.

Patients weren't just enrolling in the portal, Rasoulia said: anecdotally, clinic managers were reporting increased utilization. "The narrative has shifted," he explained: before, some clinic staff had reservations about increasing MyChart activations, which they saw as a nuisance rather than a help. Now, staff members were delighted to have another way to engage with patients. And staff were happier in general. Before, they had needed to email a portal link to hundreds of patients per day; now, the automation did it for them. "It's naturally part of your workflow. It just immensely improves it," Rasoulia said.

THE RESULTS



19%

Increase in MyChart portal enrollment
over the first five months of using WELL

LET'S TALK

Email us at hello@wellapp.com or call (833) 234-9355 to get started. Visit us at www.wellapp.com to learn more.
