



# Fraser Street Medical Clinic: Case Study

Ongoing population health and chronic disease management (CDM) in primary care and focusing on engaging patients in new



**Fraser  
Street  
Medical**

ways were important priorities for Fraser Street Medical (FSM) and its medical lead, Dr. Daniel Ngui. FSM was interested in finding a sustainable method to improve patient recalls based on gaps in care identified by their electronic medical record (EMR) dashboards. FSM and its physicians were interested in offering the best possible up to date patient care by using their EMR to identify improvement opportunities in patients with diabetes.

“Because of our focus on CDM, it is important for us to be proactive and adopt new technology for reaching out to our patients while trying to improve their health,” explained Dr. Ngui. “Being at the forefront of technology, attempting to partner with patients, and asking them to be truly involved in their own health care decisions by engaging with them and our team during our focused chronic disease reviews allowed us to offer patient-centered care while providing the best health advice based on recent clinical practice guidelines.”

## POPULATION HEALTH MANAGEMENT

By using their customized EMR dashboards based on the 2016 Diabetes Canada Clinical practice guidelines, the clinic

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identified a number of patients who would benefit from a visit with their doctor and/or the clinics’ chronic disease team to improve the patients’ knowledge of diabetes and review potential treatment options.

An important step in population health management is to be able to turn opportunities for improved care or care gap analysis into actionable interventions. This is where Cliniconex was able to help. Dr. Ngui explains: “Being able to move from a reactive to proactive approach to care allowed us to improve our patient engagement, self-management education and overall care for patients. It allows us to strive for our version of the patients’ medical home.... and to turn theory into action!”



## THE CLINICONEX SOLUTION

These interventions have led to a win-win situation. By using the Registry Outreach service by Cliniconex, FSM has been able to pilot sending confidential text messages and email patients who had provided consent and based on their specific circumstances.

Given that Cliniconex is a two-way outreach tool, FSM was able to keep track of those patients who responded and publish their work on recall rates in the pilot project at the latest IHI conference. During FSM's pilot phase, with over 500 messages sent, FSM saw a 10-20% response rate on recalls for diabetes patients. The FSM clinic was able to target patients who previously only came in twice a year and offer them the latest advances in treatments proven to improve their health based on EMR care gaps and clinical circumstances.

## INCREASED RECALL RATE, INCREASED PRODUCTIVITY

The outreach capabilities of Cliniconex made it possible for the clinic to reach a greater number of patients, as their extremely busy medical office assistants are often working at full capacity and don't typically have time to call each patient individually. By using the system, staff satisfaction has improved as medical

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office assistants have been able to focus on other important clinical task.

Due to the success of this initial pilot campaign, the clinic is now using Cliniconex Registry Outreach for other campaigns, including recalling patients to pick up their specialists' appointment notifications. “Cliniconex allows us to create a message to notify the patient as soon as we have new information from their specialists' instead of waiting for weeks. This is turning out to be a viable solution as it is saving our clinic staff hours wasted on playing telephone tag or getting a full voicemail box,” explained Dr. Ngui.

The patients who were surveyed on the pilot project were very satisfied and happy to see the clinic take time to focus on planned proactive health care and trying its best to alert patients with important information about specialist's appointments. “Patients like it as this demonstrates to them that we are all part of the health care team... or true partners in their health.”

“All physicians need a sustainable method of reaching out to engage patients, focusing on closing the chronic disease care gaps based on the evidence and engaging as partners to improve the care of patients” Dr. Daniel Ngui, Clinical Associate Professor, Department of Family Medicine, UBC and Medical Lead at the Fraser Street Medical clinic in South Vancouver, [www.fraserstreetmedical.com](http://www.fraserstreetmedical.com)

## USE REGISTRY OUTREACH FOR:

- Flu shots and immunizations
- Chronic disease management
- Preventive cancer screenings
- Wellness screenings
- Annual check-ups
- Well-baby and Well-child visits
- Obesity interventions

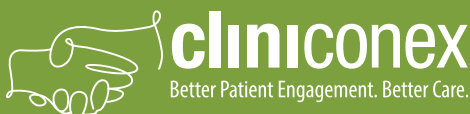


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