

# VIRTUAL CARE | A New Model & Role

M Health Fairview / University of Minnesota Physicians

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## ORGANIZATIONAL OVERVIEW

M Health Fairview is a partnership between the University of Minnesota, University of Minnesota Physicians and Fairview Health Services. M Health Fairview has 12 hospitals and more than 100 different pediatric and adult specialties and clinics across the MN. Before the COVID-19 pandemic, M Health Fairview offered virtual (telephone or video visits) in primary care. Specialties started offering virtual visits during the pandemic.

## PROGRAM SPOTLIGHT

### PROBLEM

- Shortage of clinical staff (Medical Assistants, LPNs)
- Allows us to redirect clinical staff to support clinical care (skills, med administration, etc.)
- Registration and Copay often missed because clinical staff were checking in patients
- Clinical staff didn't have time or know how to help patients troubleshoot technology issues
- Inconsistent patient experience and support

### SOLUTION

- **One role that does it all!** New Virtual Visit Facilitator role provides consistent, seamless support for providers and patients.
- Centralized team provides flexibility with staffing and coverage

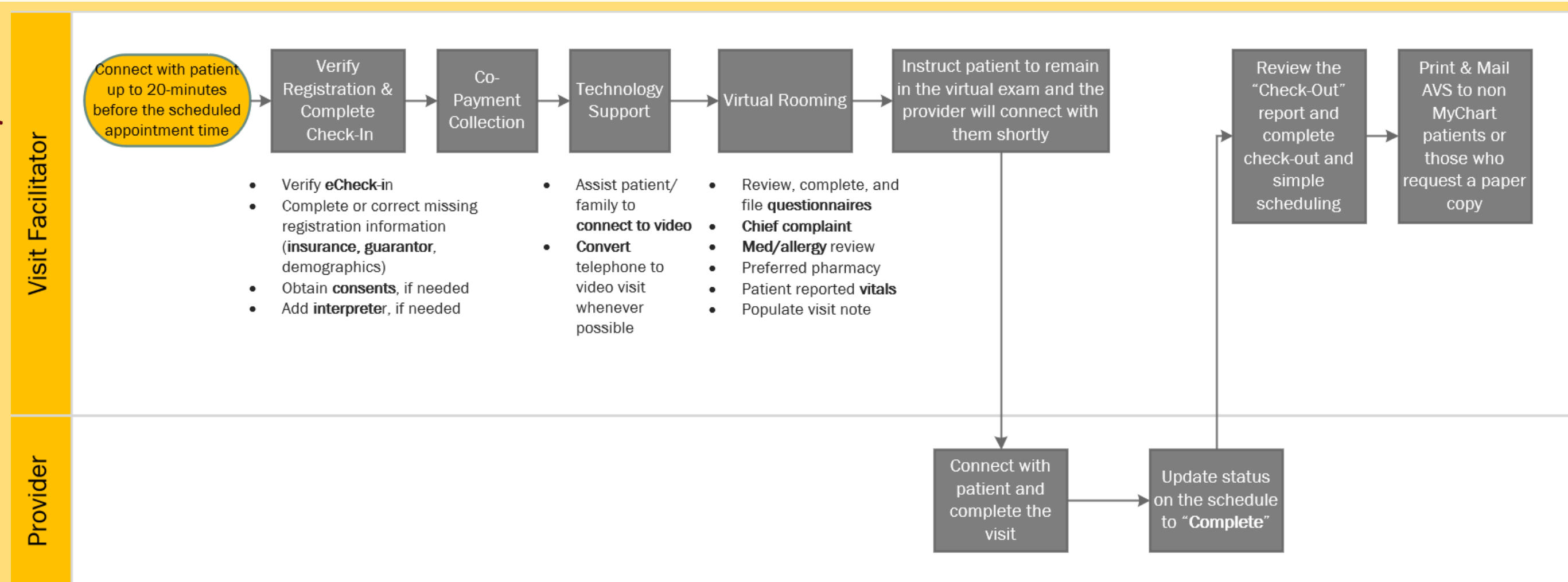
### PROCESS

- Phasing in support for the different specialties / clinics across our organization

## PROGRAM SPOTLIGHT

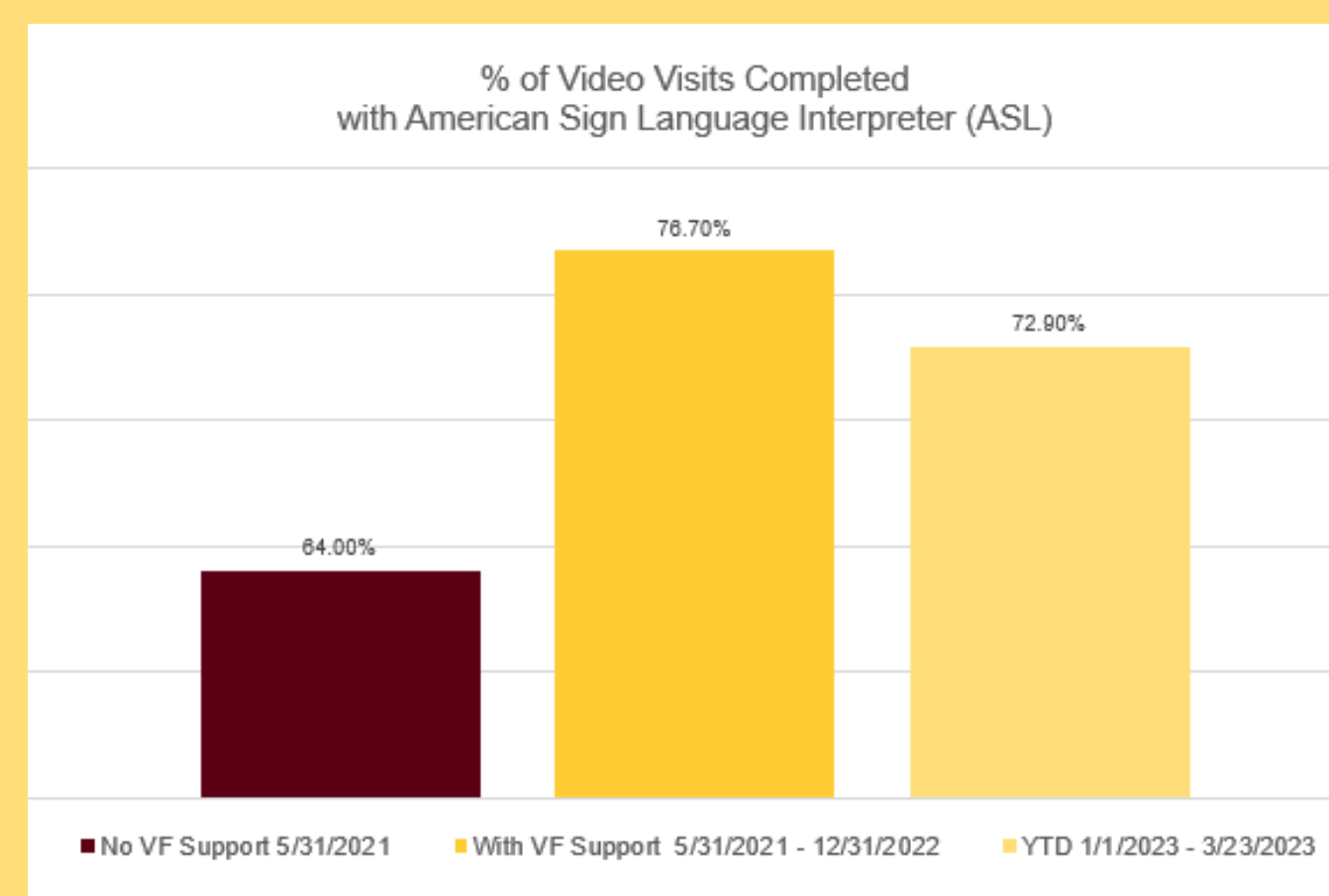
### SEAMLESS WORKFLOW & EXPERIENCE

- Patient prepared and ready for the provider
- 25% faster cycle time



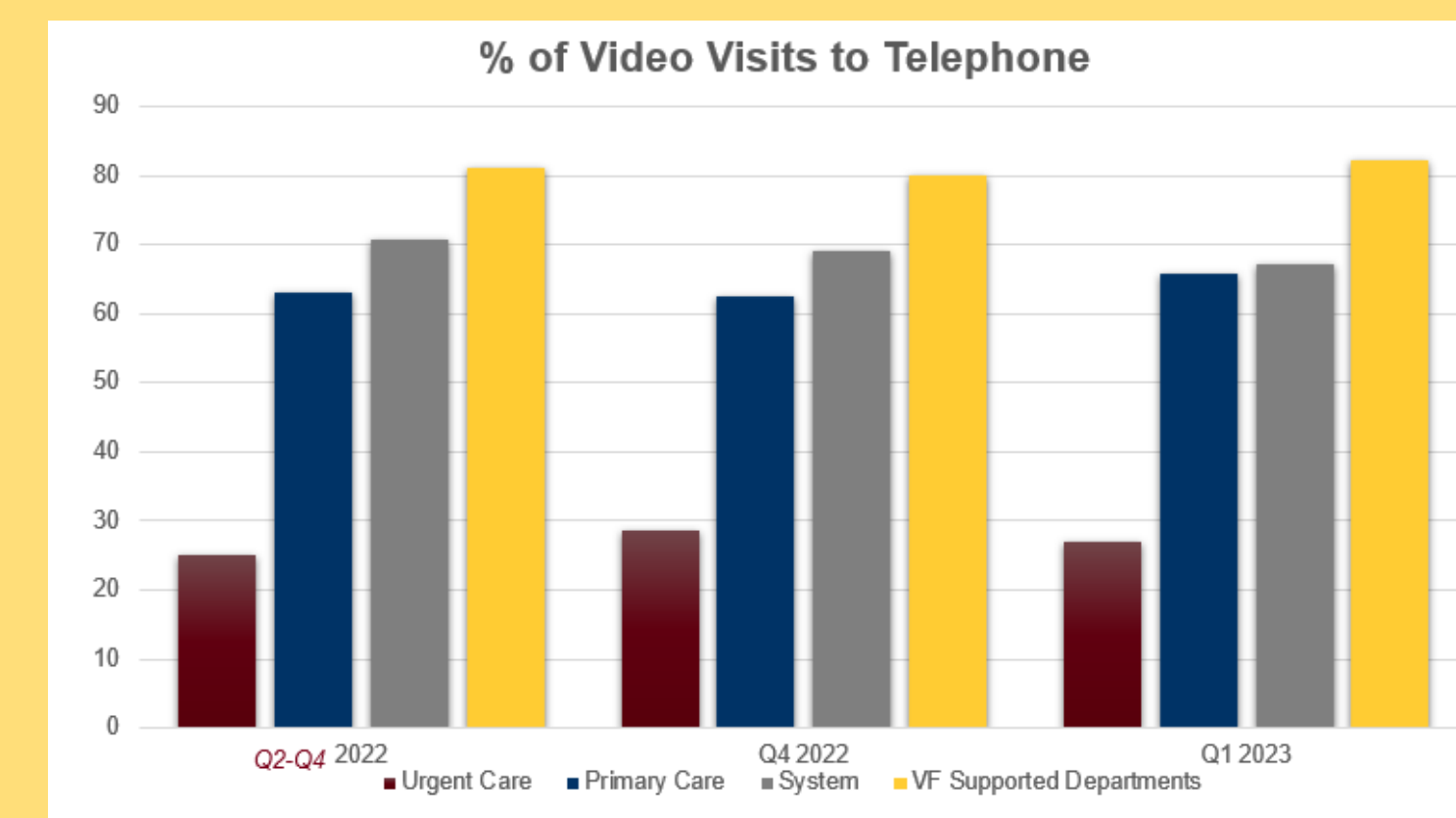
### PROVIDER EXPERIENCE

- 95% of responses related to visit support were positive, 5% with negative sentiments were related to lack of technology to communicate between provider and facilitator (Epic secure chat was not yet live)
- Provider requested support after hearing from other providers about their experience with the Visit Facilitator team



### % VIDEO vs TELEPHONE VISITS

- Higher percent of Video Visits (compared to telephone) when supported by a Visit Facilitator



### Better Support for patients who require an ASL interpreter

- Visit Facilitators are scheduled as a resource for all video visits that require an American Sign Language (ASL) interpreter

## CONTACT INFORMATION

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## ABOUT THE NEW ROLE

### Minimum Qualifications:

- Highschool diploma or GED
- At least 1-year of customer experience
- Proficient with technology (computer programs, smart devices, typing, and troubleshooting)

### Additional Requirements

- Role is 100% remote after initial 2-day onboarding

### RECRUITING

- **Medical Assistants** 1 – 2 applicants per posting and positions posted on average 6 months or more.
- **Virtual Visit Facilitator** = 15 applicants within 48-hours for every job posting.
  - Most have bachelor degree or higher (not a requirement)
  - New mix of backgrounds and skillset from other industries

## FUTURE PLANS

- Expand support by shifting staffing through attrition



## WHAT PROVIDERS ARE SAYING!

- "This team is the best thing that has happened to my practice in years"
- "They are an invaluable part of our team and workflow, and we are grateful for their addition to our patient care."
- "We love having the virtual facilitators! I was just talking to a genetic counselor that worked in another system about how we have VFs and how helpful that has been in making our virtual clinic day much smoother, and they were jealous because their health system doesn't have any VFs."
- "I am one of the med oncology docs and I have nothing but good things to say."
- "I used to dread virtual visits, now I prefer them"
- "I was worried about the video visit facilitation (I had had a poor experience without your team for a few months when I helped at another clinic over the winter of 2021-2022). I've been pleasantly surprised by how well things are going."
- "... super grateful to have them as resources!"