Find a Provider
Important Details & Talking Points

Situation

We are partnering with Kyruus to replace the Find a Doctor Search tool on BannerHealth.com with a new Find a Provider matching service.

Three distinct tools will be implemented in two phases:

ProviderMatch for Access Centers	ProviderMatch Administrator	ProviderMatch for Consumers
Application for call center representatives to research available providers and match them to interested customers. **Roll out: TBD Phase II**	Backend management tool where Network Admins, Practice Managers and Providers make updates and changes to profiles featured on BannerHealth.com. ~~**Roll out: Sept. 19 2017**~~	Customer-facing search tools on BannerHealth.com and Banner MD Anderson websites where consumers quickly and easily find the provider that is right for them. ~~**Roll out: Sept. 19 2017**~~

> **Practice leaders play a _critical_ role in ensuring that the provider profiles are accurate and up-to-date.**
>
> - Both practice leaders and providers must understand the process for updating information as their participation is **_the key success factor_** in this implementation.
> - If practice leaders do not review and validate the provider data for new Find a Provider tool, the search results will not improve and the ability to grow practices will be stunted.

Background

Consumers and Providers are Guiding the Redesign

In an effort to better understand what consumers want and what providers expect, we partnered with Complete Usability – a company that specializes in usability testing through focus groups – to help us better understand which features and functions we needed to keep and which ones we needed to improve. The full methodology and results from that study can be found here

The study achieved the following:

1. Evaluated the overall usability of our current 'Find a Doctor' experience.
2. Discovered key priorities for Doctor profiles from both consumer and physician perspectives.
3. Identified common ground between consumer needs and physician preferences.

Armed with this information, Banner instructed Kyruus to configure solutions that would meet our organization's needs.

Assessment

The best course of action is to mitigate high-risk issues as soon as possible and continue to enhance and develop the applications over time. Equally important, is to ensure that the solutions are governed by physicians.

Phase 1 focuses on dynamic search, filters, calls to action.

2017 Goals:

1. Develop comprehensive, accurate provider profiles with clear calls to action to aid providers in the growth of their practices.
2. Provide an easy mechanism for providers and their delegates to update information.
3. Improve the quality of search results for providers on www.BannerHealth.com
4. Ensure quality by governing the tool through a panel of Banner physicians (Drs Marjie Bessel, Mystie Johnson-Foote, Gordon Carr and Dana Kosmala)
5. Design the solution to serve as the digital 'store front' for each of our doctors.

Phase 2 (2018) focuses on enhancing profiles and adding features such as online scheduling.

Benefits for taking a phased approach include:

- **Focuses on Business Value,** by allowing the stakeholders to determine the priority of features so we can deliver the features that provide the most business value in the shortest amount of time.
- **Focuses on Users,** by developing features for the needs of real users. The phases also allows us the opportunity to test early in the project giving us time to make changes as needed.
- **Improves Quality.** Because we are breaking down the project into manageable units, the project team can focus on high-quality development, testing, and collaboration.

Recommendation – An Outline of Our Next Steps

1) **Ensure that the stakeholders have the information and training they need to be successful in the new environment.**
   a. Offer demos and training sessions throughout the enterprise.
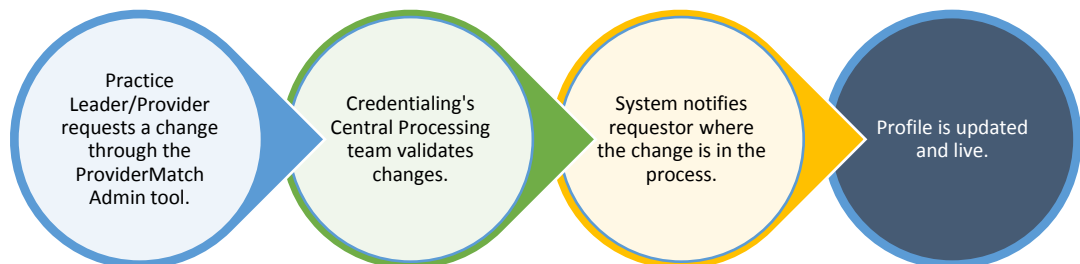   b. Ensure that practice leaders review all the data before go-live and on a quarterly basis.

Project Details

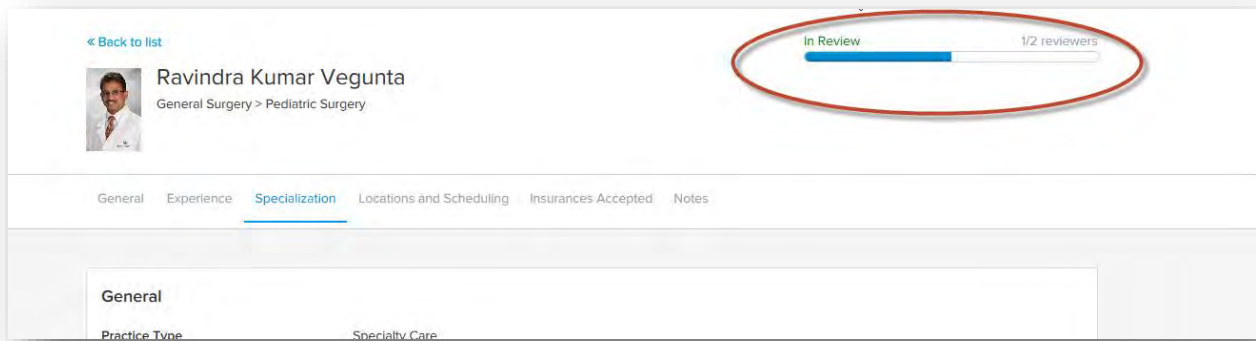Practice Leaders to ensure all fields are populated and search terms are associated.

Process Details – what you need to know to be successful

Roles and Process for Updating the Profiles

1) **Practice leaders** (e.g., managers, administrators, coordinators, etc.) are charged with reviewing and submitting profiles updates/changes on behalf of their providers.
   a. Changes are due before go-live and on a quarterly basis (or as soon as information changes).
2) **Providers** are responsible for ensuring that the practice leader has the latest information.
   a. Providers may choose to update their profiles themselves.
3) **A Centralized Processing Approval Team organized under Judy Tuneheim** will review and certify that the information is correct.
   a. As soon as the information can be validated it will be published.

b. Our goal is to approve and publish all non-board certificate related data within three business days (info such as board certifications require outside companies to validate).

c. In the event Centralized Processing rejects your request due to insufficient information or information that does not reflect Board Certs, State Boards, NPI, Legal Name, or the request negatively impacts other providers at a location, etc. They will provide a response to your request indicating the reason for rejection at which time you can prepare the necessary materials and resubmit the request.

4) **_The system_** will clearly track where changes are in the process and what requests have been made:

How to Achieve Higher Quality Search Results – 6 Rules

Rule 1. Review provider's information often and keep it up to date.

- Not all information in your profile is visible to the patient search, but is reflective of the information found in our credentialing and personal systems. It is your responsibility to keep provider information current and accurate.

Rule 2. Submit all your profile changes in the same request at one time.

- To ensure that changes can be reviewed in an orderly fashion, the system only accepts one review per provider at one time.
- For example, if you submit a change request for the demographic data and later on that day want to review and submit a request for a different section, the system will be locked until the first change request is complete. To avoid getting locked out, review all the sections at once and make you updates before submitting the final change request.
- Finally, your change request will be approved once all of the requested changes can be validated, which means you are at the mercy of the change that takes the longest.

Rule 3. Review the specialization tab with your provider and submit the scope of practice terms, the provider specialties and configuration terms ASAP (before Sept. 10 to be ready for go-live)

- Make a list of all the search terms you would like your provider to appear under in the Find a Provider tool. Make sure all of these are associated with your profile.
- These terms help your provider become more searchable on the public site. Without these terms your provider will not be featured in specific search results (General Surgery vs. General Surgery > Bariatric Surgery or for Orthopedic Surgeon make the search term knee replacement, etc.)

Banner MD Anderson   NO

Clinical Scope of Practice

Define your clinical practice by selecting the medical conditions you treat and procedures/treatments you provide. Defining your clinical scope of practice allows patients and call center agents to find the right providers for their care need.

Edit your scope of practice as follows:
-To select or modify conditions, treatments, and procedures select Edit
-If you see an orange bar at the top of your screen, select Configure to define additional concepts

Conditions & Diseases

abdominal abscess

abdominal adhesions

abdominal cancer

abdominal dermoid cyst

- Added search terms – *without adding these terms this your profile will only appear under the basic, default search*

Rule 4. Update the order of your Information Including practice locations.

- By dragging a location to the top of the locations list, you will set the Contact Phone Number that displays in the patient search when they click "Schedule an Appointment".
- Show in ProviderMatch is an indicator you can check to see if a location on your profile is set to show in the patient search results.
- The education, board certificate, and locations can be reordered within ProviderMatch Administrator. Making these changes (by dragging to reorder the values) will update the order the patient sees the listing in the patient search. #banner/kyruus

Rule 5. Some Fields Must be updated at the Source

- Edits to Location, insurance, accepting new practice all are fields that are overwritten nightly by data we import from P4, for that reason, providers and practice managers cannot directly edit those fields in the ProviderMatch Admin tool.
- Instead, requests to those specific sections should be submitted through the notes tab and the credentialing team review and update the information in P4.

General   Experience   Specialization   Locations and Scheduling   Insurances Accepted   Notes

Please use the 'Other Profile Edits' field to request changes to areas of the provider profile that you were not able to edit.

Additional Information   Cancel   Save

Other Profile Edits   This is where you can input change requests for non-editable fields

Rule 6. Own the Process and Stay Informed.

- It is your responsibility to provide the necessary information for location update requests and any other changes to a profile.

- This tool will be continuously updated with new features and enhancements, new fields and tools. Communication will go out on these updates so please read, learn, and share the information with those you work with.
- Attend one 30 minute training session between September 6-18

Where to Find More Information

1) [Request a demo](#)
2) Attend training
3) [Visit the Find a Provider Resource Center](#) on the employee website.
4) Contact Renju.Nair@bannerhealth.com

Find a Provider/ProviderMatch Skype Training Schedule	
TRAINING DATE	**TIME (AZ)**
Wed 9/6	8:00 a.m.
Wed 9/6	12 noon
Thurs 9/7	11:00 a.m.
Thurs 9/7	4:00 p.m.
Fri 9/8	7:00 a.m.
Fri 9/8	3:30 p.m.
Tues 9/12	11:30 a.m.
Tues 9/12	5:00 p.m.
Wed 9/13	7:00 a.m.
Wed 9/13	3:30 p.m.
Thurs 9/14	7:30 a.m.
Thurs 9/14	11:30 a.m.
Fri 9/15	12 noon
Fri 9/15	4:00 p.m.
Mon 9/18	8:00 a.m.