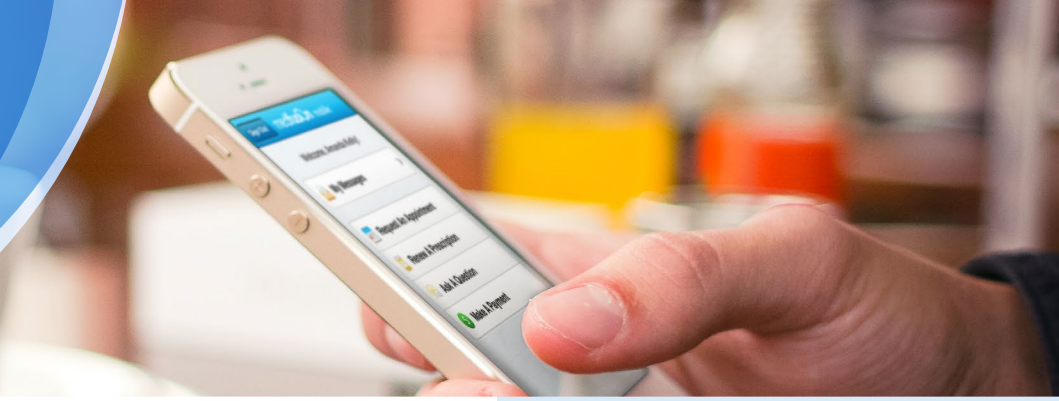
CUSTOMER SPOTLIGHT



Boulder Community Health: With First-Year Marketing, Portal Usage "Becomes Second Nature"

Boulder Community Health was founded in 1922 as a community-owned and operated not-for-profit hospital; today it offers 19 locations with 100 providers. Although the scale of BCH is very large, with services ranging from emergency care to primary care to behavioral care, the core idea is to provide innovative, first-rate, and individualized treatment to its patients.

BCH has partnered with Medfusion since 2013, and has realized success in patient activation on the portal due to an energetic push on the ground. Linda Fischer, EMR and training manager, explains: "After about a year's worth of implementation, we now have a growing demographic. It takes a lot of reinforcement at first, but becomes second nature." They use techniques such as mandatory staff scripting and distribution of patient handouts to drive usage of the portal. And the numbers back up their efforts: there is a 29% activation acceptance rate and 10,000 patients on the portal—and these numbers continue to grow.

Linda calls Medfusion's portal "and outstanding communications tool for our large growing network." Patients benefit greatly, and have steadily adopted usage of the portal to arrange appointments and request prescription refills; and they have especially appreciated secure messaging. For BCH clinicians and staff members, the portal has streamlined their communication as well. Out front, the interaction with patients has been greatly enhanced because less time is needed to enter registration information; in the back, clinicians are able to send follow-up messages via the portal, decreasing time spent on the telephone.

> **"The portal is an 'outstanding communications tool for our large growing network.' "**
>
> Linda Fischer,
> EMR AND TRAINING MANAGER

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