

Digital Strategy Performance Metric Picklist

Evaluate Your Virtual Health Care Performance

It is important to conduct ongoing monitoring and evaluation of your digital health program to ensure that it is advancing your goals and producing the necessary outcomes to justify its expenses. Measure the tool's progress toward improving the relevant outcome by tracking these suggested process measures.

1 Awareness of organization

Applicable For:

- Mobile Apps
- Patient Portal
- Website/
Social Media

Outcome Metric	Unaided awareness of organization: percent of survey respondents who mention organization without prompting; top-of-mind awareness
Process Measures	Suggested Metrics
Website Traffic	First time visits, time spent on site, pages consumed per visit
Mobile Downloads	Number of new downloads per day/week/month, per patient population
Social Engagement	Followers, shares, geographic reach
Content Consumption	Blog visits and subscriptions, video views, content downloads
Service Requests	Find-a-physician traffic, appointment requests, customer service requests
Communication Conversion	E-newsletter/blog/subscription conversions to appointments

2 Access to care

Applicable For:

- Virtual Visits
- Secure
Messaging

Outcome Metric	Increased patient volume through e-visits/interactions
Process Measures	Suggested Metrics
Sustainable Productivity	Number of patients per provider FTE
Patient Capacity	Patients per exam room per time period
Cycle Time	Amount of time (in minutes) that a patient spends at an office visit and e-visit/interaction, from arrival to departure
Wait Time	Amount of time (in minutes) spent in waiting room from completed registration to provider visit
Patient Processing Time	Time (in minutes) to process patient registration, verify insurance, collect billing
No-show/Cancellation Rate	Percentage of no-shows/cancellations per time period across network
Extended Availability	Number of appointments scheduled beyond normal business hours
Same-Day Availability	Number of same-day appointments scheduled

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3 Patient Activation

Applicable For:

- Mobile Apps
- Patient Portal
- Secure Messaging
- Remote Monitoring Devices
- Virtual Visits

Outcome Metric	Patient self-efficacy: the number of patients who respond positively that they feel informed and in control of their health on post-care surveys
Process Measures	Suggested Metrics
PAM Score	Number of patients scoring 3 or 4 on Patient Activation Measure survey
Messaging Volume	Number of secure messages originated by patients
EHR/Imaging/Lab Result Views	Percentage of patients who have viewed EHR/images/lab reports through a digital tool
Frequency of Communication	Number of interactions via digital tools from patients compared with number of suggested interactions by condition
Shared Decision-Making Participation	Number of patients receiving care from providers offering shared decision-making

4 Patient Experience

Applicable For:

- Mobile Apps
- Patient Portal
- Secure Messaging

Outcome Metric	HCAHPS Scores: results from standardized survey on patient perceptions and experience during care process
Process Measures	Suggested Metrics
User Drop-Off	Number of current active users divided by number of total registered users
Online Payments Percentage	Number of claims paid through online portal divided by number of total claims paid
Question Volume	Number of questions regarding directions or other information available on digital platform over time
Treatment Adherence	Percent treatment adherence before and after introduction of digital tool
Knowledge	Percent questions answered correctly on patient knowledge questionnaire