

# Clinical Digital Messaging Initiative: Connecting patients and providers across PHSA



Pooja Patel, Emily Hamilton, Alyssa Toy  
Office of Virtual Health, Provincial Health Services Authority



## AIM

The Clinical Digital Messaging Initiative (CDMI) aims to facilitate **communication between patients and clinicians** through SMS text messages.

- The Provincial Health Services Authority’s Office of Virtual Health (OVH) is partnering with clinical programs to encourage **connection** with patients and clients in B.C.

## CLINICAL NEED

**Low barrier** methods to communicate with patients and clients.

Initial use cases for text messages include:

- Appointment reminders and rescheduling
- Educational information
- General check-ins

### WHY is a robust platform needed?

- For automated responses to admin questions
- To encourage knowledge sharing among teams
- To record patient interaction for health records
- To encourage messaging between patients and care teams
- ... And more!



## VENDOR SEARCH

We conducted market research for potential vendors that could work with us for a time-limited duration, allowing clinical teams and patients to test the solution in the clinical setting. Process included:

- Phase 1: Initial engagement with vendor
- Phase 2: Privacy and security questions
- Phase 3: Demonstration of solution
- Phase 4: Demo for PHSA clinical programs and patient partners
- Phase 5: Technical Q&A
- Phase 6: Establish contract to demonstrate and evaluate

## OBJECTIVES

1

Enhance care models to enable low-barrier text message communication between patients and clients and clinical teams.

2

Experience Virtual Health technology to refine and validate requirements for Clinical Digital Messaging.

3

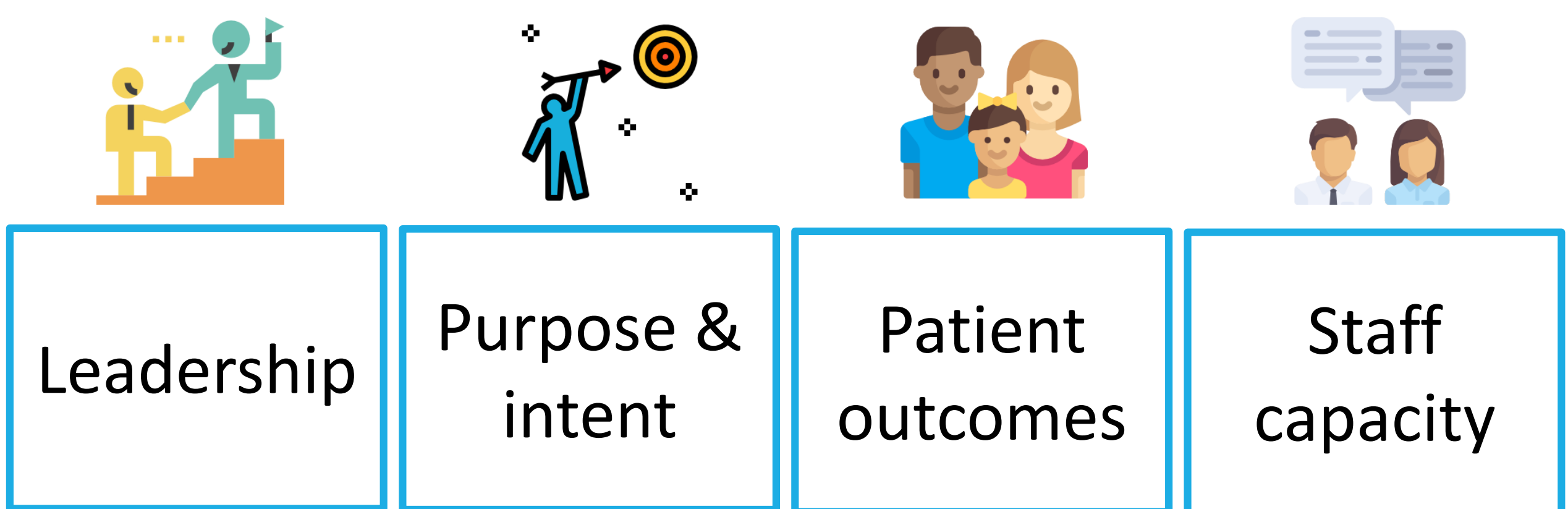
Evaluate the potential Virtual Health solution(s) tested and share learnings with stakeholders to inform decision making.

## VIRTUAL HEALTH READINESS

The Virtual Health Readiness Assessment Tool helps clinical programs assess their readiness to implement Virtual Health initiatives.

- The tool structures a review of the program’s capabilities and areas for improvements in relation to the implementation of a Virtual Health initiative.
- It aims to facilitate the process of addressing identified gaps through the creation of capacity strengthening plans.

### Level 1 domains – critical



### Level 2 & 3 domains – recommended



## CLINICAL PROGRAMS

PHSA clinical programs include:

- BC Mental Health and Substance Use Services
  - Community Transition Teams
  - Regional Forensic Psychiatric Clinics
- BC Centre for Disease Control
  - Tuberculosis Services
- BC Women’s Hospital + Health Centre
  - Oak Tree Clinic



## SAMPLE TEXT MESSAGES

Clinicians aim to engage with patients and clients through simple messages.

You have an appointment at LOCATION on DATE at TIME. If you have questions or need to cancel, call XXX-XXX-XXXX. Thanks.

Click on this link for more information [bit.ly](http://bit.ly)

We are located at [insert clinic address]. Thanks.

We noticed you missed your appointment on DATE. Is everything okay?

Hey, how’s it going?

## CONTACT US

Pooja Patel, MHA, project manager, OVH [pooja.patel@phsa.ca](mailto:pooja.patel@phsa.ca)  
Office of Virtual Health [officeofvirtualhealth@phsa.ca](mailto:officeofvirtualhealth@phsa.ca)  
<http://www.phsa.ca/health-professionals/professional-resources/office-of-virtual-health>