Shall we play a game?
Shall we play a game?
Gamification is the insertion of game dynamics and mechanics into non-game activities to drive desired behavior.

Forrester Research; Gamification 301: 5 Ways Gamification Helps Advance a Social Business Strategy  Hosted by: Jive Software, Bunchball, and 7summits
Engagement Loop
Motivations
that reinforce
drive consumers to complete

Achievements
which earns players

Actions

Rewards
that are incentivized by

Motivations
From a practice standpoint, motivation is to increase patient engagement, especially the tween/teen age group. "Stamps" are offered in exchange for completing questionnaires-in advance, for coming in for recommended WCC, and for other tasks. From a patient standpoint, motivation is achieving adequate points to be in the monthly gift card drawing.
drive consumers
to complete
A variety of tasks are created by the practice, with the more important ones, as determined by the practice, being worth more stamps. The patient then decides if he/she wants to complete those tasks to earn stamps.
that are incentivized by
Rewards
The reward for the practice is improved engagement as well as care for the patient. The reward for the patient is getting stamps for completing tasks as outlined on the Patient Loyalty Reward program sheet.
which earns players
Achievements
For the practice, this can be improved P4P scores or help with PCMH certification. For the patient, it is completing a full "card" of stamps so that he/she can be entered into the monthly gift card drawing.
that reinforce
increased patient engagement
When did you last overhaul/redesign your website?

- 63% - within the past year
- 21% - within the past 4 years
- 4% - never
- 12% - I don't have a website

When did you last update your website content?

- 53% - within the past month
- 21% - within the past 6 months
- 12% - within the past year
- 2% - never
- 12% - I don't have a website
Give yourself 2 points if you read the news article on my website and found the code word/phrase
Smartphones!!!!

- 70% 13-17 yr olds
- 79% 18-24 yr olds
- 62% 25-34 yr olds
- 41% Apple iOS
- 52% Android OS

In 2014, use of mobile devices to obtain information is going to surpass use of desktop units.

Nielsen.com 10/29/13
What kind of smartphone do you have?

- 76% have IPhone
- 17% have Android
- 7% don't have a Smartphone
• 26% of practices have a mobile site
• 56% have a regular website for mobile devices
• 18% don't know
Smartphones!!!!

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- 41% Apple iOS
- 52% Android OS

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Practice App

- easier to navigate than mobile site, or full site on mobile device
- provides direct link to patient portal
- has the ability to contact doctor directly after hours
- easily searched clinical information
Only 5% of practices surveyed currently have a practice app.
Practice App

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Patient Portal

- families need to know how the portal works - YouTube demo
- creative ways to use the portal

- confirm appointment
- next day follow-up
- reminder to complete questionnaires
- reminder to schedule for flu vaccine
40% of practices surveyed have a patient portal.
Give yourself 2 stamps if you have a patient portal for your practice.
Patient Portal

- families need to know how the portal works-
  YouTube demo
- creative ways to use the portal

- confirm appointment
- next day follow-up
- reminder to complete questionnaires
- reminder to schedule for flu vaccine
My "Game" App - StampMe

- completely customizable-not just sales dependent
- free version and paid version
- paid version has a business portal which allows "stamps" to be given for things that occur outside of actual visits-use of portal, FB responses, etc.
- need location services turned on
22% of practices provide wifi for their families in the office
Give yourself 2 stamps if you downloaded the StampMe app
My "Game" App - StampMe

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- free version and paid version
- paid version has a business portal which allows "stamps" to be given for things that occur outside of actual visits-use of portal, FB responses, etc.
- need location services turned on

![App Screenshots]

![QR Codes]
Social Media

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest
Social Media Sites Used by Practices

- 75% use Facebook
- 36% use Twitter
- 3% use YouTube
- 2% use Pinterest
- 5% use other sites (Google+, ConstantContact)
- 0% use Instagram
- 24% don't use Social Media sites
Pinterest statistics via Pinerly

Best time to post during the day: 2PM - 4PM EST

Best time to post in the evening: 8PM - 1AM EST

+80% A call-to-action pin description receives an 80% increase in engagement

+42% Tutorial & guide / DIY & recipe pins receive a 42% higher click through rate

+94% Pins related to trending topics see an average of 94% increase in click through rate
Social Media

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest

1 Stamp for following us on Twitter
3 Stamps for "liking" our Facebook page
1 Stamp for checking in at our office on Facebook
Give yourself 2 stamps if you liked my Facebook page
Give yourself one point if you checked in to this course on Facebook
Social Media

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest

1 Stamp for following us on Twitter
3 Stamps for "liking" our Facebook page
1 Stamp for checking in at our office on Facebook
Be prepared for no smartphone

Have a backup plan
- paper cards
- non-smart phone dependent reward system-Belly
Parent Participation
43% - StampMe app
25% - Paper
Teen Participation
19% - StampMe App
14% - Paper
6-13yr Participation
62% of all visits
79% of WCC
Be prepared for no smartphone

Have a backup plan
- paper cards
- non-smartphone dependent reward system - Belly
Rewarding extra-office achievements

- grades on report card, perfect attendance
- community service projects
- "It can wait" don't text and drive pledge
- for primary school-aged students, AR points
3 Stamps for each community service project done

3 Stamps for each semester of perfect attendance

3 Stamps for signing the "It can wait, don't text and drive" pledge

2 Stamps for sports or extracurricular activity

3 Stamps with 50 AR points
2 Stamps with 25 AR points
1 Stamp with 10 AR points

3 Stamps with A avg/per term
2 Stamps with B avg/per term
1 Stamp
Increased patient engagement leads to....

**Improved patient care**

by........

stressing the importance of the **medical home**
How do you confirm appts?

- 37% personal call alone
- 17% personal call plus other
- 12% automated call alone
- 36% automated call plus other

Initial Message
Central Healthcare: You have an apt. tomorrow at 3:00PM. To confirm text YES. To decline text NO. You will receive a reminder.

34% text message plus other

19% autocall/text/email
No one mentioned postcard reminders.

31% email plus other
0.3% email alone
Well Care Visits

One of the highest stamp values

Points are given not only for the exam itself, but for:

- recommended vaccines
  for tweens/teens: Hep A catch-up; HPV; Flu vaccine: Menactra booster

- other age appropriate screenings
  hearing, vision, labs-hgb, lipid profile

- depression/behavioral screens-early intervention
Well Care Visits

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  hearing, vision, labs-hgb, lipid profile

- depression/behavioral screens-early intervention

5 Stamps for yearly WCC

3 stamps for each HPV and Hep A, MCV4 booster

3 Stamps to both parent and teen for completing CHADIS before visit

3 Stamps for scheduling next appt before leaving office
Acute Care Visits

Stamps can be given for actions both during, and outside of, office hours

- after hours/extended hours availability
- reward for calling when office is closed before going to UC/ER
- having the family make sure UC/ER sends records if seen for something that couldn't be handled in office (fracture, laceration)
- reward for using the Patient Portal to ask non-urgent questions
Chronic care Management

Stamps may be given based on the level of accountability that the family assumes

**ADD/ADHD**
- parents getting teachers involved on a regular basis by completing CHADIS questionnaires online, in advance, of visits for med checks
- parents giving the office 3 days advance notice for prescription refills
- parents completing CHADIS Vanderbilt forms in advance of med check visit

*Have families make sure that any specialist/therapist the patient sees sends all correspondence regarding visits in their offices-ie, keeps you in the loop.*

**Asthma**
- avoidance of ER
- spirometry every 1-2 years
- Flu vaccine
- use of controller meds

**Other Chronic Diseases**
- for obese children, weight maintenance or reasonable weight loss
- improved lab values
- use of apps/food diary/FitBit

**Stamps**
- 3 Stamps for parent completing Vanderbilt in advance and having teacher complete it
- 2 Stamps for giving 72 hours notice for prescription refills
- 3 Stamps for completing ACT or similar questionnaire
- 3 Stamps for annual flu vaccine
- 3 Stamps for meeting weight loss/maintenance goals
- 3 Stamps for a diabetic/glucose control
- 3 Stamps for use of apps/food diary and bringing results to office
accountability that the family

ADD/ADHD

- parents getting teachers involved on a *regular* basis by completing CHADIS questionnaires online, in advance, of visits for med checks
- parents giving the office 3 days advance notice for prescription refills
- parents completing CHADIS Vanderbilt forms in advance of med check visit

*Have families make sure that

3 Stamps
- each for parent completing Vanderbilt in advance and having teacher complete it

2 Stamps
- for giving 72 hours notice for prescription refills
Asthma

- avoidance of ER
- spirometry every 1-2 years
- Flu vaccine
- use of controller meds

3 Stamps for not overusing rescue meds and using controller meds
3 Stamps for completing ACT or similar questionnaires
3 Stamps for annual flu vaccine
Give yourself one stamp if you get a yearly flu vaccine.
Other Chronic Diseases

- for obese children, weight maintenance or reasonable weight loss
- improved lab values
- use of apps/food diary/FitBit

3 Stamps for meeting weight loss/maintenance goals

3 Stamps for a diabetic, good glucose control

3 Stamps for use of apps/FitBit and bringing results to office
Give yourself 3 points if you use a fitness app/FitBit
*Have families make sure that any specialist/therapist the patient sees sends all correspondence regarding visits in their offices—ie, keeps you in the loop.*

3 Stamps for having specialists and therapists send their correspondence to you
Chronic care Management

Stamps may be given based on the level of accountability that the family assumes

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3 Stamps for a diabetic glucose control
3 Stamps for use of apps/FEVER and bringing results to office
Improved Practice Health

Exchanging "Stamps" for tasks can ultimately lead to a more successful practice.

PCMH/P4P
- improved WCC rates
- improved screening rates
- improved vaccine rates
- improved accessibility-after hours availability
- improved chronic care measures-flu vaccine in asthmatics

Financial
- Increased % of pts paying balances-stamps awarded if paid at TOS, or within 30 days of initial bill to patient
- Increase in timely payments from insurance companies by having correct info on file-stamps awarded by keeping demographic info UTD and bringing insurance card to each visit

5 stamps for keeping account current
1 stamp each for insurance card, current info
PCMH/P4P

- improved WCC rates
- improved screening rates
- improved vaccine rates
- improved accessibility-after hours availability
- improved chronic care measures-flu vaccine in asthmatics
Practices that are PCMH certified

- 7% no interest
- 40% no
- 33% yes
- 19% in process
26%-some weeknights
28%-all weeknights
(M-F)

77%-Saturday
42%-Sunday

9%-none
7%-other

Hours open outside of "standard" business hours
Financial

- Increased % of pts paying balances - stamps awarded if paid at TOS, or within 30 days of initial bill to patient
- Increase in timely payments from insurance companies by having correct info on file - stamps awarded by keeping demographic info UTD and bringing insurance card to each visit
Give yourself 1 stamp if you brought your insurance card.
Improved Practice Health

Exchanging "Stamps" for tasks can ultimately lead to a more successful practice

PCMH/P4P
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- improved screening rates
- improved vaccine rates
- improved accessibility-after hours availability
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Other Possibilities for Stamps

- offer bonus stamps if patients come in during "slow" times or days
- offer bonus stamps if a family schedules with a new provider
- offer stamps to families that refer new patients to the practice
- offer bonus stamps if patients respond to a social media post

In larger practices, each of the major chronic disease processes could have its own reward category.
Making the program successful

- Keep it fluid-add new stamp possibilities
- Make it obtainable
- Offer random awards for no reason
- Add new categories
- Let the winner pick the prize
FLORENCE FREEDOM VS TRAVERSE CITY BB
Sun, Jul 26, 2009 6:05 PM
ANNIVERSARY
$8.50

iBooks
Choose from thousands of books for iPad, iPhone, or iPod touch. Or get music, movies, and more, all from iBooks.
Other Possibilities for Stamps

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In larger practices, each of the major chronic disease processes could have its own reward category.
Winning the "Prize"

Each practice will need to decide this individually based on practice size and participation.

- For my practice, I decided to start awarding a prize monthly, once 10 parents and 5 teens filled their cards. This took 2 1/2 months for parents, and 4 1/2 months for teens.
- I required both parents and teens to fill 20 stamps.
- There was no limit on the number of entries/person
- Each person could only win once/calendar year
- Points reset 12/31 each year
The Results......after 5 months

68% Parent participation
63% use the app
37% use paper

33% Teen participation
58% use the app
42% use paper

Prior to the program, only 28% of patients had their next appt. scheduled. Of patients that have been seen since starting the program, 80% have their next appt. scheduled.
Surprises, Both Good and Bad

First, the Bad.....

• It takes a lot of time to get someone signed up-try to encourage people to sign up in advance of the visit, or immediately upon arrival to the office. WiFi for patient use is strongly encouraged.
• It can take a lot of time to give stamps at the end of the visit as well
• A lot of people don't have, or don't know how to use, a smartphone

Now, the Good.....

• Parents started calling before going to UC or the ER after hours-FB reminder posted every Friday
• There has been an increase in next visits scheduled
• Portal use has increased
Keys to Success in your Practice

In order for this to work, we HAVE to understand the amount of effort everyone involved has to undertake.

- Decide which groups to reward
- Decide which measures need improvement within each group
- Decide point value based on what you feel is most important
- Decide how you’re going to implement the program-App? Paper Cards?
- Decide the number of points required to enter drawing-remember to make it easy enough to encourage participation, but hard enough that it isn’t a "cake walk"
- Decide the minimum number of eligible participants at which to give out the prizes
- Decide the frequency that prizes will be given
- Choose the prizes
- Advertise the program-any and every way possible!

And yes, this includes physicians!!!!!
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- Decide the frequency that prizes will be given
- Choose the prizes
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And yes, this includes physicians!!!!
Give yourself 3 stamps if you completed the survey
Rewards programs are the simplest form of Gamification. They have been around for a long time, and are familiar to everyone.

*It makes sense to expand them to the business of Pediatrics.*