



Gamification is the insertion of game dynamics and mechanics into non-game activities to drive a 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

Actions

which earns players

Rewards

that are incentivized by

September 2011 "Gamification of Marketing Strategies Boosts Comsumer Engagement" Figuresia report, Gamification 301: 5 Ways Gamification Helps Advance a Social Business Strategy. Hosted by: Jive Software. Calculate and Trummits

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

Actions

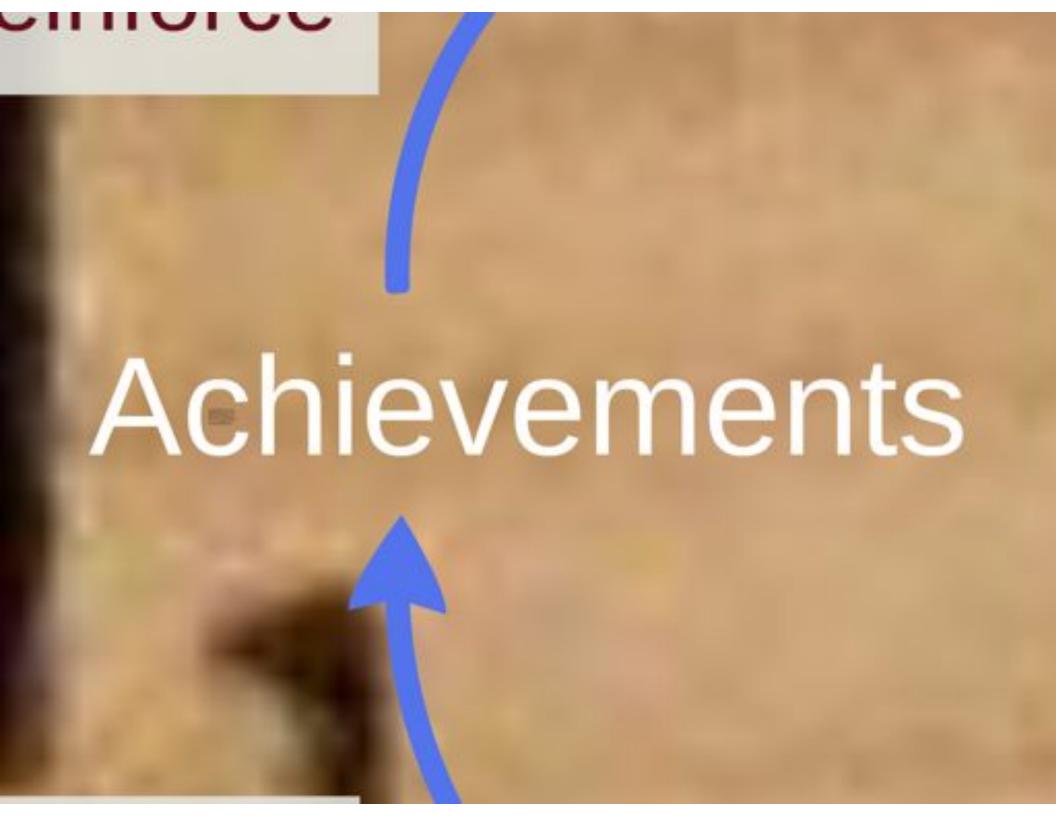
A variety of tasks are created by the practice, with the more important ones, as determined by the practice, being worth more stamps. The patient then decides if he/she wants to complete those tasks to earn stamps.

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



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

Motivations







100

Appointments: (859) 384-2550



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



100

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Smartphones!!!!



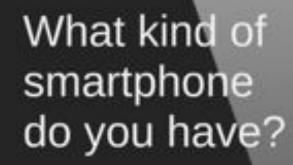


- · 70% 13-17 yr olds
- 79% 18-24 yr olds
- · 62% 25-34 yr olds

- 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



76% have IPhone

17% have Android

7% don't have a Smartphone

- 26% of practices have a mobile site56% have a regular
 - website for mobile devices
- 18% don't know

Smartphones!!!!





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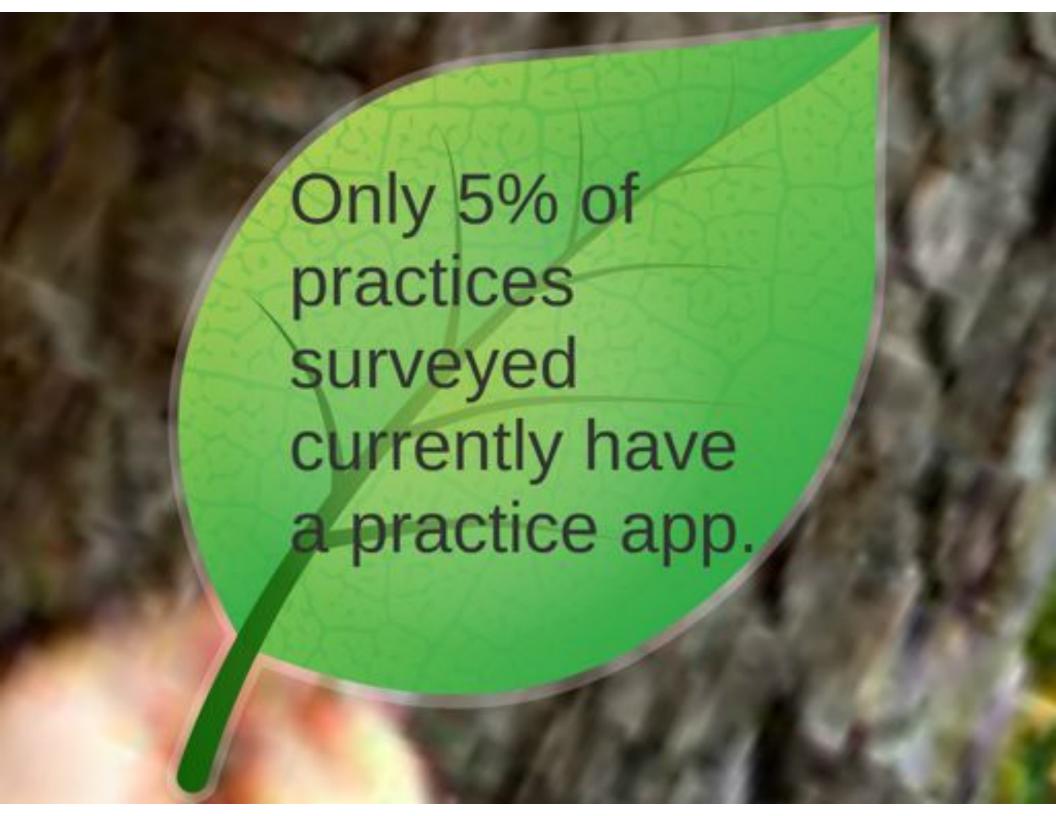
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Practice App

- 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





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Patient

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

2 Stamp a for sending a message via the portal of instead of calling

1 stamp

tor checking in once a month once a mough the through the portal

confirm appointment

- · next day follow-up
- reminder to complete questionnaires
- reminder to schedule for flu vaccine

1 stanne for confirming appr through the portal

40% of practices surveyed have a patient portal.



Patient

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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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Social Media

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest





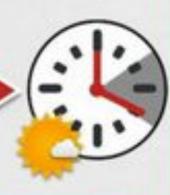






Pinterest statistics via Pinerly

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

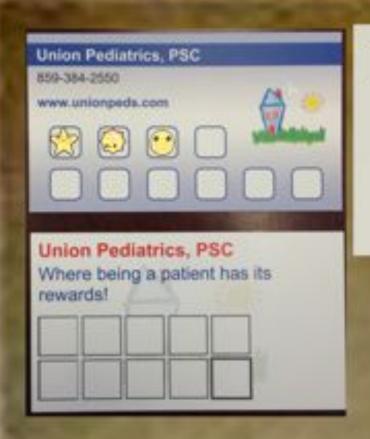
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Be prepared for no smartphone

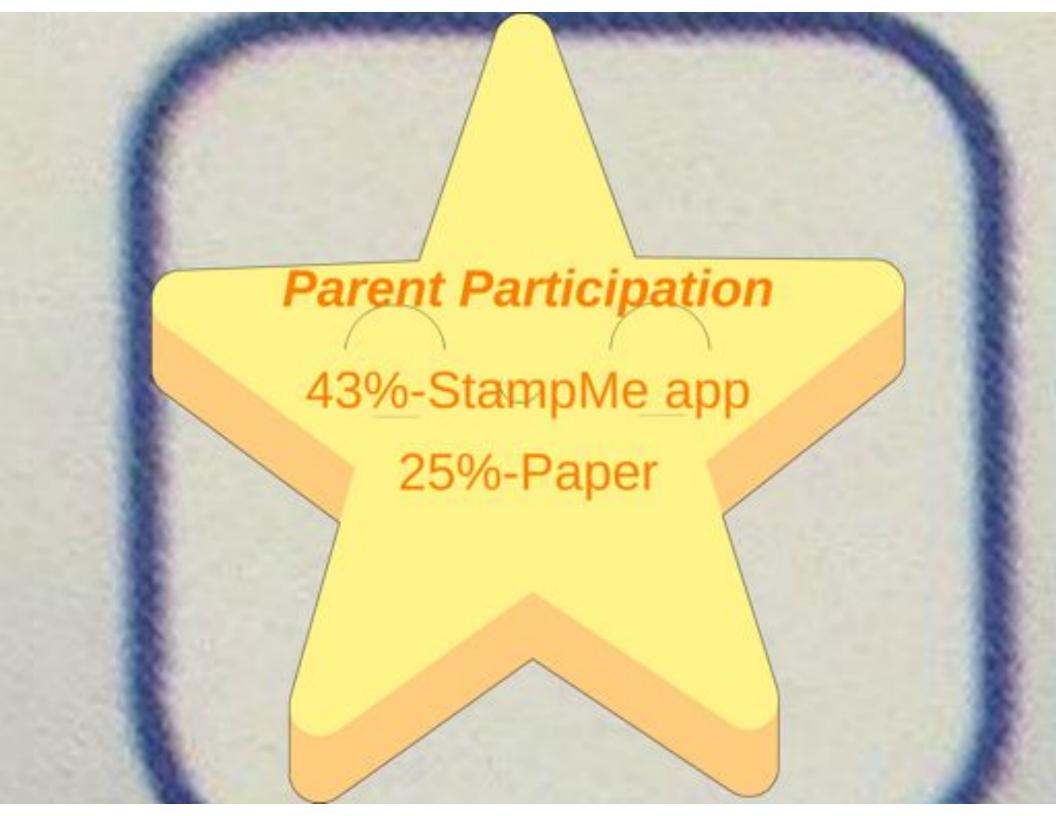


Have a backup plan

- paper cards
- non-smart phone dependent reward system-Belly



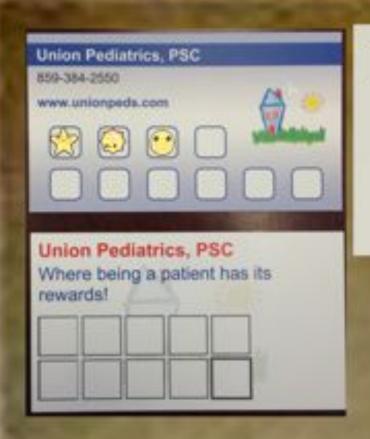








Be prepared for no smartphone



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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
community
service project
done



3 Stamps

for each
semester of
semester of
perfect
attendance









3 Stamps

tor signing the

"It can wait"

don't text and

drive pledge

3 Stamps
All A's/per term
2 Stamps
A avg/per term
A avg/per term
B avg/per term

2 Stamps

tor sports or
extracurricular
extracurricular
activity

3 Stamps with 50 AR points with 25 tamp with 15 tamp with 10 AR points







- 37% personal call alone
- 17% personal call plus other





- 12% automated call alone
- 36% automated call plus other

How do you confirm appts?

Initial Message

Central Healthcare: You have an appt. tomorrow at 3:00PM. To confirm bit VES. To decline but NOT THE LISTS ID A Room

 34% text message plus other

COLUMN TOWNS TO SELECT

Central Healthcare: Thurists for confirming your appt. tomorrow at 3.00PM, Don't forget ur insurance card.

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



Q500 673-6852





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 catchup; HPV; Flu vaccine: Menactra booster

- other age appropriate screenings hearing, vision, labs-hgb, lipid profile
- depression/behavioral screens-early intervention

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- other age appropriate screenings hearing, vision, labs-hgb, lipid profile
- depression/behavioral screens-early intervention

3 stamps

for each HPV and Hep A, MCV4 booster

3 Stamps

for scheduling next appt before leaving office 5 Stamps

for yearly WCC

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

Acute Care Visits

5 Stamps

for calling the

for calling the

office after

hours before

going to the

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

3 Stamps
for telling us
and having ER
send their s

- 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 nonurgent 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.

3 Stamps

3 Stamps

completing Vandertilt in advance and heather private complete if

2 Stamps

for giving 72 hours notice for prescription nafilia.

Asthma

avoidance of ER

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

3 Stamps ACT or send

5 Stamps

for arresal Burvaccine

Other Chronic Diseases

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

Stamps

3 Stamps

3 Stamps ADMIN'T REN mind bringing

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

2 Stamps

for giving 72 hours notice for prescription refills

*Have families make sure that

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



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.

3 Stamps

for having specialists and therapists send their correspondence to you

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BLANK-2

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

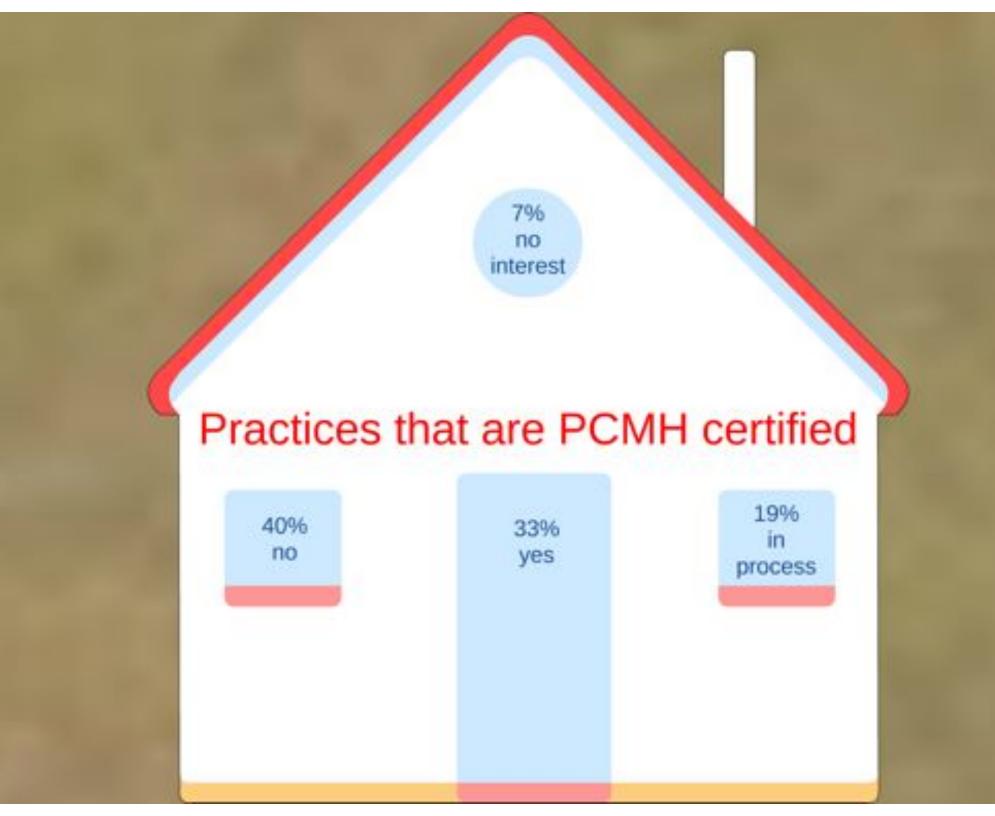
- Increased % of pts paying balances-stamps awarded if paid at TOS, or within 30 days of initial bill to patient
- Increase in timely payments from insurance companies by having correct into on filestamps awarded by keeping demographic into UTD and bringing insurance card to each visit

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5 stamps for keeping account account current

1 stamp each for insurance insurance card, current

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BLANK-2

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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







Making the program successful • Keep it fluid-add new stamp

- Make it obtainable
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possibilities

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NO REPURE 1 NO EXCHANGE 1 TWO SUBJECT TO CHANGE







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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!!!!



Keys to Success in your Practice

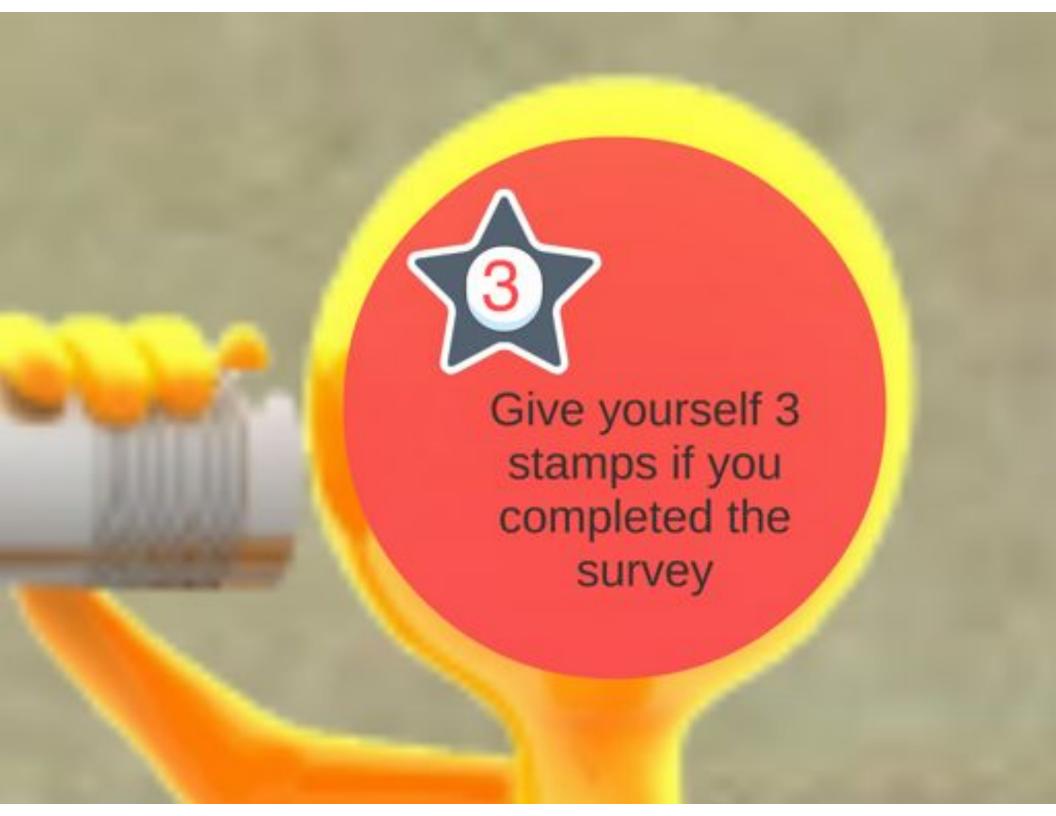
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Rewards programs are the simplest form of Gamification. They have been around for a long time, and are familiar to everyone.

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









Saver Book



