



## SUCCESS STORY

### Intermountain Healthcare's Connect Care integrates with Cerner EHR to better co-ordinate care for direct to consumer telehealth

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Intermountain Healthcare, a not-for-profit health system based in Salt Lake City, Utah, was in search of an alternative way for patients to access needed care while reducing medical costs for both patients and the health system.

The service needed to extend care directly to Intermountain's population under its trusted brand, and needed to work in tandem with Intermountain's existing Cerner EHR. For Intermountain, it was essential that the health system be able to maintain one complete, accurate, and up-to-date record of its patients' health.

With the right partner, telehealth could address Intermountain's needs for a cost-effective service for consumers throughout Utah and Idaho regardless of the time of day. Intermountain selected American Well to help launch its direct-to-consumer branded telehealth service, Intermountain Connect Care®, to its patient population in September 2015. Intermountain chose American Well for a couple of key reasons:

- Depth of experience working with other renowned health systems to successfully implement telehealth
- Flexible technology that allows Intermountain providers to keep existing EHR workflows by integrating the American Well platform

#### Phase One: Launching Connect Care

In February 2016, Intermountain deployed a multi-pronged launch strategy, while simultaneously planning and strategizing for integration with its Cerner EHR system.

The first phase of the launch focused on gaining internal buy-in from employees. The Intermountain marketing team raised awareness and engaged employees in telehealth through system-wide emails,

newsletter articles, web banners, and first-visit-free vouchers. Six weeks later, Intermountain launched Intermountain Connect Care® to Intermountain's insurance arm, SelectHealth, 750,000 members, and in April 2016, launched to the broader public. Marketing tactics for the sustained communication included emails, website promotions, TV and radio ads, and in-person events over multiple months.

## Phase Two: EHR Integration

Intermountain had already made a significant investment in its Cerner EHR system, and its physicians were actively capturing visits in the medical record. Having Intermountain Connect Care integrated with the health system's EHR was beneficial to ensuring it was streamlined and efficient for physicians to engage with the service.

Together, Intermountain, American Well, and Cerner worked to deploy a two-point integration that auto-registered patient visits in the EHR so Intermountain providers could continue to document in the Cerner system and access patients' existing medical records. This integration helped Intermountain keep its medical records between American Well and Cerner in sync. The second integration point will be the visit summary, which will allow providers in Online Care Group, (American Well's medical practice that Intermountain also uses, to ensure national and extended coverage) to provide visit notes that populate the patient record.

## Intermountain Connect Care Results

Intermountain has seen great success in Intermountain Connect Care since its launch, with thousands of patients enrolling and going on to have a visit. The health system went live with its telehealth EHR integration in September 2016, and patients and providers are now seeing the positive outcomes of more informed telehealth visits. Since the successful launch of Intermountain's telehealth EHR integration, American Well and Cerner have formed a partnership to allow all current and future clients to integrate telehealth into their EHRs.

