

## A message from Karen Murphy, PhD, RN, executive vice president, chief innovation officer



Welcome to the third edition of the Steele Institute for Health Innovation newsletter. Since the Institute's founding in 2019, we've grown to include more than 275 employees and continue to drive forward-thinking solutions and innovate. The purpose of this newsletter is to keep everyone

in the Steele Institute informed and to share our accomplishments with innovators inside and outside the organization who might like to partner with us. Send ideas for future newsletters to [steeleinnovation@geisinger.edu](mailto:steeleinnovation@geisinger.edu).

## Identifying and addressing the social needs of members and patients



**Neighborly**

As part of our commitment to making better health

easier, Geisinger implemented a social needs screening in July 2021. Offered to each patient as part of the pre-visit intake process, the screening identifies needs such as housing, transportation, food and childcare. Since inception less than one year ago, more than 150,000 people have been screened, with 19% reporting at least one need.

People in need who request help are connected to local resources and organizations through [Neighborly](#), an easy-to-use platform that includes thousands of free and reduced-cost programs and services. Neighborly launched in March 2020 and has recorded more than 100,000 searches by 16,000+ unique users.

Neighborly also provides connections to programs

## Signify Health presents Geisinger with 2021 Leader of Excellence Award

Janet Comrey, director of payment transformation, was presented with Signify Health's 2021 Leader of Excellence Award.

In 2021, under Ms. Comrey's leadership, Geisinger made tremendous strides forward in the Bundled Payment for Care

Improvement-Advanced (BPCI-A) Program with a commitment to and noticeable improvement in Next Site of Care (NSOC) optimization, as well as the establishment of a post-acute network that included home health agencies for the first time.

This work was driven by a dedicated and passionate Geisinger team committed to quality improvement. The Signify Health operations team recognized "the tremendous ability of the Geisinger team to think in innovative ways."

"Every day, we see that their hearts are truly represented in the work that we are doing together in service of our shared BPCI-A population," the Signify team said.



and services launched by the Steele Institute, including the Fresh Food Farmacy, Free2BMom, 4 Ride, GED assistance, Action for Neighbors and Emergency Food Boxes. Geisinger staff can access Neighborly through Epic or at [neighborlygeisinger.com](https://neighborlygeisinger.com). Join us at a monthly training to learn more about the resource or contact us at [neighborly@neighborlypa.com](mailto:neighborly@neighborlypa.com). And share information about Neighborly with your teams, your family and your community.

**Thank you to our summer interns:**

Jason Anderson, *Informatics*

Anna Buck, *Clinical Redesign*

Amanda Brosius, *Operations*

Anthony Cardenas, *Informatics*

Juliette Gudknecht, *Artificial Intelligence*

Stephen Heckert, *Informatics*

Joshua Kopelcheck, *Informatics*

Braedon Leslie, *CMSL Redesign*

Addie Shukauskys, *Operations*

**Welcome to our new employees  
as of August 2022:**

Sajjad Alsaffar, *Business Intelligence Analyst Associate*

Karah Archie, *Director Business  
Intelligence and Information Delivery*

Navexsha Bagga, *Senior Director Clinical  
Enterprise Analytics*

Meghna Benoy, *Technical Analyst Associate*

Thomas Berkey, *Application Developer Associate*

Deepika Cheeti, *Business Intelligence Analyst Senior*

Mark Crabtree, *Business Intelligence Analyst Lead*

Jenny Dawson, *Senior Data Scientist*

Michelle Dempsey, *Business Intelligence Analyst Senior*

Michael Ellison, *Business Intelligence Analyst Lead*

Lydia Everhart, *Business Intelligence  
Analyst Intermediate*

Lauren Furushima, *Experience Designer*

Bhavitha Guduri, *Business Intelligence Analyst Senior*

Michael Houllis, *Application Developer Intermediate*

Angela Juan, *Technical Analyst Associate*

Kathleen Keesling, *Wellness Associate I*

Kim Knowles, *Technical Analyst Associate*

Don Kopp, *Business Intelligence Analyst Intermediate*

Doug Krafjack, *Software Engineer Intermediate*

Amritendra Kumar, *Business Intelligence Analyst Senior*

Hao Liu, *Business Intelligence Analyst Intermediate*

Tyler Mcmillen, *Business Intelligence Analyst Associate*

Raymond Menapace, *Business  
Intelligence Analyst Intermediate*

Christopher Munoz, *Business Intelligence Analyst Senior*

# Enjoy some mindful moments

Mindfulness is about purposely focusing on the present and accepting it as it is, without judgment. Practicing mindfulness in a controlled environment helps you apply these principles in the professional and personal areas of your life. Join Geisinger's Health and Wellness team for a virtual 5- to 10-minute mindfulness huddle. Let yourself slow down, take a break from the busyness of everyday life and focus on yourself for a few moments. Virtual huddles are free and take place in the morning or at lunchtime. Sign up for a session [here](#). Want to know more? Contact [wellness@geisinger.edu](mailto:wellness@geisinger.edu) or **866-415-7138**.



Patrick Okumah, *Business Intelligence Analyst Senior*

Juhiben Patel, *Enterprise Data Steward Intermediate*

Emily Rossi, *Business Intelligence Analyst Senior*

Richard Sabbara, *Business Intelligence Analyst Lead*

Swati Sathyan, *Business Intelligence Analyst Intermediate*

Subodh Singh, *ETL Developer Senior*

Aidan Stromer, *Technical Analyst Associate*

Tamanna Tabassum, *Data Scientist Intermediate*

Sumadhurima Tekkam, *Business Intelligence Analyst Associate*

Annette Wilson, *Clinical Practice Transformation Coordinator*



## Employee spotlight

**Amy Minnich, MHSA, CPC, RN**, associate vice president of innovation operations, was chosen to serve on the National Quality Forum's 2022 Leadership Consortium. This exclusive forum is designed to help identify meaningful issues that will drive change in healthcare for every person nationwide.

**Christine Krumich** recently completed the Intro to Project Management course. She writes: "Thank you for allowing me the opportunity to take this class — it was extremely informative! I definitely gained new skills and tools that I will be able to use in my current and future projects and would highly recommend the course to anyone with limited PM experience coming onto the team."

**Benjamin A. Hohmuth, MD**, chief medical informatics officer, was featured on the American Board of Internal Medicine's "[Voices that Transform](#)" blog. Dr. Hohmuth is the chair of ABIM's Hospital Medicine Exam Writing Committee.

**Kyle Marshall, MD, and Clemens Schirmer, MD, PhD**, associate chief medical informatics officers, were elected regional senators on Geisinger Commonwealth School of Medicine's Faculty Council.

## Conferences/ presentations/ publications

**David Vawdrey** presented at two American Medical Informatics Association events: the [2022 Clinical Informatics Conference](#) and the [2022 ACMI Symposium](#). He was also featured on a recent episode of Fast Healthcare's [HealthTech podcast](#).

**Karen Murphy** participated in an executive roundtable at [Becker's 12th Annual Meeting](#) focused on "How to Build a Best-in-Class Healthcare Consumer Experience." She also participated in the opening keynote panel at the [Modern Healthcare Transformation Summit](#).

**Becky Stametz** presented at [tHINc360—The Healthcare Innovation Congress](#), [Reuters Digital Health](#) and to a group of [KidsX](#) collaborators.

**Dan Parry** co-authored "[Optimizing the medication distribution process for inpatient units](#)," published in the *Journal of Medical Systems*.

**Becky Stametz** co-authored "[Streamlined versus traditional consent for low-risk comparative effectiveness trials: a randomized experimental study to measure patients' and public attitudes](#)," published in the *Journal of Comparative Effectiveness Research*.

**Eric S. Reich, Jason Puckey, Rebecca Maff, Andres Garcia-Arce, Biplab Sudhin Bhattacharya** co-authored "[Machine learning based forecast for the prediction of inpatient bed demand](#)," published in the *BMC Medical Informatics and Decision Making*.

**Mark your calendars for the in-person Steele Institute All Staff Retreat on Thursday, Sept. 29, in Danville. More information to come later this summer.**

Have an idea or problem to solve? Submit an [online application](#) or email us at [steeleinnovation@geisinger.edu](mailto:steeleinnovation@geisinger.edu).



# Behavioral health redesign at Geisinger

In the wake of COVID-19, many Americans found themselves in dire need of behavioral health services. With surging demand compounded by a provider shortage, it became the norm for many to wait for months to get the care they need. Here at Geisinger, we faced a nearly 19,000 patient backlog of behavioral health orders. To address this need, the Behavioral Health team began taking strides to scale access and begin redesigning services and the patient experience, including partnerships with Iris Telehealth and the Steele Institute.

## Rising to the challenge

Behavioral Health started by creating surge access, including employed provider recruitment and contracted labor from Iris Telehealth. This allowed the team to reduce the order backlog from 19,000 to 3,000 and added over 40,000 completed appointments since last year.

This growth also included introduction of the intake service. Co-developed and staffed by Iris providers, the intake serves as the front door to care, providing patients with a brief visit with a licensed clinical social worker to make sure the orders placed address patient's clinical and social needs. The intake team also helps patients find resources outside the system when needed and stays with them until a good resource is identified.

The Behavioral Health team has also continued to scale consult services for inpatient units and emergency departments. This includes overnight and PRN staffing for the adult psychiatry consult service and newly created pediatric psychiatry consult service, staffed by Iris Telehealth and Geisinger providers.

## What's next?

Recognizing that growing access wouldn't be enough, the team is working to create a one-Geisinger, digitally enabled approach to providing behavioral health services. Plans include:

- Second phase of Iris partnership to create a team-based, multidisciplinary care model
- Collaboration with the Center for Telemedicine and the Steele Institute to create a seamless experience for patients during telemedicine encounters
- Developing automations and digital tools to "room" patients via telemedicine and capture valuable clinical information prior to their appointment
- Closing service gaps in partnership with the Geisinger Health Plan team
- Multidisciplinary approach to consult liaison services for adults and pediatrics to support system EDs and inpatient units, staffed by Geisinger providers

For more information, visit [iristelehealth.com](https://iristelehealth.com) and [geisinger.org](https://geisinger.org)



# Making digital education easier

Becky Stametz, VP, Digital Transformation, and Ryan Van Loan, director, Digital Product Development, Digital Transformation Office

Krames on Fast Healthcare Interoperable Resources (FHIR) is a patient education platform that uses an app and solution suite integrated with Epic to deliver educational materials to patients. Launched in May, Krames on FHIR (KOF) is one facet of the digital education initiative led by the Digital Transformation Office and Patient Experience Administration.

## What's next?

We're still evaluating KOF, but we're seeing tremendous interest from providers and specialty groups that could lead to the creation of different uses outside of the established Epic workflow — such as Family Engagement Center digital whiteboards and remote patient monitoring.

## Benefits of FHIR

- Provides faster, real-time access to quality data
- Reduces burden for reporting quality measures
- Promotes interoperability and aligns data exchange requirements with quality measurements and reporting
- Reduces effort to implement new measures and simplifies data mapping
- Clinical decision support
- Both use a common FHIR data model (FHIR QI-Core)

## Opportunities and goals

Krames on FHIR has already seen robust adoption. More than 3,000 unique providers have prescribed education to over 30,000 patients. The goal is to provide patients with consistent messaging and offer high-quality clinical and medication instructions.

We also hope to influence the patient experience index and improve Press Ganey scores in the inpatient, ED, urgent care, outpatient and ambulatory space. We also strive to:

- Boost medication adherence by empowering patients to understand their treatment regimens
- Minimize the need to develop and maintain in-house education materials
- Reduce the need for translation services

