

More than a product



How 3M support services help optimize our clients' investment in health care software

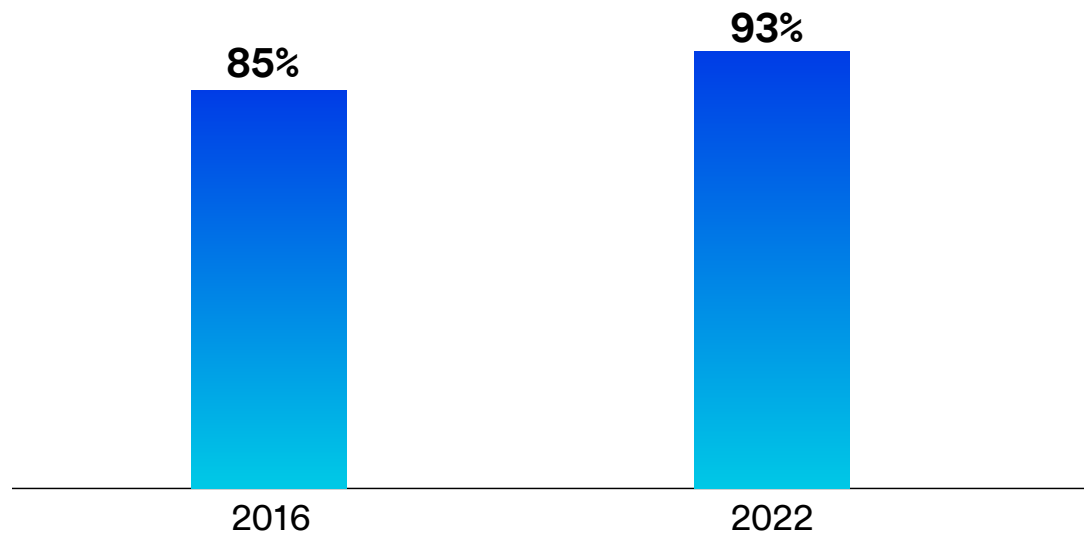
A tale as old as technology

Your new technology has been vetted and purchased. Time to check digital transformation off the list, right? Not so fast. As many health care professionals, leaders and administrators know from experience, technology is only part of the equation.

Digital transformation initiatives across industries often come up short from the original intent of the project. Even still, new technology remains a core component of many health care organizations' plans to facilitate smoother operations, help yield long-term cost savings, support compliance and contribute to the patient experience and quality of care.

Health care administrators and leaders aren't the only ones who see the value in technology. According to an American Medical Association survey, physicians increasingly believe in technology's benefits as well – particularly when it comes to patient care.

Physicians who view digital health tools as advantageous for patient care¹



The potential for transformational change is there. So, what's the key to unlocking it?



Common reasons why health care IT implementations aren't successful²

- Root cause of the underlying issue isn't fully examined or understood
- Inadequate planning
- Competing priorities amid multiple initiatives
- Misaligned expectations
- Lack of change management and stakeholder engagement throughout the process

Change management plays a major role in making or breaking digital transformation initiatives.

That's why at 3M Health Information Systems (HIS), we prioritize user experience and client support.

A team dedicated to your success: Client support for 3M M*Modal clinician solutions

Just as our 3M M*Modal clinician solutions are designed to ease the administrative burden on physicians, our client support team is here to do the same for you. Our experts are committed to helping you make the most of your technology investment. From technical support and training, to regular meetings and reporting, to onsite visits and at-the-elbow education, the team stands at the ready to help before, during and after implementation.

Client support resources included in standard 3M clinician solutions contracts



Implementation

Experts and advisory consultants help your organization plan and prepare for the technical side of deployment, including integrating with the electronic health record (EHR).



Training

Application and technical trainers with health information management (HIM) backgrounds deliver implementation training at client sites and online, as well as provide [on-demand digital content](#) following implementation.



Adoption

Product experts with HIM backgrounds offer administrative support before and after implementation, help design workflows, educate physicians and provide guidance on adopting and optimizing the solution.



Technical support

Available 24/7 via web tickets or phone, technical and operational specialists assist with system and service-related issues, as well as execute software updates, changes and enhancements.

Add-on support resources



Tailored training

Based on your organization's needs, our team can work with you on a la carte education opportunities. Popular programs include onsite group trainings, repetition trainings, in-house certifications for IT administrators and train-the-trainer events.



Advanced optimization

This upgrade to adoption services includes more frequent and in-depth reporting along with additional onsite visits and at-the-elbow training for physicians or administrators.



Premium support update services

These technical experts take the burden off your IT team by providing enhanced service and support, such as coordinating updates at scheduled times, applying hot fixes on demand and holding Q&A sessions for new functionality.

An extension of your team

The specialists and experts who make up 3M client services are dedicated to your success. Some work with you on a specific task, such as preparing for implementation or providing timely technical support. Others, like adoption services, are there throughout your contract to help your organization use our solutions and features as efficiently as possible. Our team is passionate about helping your organization achieve your digital transformation goals. But don't just take our word for it – read what our specialists have to say about what they do.

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“Adoption specialists are there to help you take advantage of the technology. Let us do some of the legwork for you. Let us run your reports, let us aggregate the data, let us provide you with best practice recommendations during the implementation process to help you meet your goals. That’s what we’re there for! Whatever you need to be successful, that’s what we do in adoption services.”

–Jessica Dashkiewicz, manager, adoption and implementation services

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“Depending on who you are and your professional background, technology can be intimidating to adopt. Our job is to remove any barriers so that it’s delivered in your workflow language. We use a blended approach, including self-paced, assessed and targeted learning methods to accommodate different learning needs and preferences.”

–Kelly Walborn, training services manager

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“We work with different roles across your organization. We work with leadership to drive the directives and improve reimbursement as well as provider satisfaction. The technical component is where we’re working with your engineers and IT infrastructure to make sure the product is working well. And the end goal is to create more time for physicians to interact with patients and not have to look at the computer screen as much. Those are the three hats we get to wear.”

–Connor Cranston, customer service team leader, adoption services

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“Each client interaction is very different. The adoption role is very diverse in the sense that we tailor our skill set and knowledge to support you in your own unique organizational goals, whether that be a big push for efficiency for end users, an ongoing rollout or education for your administrative staff.”

–Jillian Tomich, customer service supervisor, adoption services

Read on for real life examples of how our client service teams have helped make an impact. While the case studies touch on different products, the way our team works with yours is similar across 3M M*Modal clinician solutions.

Taking a proactive approach to deployment

A one-size-fits-all approach doesn't lend itself well to successful implementations. Our team works with yours to determine a plan based on the technology, your organization's needs and level of customization.



Quick implementation

Multi-hospital system **Owensboro Health** in Kentucky chose **3M™ M*Modal Fluency Direct**, our front-end speech recognition solution that enables physicians to dictate clinical notes in real time. It's compatible with more than 250 EHRs and integrates with Owensboro Health's Epic EHR and Citrix environments.

“With 3M Fluency Direct, it was the fastest implementation I have ever seen. The weight of the implementation was on 3M and not on us, which is a little different from what we were used to. It was all seamless, organized and succinct. We were live in a very short period of time.”

–Dr. David Danhauer, former chief medical information officer at Owensboro Health

[Learn more about Owensboro Health's experience.](#)



Collaborative approach

Utah-based **Intermountain Health** is made up of more than 20 hospitals and more than 220 clinics. The health system moved from a retrospective query model to a proactive approach using **3M™ M*Modal CDI Engage One™**, a clinical documentation integrity (CDI) solution that delivers real time clinical insights to physicians within their normal workflow.

“What attracted us to 3M CDI Engage One was its flexibility to customize our approach. We didn't want a black box solution. We needed to tailor the technology to focus where we could have the most impact.”

–Dr. Kory Anderson, medical director of physician advisor services and CDI at Intermountain Health

[Get more details about Intermountain Health's approach.](#)

Minimizing disruptions for clinicians

Solutions do little to help if they just sit on the shelf. Real returns happen when end users adopt the technology and use it consistently. Our solutions are designed with the physician experience in mind, but we don't stop there – our training and adoption teams work with clinicians to help you acclimate to the new technology and incorporate it into your natural workflows.



Strong relationships for long term goals

LCMC Health, a nonprofit health system based in New Orleans, involved physicians in the selection process for speech recognition solutions. The organization chose 3M Fluency Direct not only for its out-of-the-box accuracy, but also for a strong vendor relationship.

3M continues to support LCMC Health through monthly meetings, utilization reports, training plans and adjustments to computer-assisted physician documentation (CAPD) alerts to improve the physician experience.

“The 3M team was willing to be contacted day or night because as a team, we ride together, we die together. They continue to reinforce why we made the right decision by organizationally keeping their standards, their integrity and honesty.”

–Dr. Damon Dietrich, chief medical information officer at LCMC Health

[Read more about LCMC Health's relationship with 3M.](#)



Ongoing clinician education

The **flagship hospital** of a large network in the eastern U.S. uses artificial intelligence (AI)-powered 3M CDI Engage One to deliver clinical insights to physicians within the EHR workflow at the point of care to reduce retrospective queries.

Working with 3M to tailor these nudges at the group, department and individual level helps to educate physicians on the latest documentation requirements as they work and supports them in building new habits.

 **50% decrease**
in query response times³

 **69% queries sent**
with the patient in house³

[Find out more about the hospital's phased approach.](#)

Enhancing the experience for IT

Implementation is only the beginning. Just as end user engagement is a crucial ingredient to long term success, so too is ongoing collaboration with IT. Technology evolves over time, requiring updates to deliver optimal performance and support new functionality. Technical difficulties inevitably pop up now and then, but in these situations, our team is ready to help.



Ongoing support

Radiologists at Kentucky-based **St. Claire HealthCare** have used **3M™ M*Modal Fluency for Imaging** since 2015 to create reports for approximately 75,000 imaging exams per year. An analyst continues to have monthly check-in calls with 3M to discuss any issues and schedule system updates for times that will minimally impact radiologists' work.

“Any time there’s a new update, it’s very seamless. As for my role supporting the application, it’s nice that I don’t have to do much as far as issues and headaches.”

–David Bailey, senior systems analyst at St. Claire HealthCare

[Learn how St. Claire HealthCare maximizes its investment.](#)



Simplifying with cloud-based capabilities

When Portland-based **Northwest Primary Care** transitioned to 3M Fluency Direct, the organization also shifted to a cloud-based approach. Product updates are now pushed directly to users' devices, allowing staff to use the latest version immediately. Another tech win? It takes only about 10 minutes from when a user is added to when they can begin dictating with 3M Fluency Direct.⁴

“The 3M adoption team has been awesome. Everything has been smooth and easy; they have been readily available to our team.”

–Jeanette Christopher, IT manager at Northwest Primary Care

[Get more details about Northwest Primary Care’s experience.](#)

Showing up to support clients

In a rapidly changing industry where much remains uncertain, it's crucial for health care leaders to feel confident that your technology partners will show up to address challenges – from scheduled updates to the unexpected.



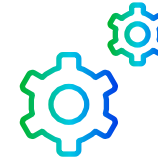
Answering the call

After ransomware hit Oregon-based **Sky Lakes Medical Center**, the director of information systems called 3M – and the team jumped into action. The hospital, 3M and the picture archiving and communication system (PACS) vendor held twice-daily whiteboard sessions; this collaboration enabled Sky Lakes Medical Center to go live with a fully integrated system in less than four weeks.⁵

“I can’t imagine having gone through the ransomware attack and not having 3M by our side. When you find yourself in that circumstance, where every system goes offline and you need to rebuild all of it and bring everything back, you find out who your real partners are.”

–John Gaede, director of information systems at Sky Lakes Medical Center

[Read the full story about Sky Lakes Medical Center’s recovery.](#)



Ongoing optimization

Randolph Health in North Carolina shifted from a manual CDI process to an AI-enabled, concurrent one by implementing **3M™ M*Modal CDI Collaborate**, which helps identify missing specificity and query opportunities. Working with 3M adoption specialists, the organization has continued advancing documentation improvement opportunities over time.

“I can’t say enough about the 3M team and the collaboration that we have with them. Having that collaboration in real time with a person that you can pick up the phone and call or email, and not have to go through a switchboard process – that to me has just been amazing for us.”

–Pamela Thompson, director of health information management at Randolph Health

[Find out more about Randolph Health’s approach.](#)

Making the most of digital transformation

As they've worked with health care organizations across the country, 3M client services and support teams have learned a thing or two. Here are some tips and insights from the 3M M*Modal clinician solutions team for optimizing a technology rollout.

- Include a diverse set of individuals – representing different roles, departments and experience levels – in the decision-making process so they have time to voice opinions and become engaged in the change.
- Start communicating about the new technology well before implementation so clinicians and other end users have time to prepare for the change and aren't caught off guard.
- Identify physician champions early on who understand the new technology and its benefits and can advocate for it. Peer to peer communication helps gain buy-in.
- Take an intentional and proactive approach to training. After implementation, continue to review utilization rates and offer additional education opportunities and support.
- Be open to doing things differently and be willing to take best practice recommendations.
- Understand how the technology works and what it can do. Build in time to train and fine tune the natural language understanding (NLU) and other AI components.
- Formulate annual goals with end dates and track progress toward those goals.
- Take advantage of adoption and support resources if your technology partner offers them (like we do). Connect with them regularly and keep communication paths open!

Sources

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For more information on how 3M software and services can assist your organization, contact your 3M sales representative, call us toll-free at **800-367-2447**, or visit us online at **www.3M.com/his**.

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