



Making Your Voice Heard:
Community Voice
Annual Report 2021.

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HEALTH

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Thank You for Sharing Your Voice. We Are Listening.

Dear valued Novant Health Community Voice member,

Do you know what the most satisfying end to any year is? To close out the calendar knowing that you helped make the world a better place.

In 2021, you did that.

It was a year that started with the bright hope of the COVID-19 vaccine, and which saw us meet the challenges of continued surges in positive cases and rising hospitalizations. Novant Health's remarkable team members delivered shots at mass vaccination sites, clinics and venues ranging from churches to a movie theater. You helped deliver that hope and healing.

Your voice helped us as we developed digital tools to reach patients in new ways. Your advice shaped how we talked to patients who were putting off much-needed care. Because of your input, we were able make giant steps towards connecting patients in our hospitals with loved ones through video calls.

In a time when it's not always possible to meet in-person, your commitment to sharing your ideas, your opinions and your creativity is helping us achieve our mission of making communities healthier, one person at a time.

That's why we want to thank you for giving your time and talent in 2021 — and let you know how excited we are for all we can accomplish in 2022. In the new year, we will help our friends and neighbors — and entire region — live the healthiest lives possible. And we'll do it together.

In good health,

Melissa Parker

Senior vice president and patient advocacy officer, Novant Health

Amber Fencil

Vice president, digital health and engagement, Novant Health

Community Voice Highlights.



E-Advisors: How COVID-19 changed digital behaviors

New, nonmedical services used during COVID-19 pandemic.

The pandemic has made us rely on, and in many cases prefer, digital or hybrid (digital and in-person) services. Over 50% of e-advisors said that they tried a new nonmedical digital service during the pandemic. More of you than ever opted to shop online, arrange for curbside grocery pickup and make video calls with co-workers, friends and family. We used these insights to plan for future healthcare services and narrow our focus on digital healthcare.



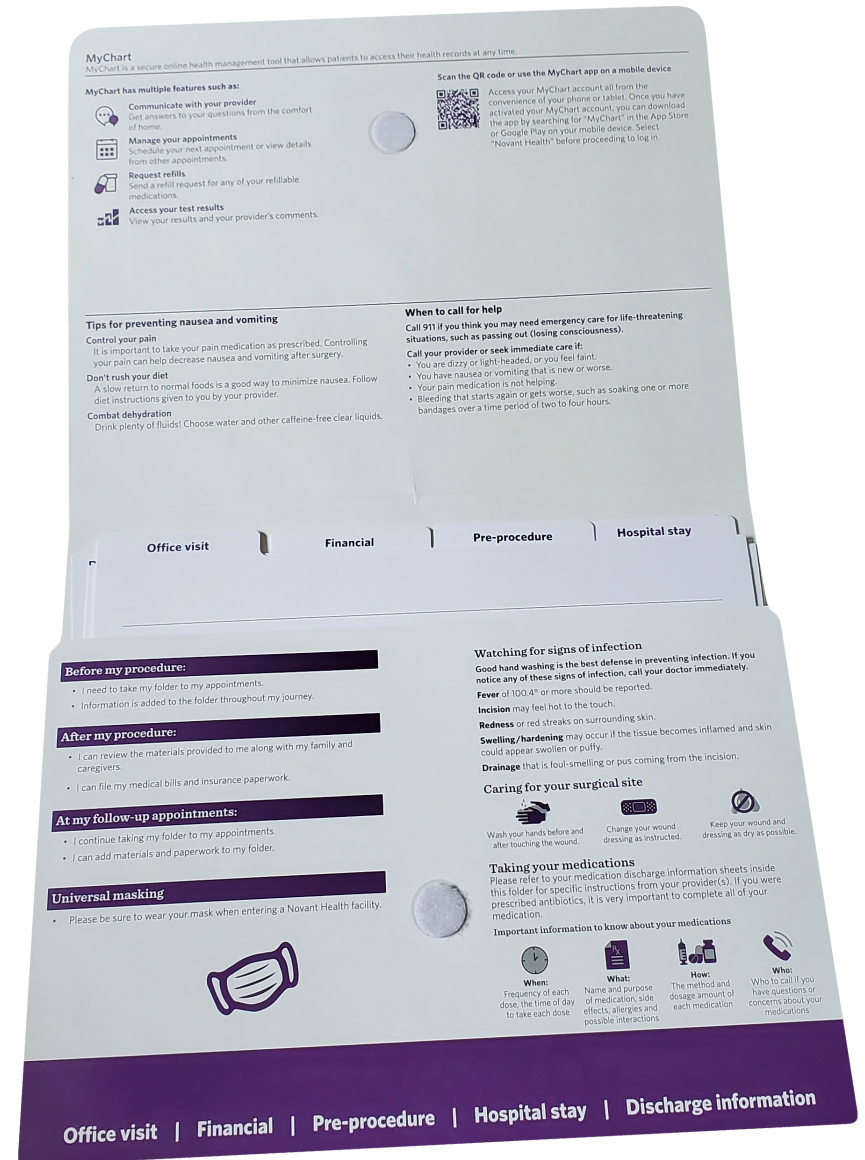
Advisory Councils: Surgery information, made easy

“The folder helped me keep everything in one place”

“Helped me keep up with the paperwork”

“It was a good place to keep paperwork and keep things organized”

Surgery can be stressful and it can be overwhelming thinking about all that is involved. From preparation through billing there is so much a patient must think through. That’s why we turned to our advisory councils to weigh in on a new information packet to help patients keep their information in one place. You were able to give us valuable feedback to confirm the usefulness of the folder.





Community Voice Highlights.



**E-Advisors:
Seeing your doctor from home. You helped make virtual care remarkable.**

In this survey we learned about your experience with virtual care. Some of the top challenges mentioned were:

- 1. Connection and technical issues
- 2. Waiting for provider to join calls
- 3. Lack of in-person contact, inability to help over virtual visit

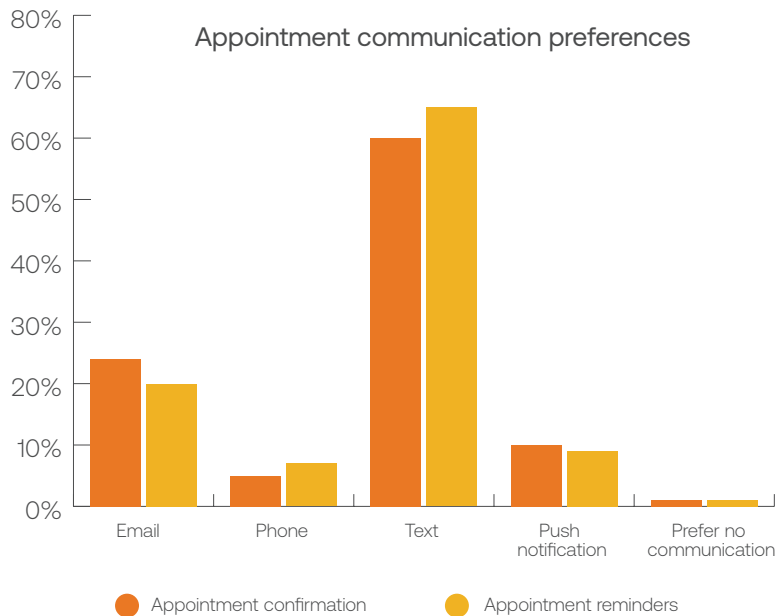
With the COVID-19 pandemic switching many appointments to virtual we wanted to improve our virtual care appointment scheduling and visit flows. In this survey we asked about which virtual care types you were familiar with and what you liked and disliked.

You told us the way we named our visits was confusing and you had a tough time distinguishing between the options. Should I choose a video visit? When does an e-visit make sense? We're using your feedback to make it easier for patients to find virtual care that works best for their situation.



E-Advisors: Thumbs up! You said you'd like to text your doctor's office.

In 2021, we welcomed New Hanover County e-advisors to our team. We learned in our first two surveys that 2 out of 3 of you would rather get appointment reminders via text than by phone, push notification or email. That feedback is changing the way we talk to our patients — and helping us make remarkable care easier than ever.



Advisory Councils: Bringing valuable tools to the bedside

“Following a two-year MyChart Bedside pilot program that ended with positive patient feedback, we’re excited to expand this service to more facilities.”

–Jill McKinney, senior director of IT applications

Patients often struggle to engage in their care during hospital stays. That’s why we implemented MyChart Bedside. With MyChart bedside patients can ask for tablets to access their health information, messaging apps, video calls and entertainment to make their stay more informed and comfortable. You helped provide feedback on the MyChart bedside app so that we can continue to improve the patient experience.





**E-Advisors:
MyNovant app features**

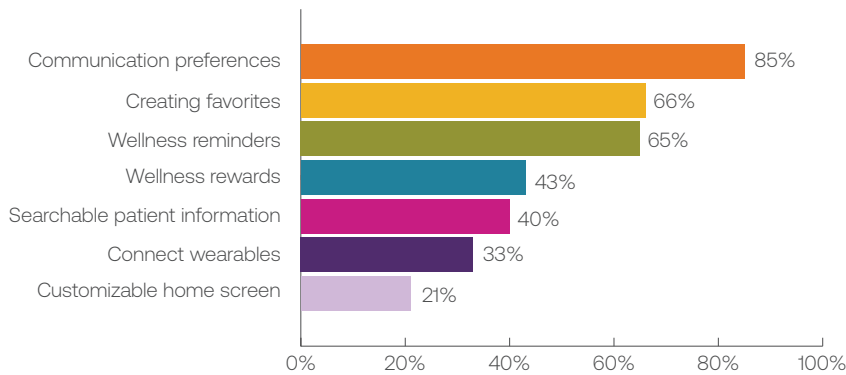
Our new MyNovant app is constantly adding new features. We launched a survey that was aimed at helping prioritize an extensive list of features on our road map. We learned that 9 out of 10 people said the most important app feature is the ability to choose how we communicate with them. Thanks to your feedback, we are working hard to improve the way we communicate with our patients.



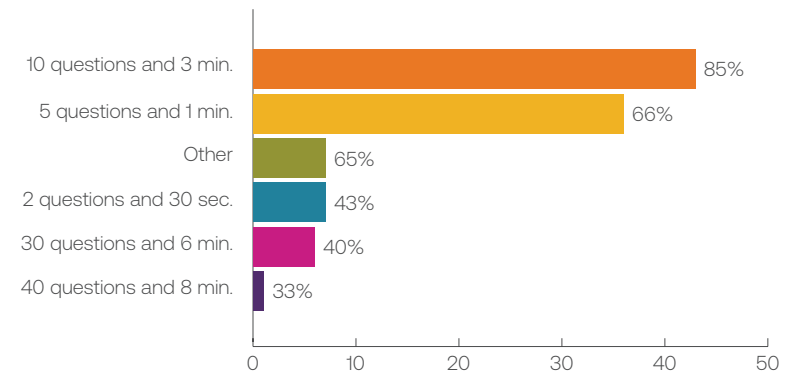
**E-Advisors:
Your feedback on getting routed to the right care**

As care decisions become increasingly complex, we want to make sure we offer the tools and resources that make choosing the right care with confidence simple. This year we tested numerous care routing tools with our e-advisors to understand which tools seem like they would be the most helpful. We're using what you told us to eliminate frustration and get patients to people who can help them faster.

Feature importance



Reasonable amount of effort in order to get routed to the correct care





Advisory Councils: Digital platform for lung cancer screening

The American Cancer Society's estimates for lung cancer in the United States for 2021 are about 235,760 new cases and about 131,880 deaths. Lung cancer is by far the leading cause of cancer death among both men and women, making up almost 25% of all cancer deaths. With these stats in mind, Novant Health is developing a tool to help catch lung cancer earlier. Your feedback helped us make our lung cancer screening tool more accessible for all audiences.



E-Advisors: Busy, burdened and worried: Top reasons patients delay care

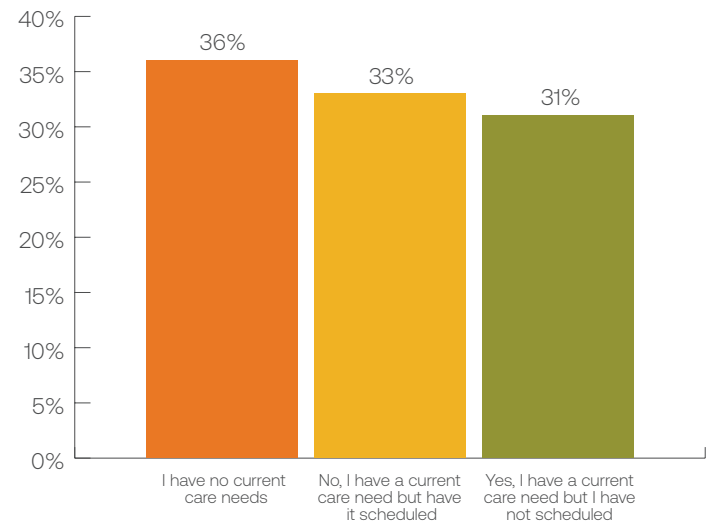
3 out of 10 patients have a current healthcare need they are delaying treatment for.

In this survey we learned about why you may have been delaying care you need. You told us that as your calendars filled after the first wave of the pandemic, you found it tough to make time for checkups and other care.

Lack of insurance coverage to make visits affordable was one concern. Another was safety during the pandemic. We made sure patients were aware of our proactive measures at all facilities: extensive cleaning, mandatory masking and social distancing. We also reminded them that we offered virtual visits.

We took your valuable feedback to our medical specialty leaders. They're using it to help make our care even more accessible and affordable for all.

Are you delaying or postponing care for any reason?





Looking Ahead.

2022 goals

- Find ways to surface more relevant and meaningful topics to our advisors and get their feedback.
- Increase age, race and socioeconomic diversity of our advisors.
- Change advisory council meeting times to better suit the schedules of our advisors.
- Launch institute-specific surveys.

Thank you

We would like to thank all our in-person advisors and e-advisors for their time and ongoing contribution to Community Voice. You have a voice in your healthcare community, and we value your feedback.

For more information about Community Voice or to learn how to get involved, please visit our webpage at NovantHealth.org/CommunityVoice. If you would like to be part of Community Voice, please apply to be an in-person advisor or sign up to be an e-advisor.

We look forward to your continued partnership in 2022 and beyond!

