

EMPOWERING PATIENTS AND PROVIDERS: THE IMPACT OF DIGITAL PATHWAYS

Authors:

JANE BAIRD¹, HELEN GIBBONS¹, TRACEY GREAVES¹, NICOLE TREBILCOCK¹,
SUZANNE FOOT²

¹Pregnancy Advisory Centre, Central Adelaide Local Health Network, ²Specialty Medicine ²Central Adelaide Local Health Network

Background and Purpose:

Traditionally, consumer preparation and information collection at the Pregnancy Advisory Centre (PAC) relied heavily on manual processes. The consumer would arrive without preparation, with registration paperwork completed in the waiting room, resulting in clients spending up to two and a half hours at the centre. This approach not only burdened consumers but also limited the efficiency of healthcare delivery. Recognising the need for improvement, a digital pathway was introduced, aiming to enhance consumer experience and operational efficiency by streamlining pre-appointment processes.

Approach:

Consumers are invited by SMS to their digital pathway. They confirm their appointment, receive educational videos pre and post-appointment, and receive activity reminders, in a comprehensive digital pathway provided by a web-based platform.

Staff manage the pathway through a real-time “dashboard” ensuring the consumer is prepared for care. Appointments can be rescheduled easily, reducing consumer fail to attend rates and overall wait times for services. A flag system within the digital pathway highlights clinical risks or administrative needs in real time.

Outcomes/Impact:

The transition to a digital platform resulted in operational efficiencies, reducing administrative burden, increasing workplace satisfaction among healthcare providers, while enhancing consumer knowledge and supporting informed consumer decision-making.

Implementing digital pathways resulted in the following:

reduced consumer visit times by forty-five minutes per visit, with more than 1800 face-to-face consumer hours saved

87% (or more than 2700) consumers enrolled on a digital pathway

95% of consumers confirmed their appointment online

96% of consumers completed their service forms digitally

95% of consumers access educational material

90% of consumers provided timely service feedback

Innovation and Significance:

This initiative represents a significant innovation in healthcare delivery, streamlining accessibility and improving health literacy and understanding for clients accessing abortion care, including those with limited literacy, or non-English speakers, thereby ensuring a more equitable healthcare experience.

Disclosure of Interest Statement:

Personify Care is a SA Wide Health Partner. The initiative was primarily supported by the expertise and resources contributed by Personify Care in the context of healthcare innovation and digital patient pathway optimisation and through no other commercial arrangement.