

# Patient Engagement on the Go: Utilizing Mobile Application Technology to Centralize Resources for Behavioral Health Patients

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## Published In/Presented At

Siegfried, P. Boyko, J. Shaffer, B. Norris, E. (2019, Sept 23-24). *Patient Engagement on the Go: Utilizing Mobile Application Technology to Centralize Resources for Behavioral Health Patients*. Poster Presented at: HAP Patient Safety, Quality, and Sepsis Symposium, Lancaster, PA.

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# Patient Engagement on the Go: Utilizing Mobile Application Technology to Centralize Resources for Behavioral Health Patients

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## Background

- In a challenging health care landscape, and with behavioral health concerns on the rise, we are consistently looking for innovative ways to connect our patients to behavioral health resources.
- Through a generous grant from the Dorothy Rider Pool Health Care Trust, this application will be available to our patients for the next two years.

## Goals

- Address the social determinants of health through the utilization of a mobile software application that provides a centralized resource for patient information about psychiatric illness, medications, self-help skills, access to treatment, and community resources.
- Provide accurate, evidence-based information and education
- Increase patient engagement by offering patients a user-friendly way to learn about various aspects of mental illness, while encouraging them to take a proactive approach to the management of their illness.

## Method

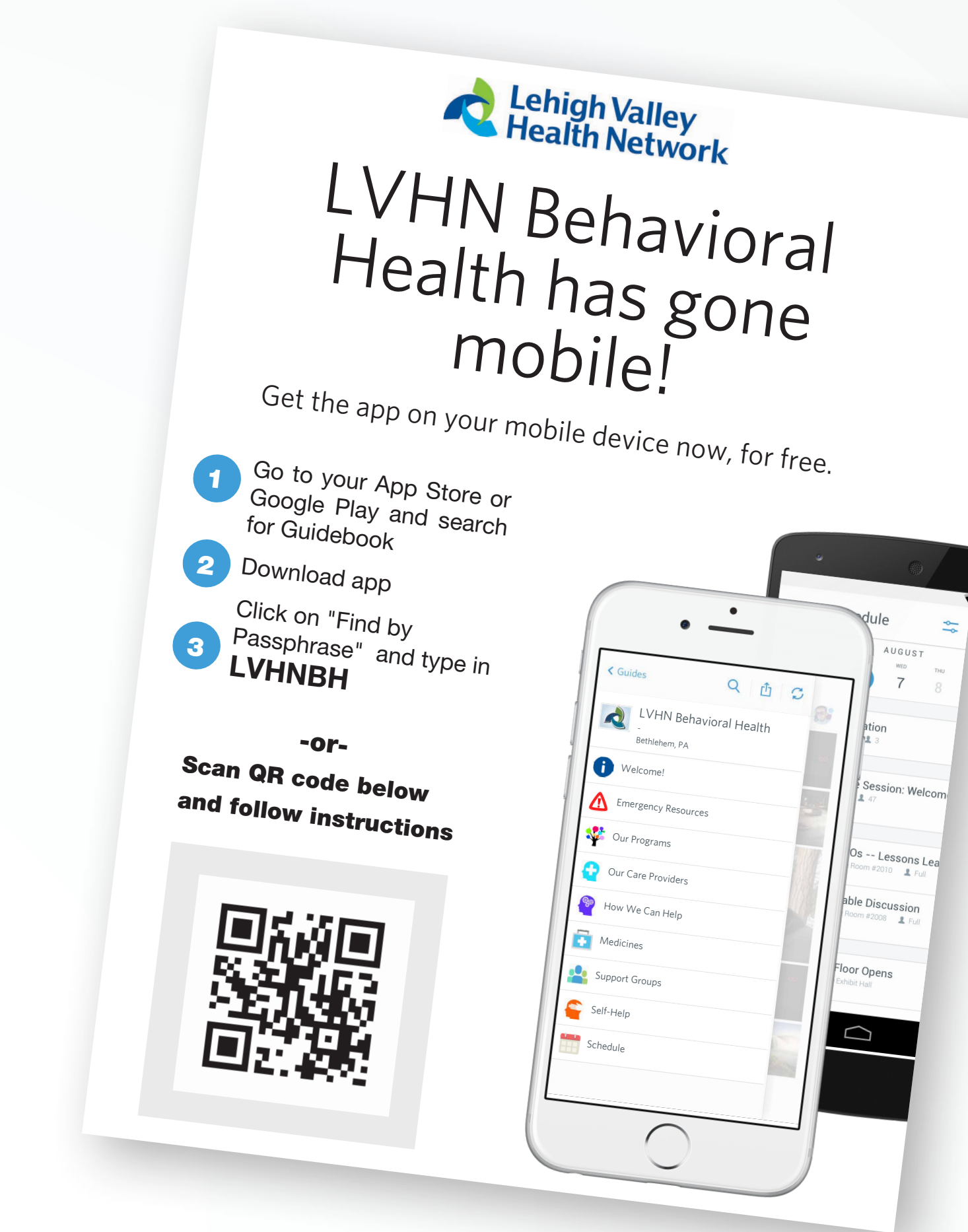
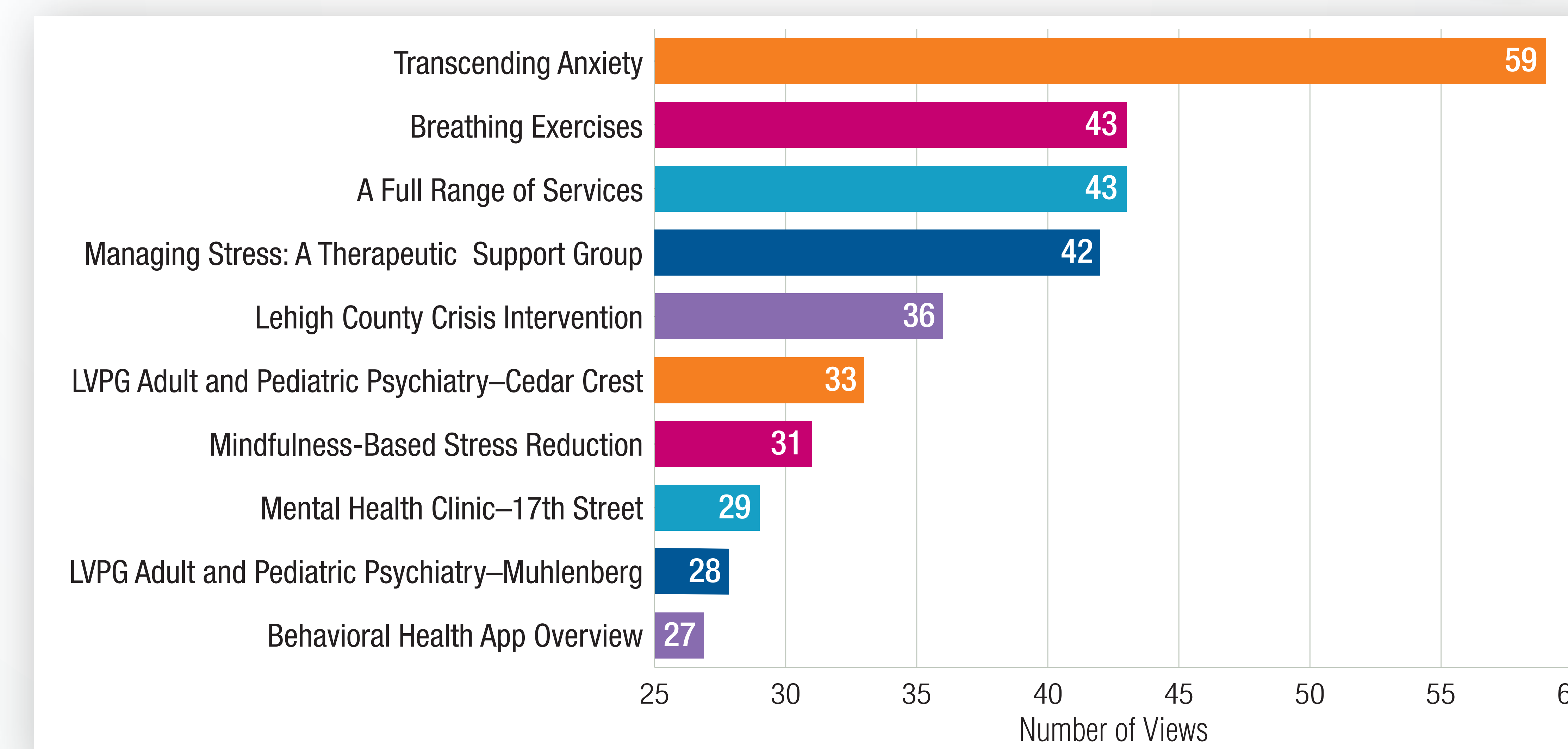
- Identified a customizable, HIPPA compliant, digital resource platform.
- Engaged subject matter experts to identify and develop health literate content.
- Marketed the application to both patients and providers through immediate distribution channels.

## Outcomes and Data

April 15–August 30, 2019

Number of downloads	177
Number of times app accessed	1308
Average time spent in app	67 seconds (0–378 secs)

## 1,340 Top Viewed Custom List Items April 15–August 30, 2019



## Conclusions and Recommendations

- The application is actively used by both patients and providers.
- Further development, such as interactivity, is limited by the functionality of the platform.
- Lehigh Valley Health Network's Marketing Department is developing a targeted marketing campaign to make the application widely accessible to the community.

## SPECIAL THANKS

The Dorothy Rider Pool Health Care Trust  
Laura Harstine, Health Care Educator/Designer