

Outreach Opportunities

A Toolkit for Medical Assistants and Managers

With the decline in patient demand at some health centers, managers and Medical Assistants (MAs) are looking for other opportunities to provide patient care. This provides a tremendous opportunity for outreach. **Below you will find a list of activities that MAs can do when not actively engaging with patients.**

- Call patients with a diagnosis of depression and complete a PH9 over the phone. Set up a time to consult with providers or follow your written clinic protocols to schedule telehealth behavioral health appointments for patients based on their scores. The scores will need follow up clinical guidance from a provider who can provide guidelines or provide consultation on the results.
- Run a report for every patient 65 and older who has a birthday in the next two months and send them a handwritten birthday card.
- Reach out to new patients assigned to your practice who have never been seen in your health center. Call them to tell them about your health center as well as the providers in your practice. Help them select a provider and get a sense of their medical history.
- Send new patients medical release forms with a pre-paid envelope for them to sign the form and send it back to obtain new patient records. Be sure to call them and give them a heads up and be sure they are currently staying at the address you have on file.
- Create a process for routing messages between MAs or providers. What can the MA receive first and take care of before the provider needs to see it?
- Make a list of local food banks and other necessary resources in your community to share with patients.
- Call and help patients set up the patient portal. Instruct them on how to download the app, if applicable, and create an account. Guide them through a virtual tutorial.
- Teach patients how to track and log their vitals and any other in-home tests such as hemoglobin checks.
- Video demo how patients can take their own vitals and when to know it is important to do so.
- Organize a group virtual visit for patients. Use a web conferencing platform that allows several people to log in so they can share and learn from each other. Here are some possible topics:
 - ✓ How to take and log patient vitals or any other in-home tests they perform

- ✓ Recipe swaps for diabetics or patients on dietary restrictions
- ✓ Home exercises
- ✓ How to order pick-up groceries or takeout
- ✓ Share about the various web conferencing platforms and how to use them to connect with family and friends
- ❑ Build a drive-thru immunization (IZ) clinic for patients who, after their telehealth appointment, can come to the clinic for their immunization(s).
- ❑ Depending on state and organization policies, look into options for in-home immunizations.
- ❑ Reach out to scheduled parents of pediatric patients to let them know your policy on in-person visits and how you are helping to reduce the risks of exposure for their upcoming appointments.
- ❑ Run a report for patients who are active smokers and call them to complete a smoking cessation form and set them up with a program.
- ❑ Train Behavioral Health MAs do a stress management assessment with patients and then work with providers to refer them to behavioral health/LCSW depending on findings.
- ❑ Create a handout for patients and a script for staff that educates patients on when to use the emergency department with provider guidance.
- ❑ Review all the patient's medications and call the pharmacy when the patient is unsure about a medication. Share your findings with the provider.
 - ✓ Assess for refills and consult with the provider before calling in any approvals to the pharmacy.
 - ✓ Provide resources/information for shipping medications or safer places to pick up their medications for the high-risk population.
 - ✓ Teach patients how to use the pill containers.
- ❑ Set up a community garden where patients can be scheduled to come tend and harvest. This would require strict scheduling to comply with social distancing and for patients to wear face coverings, where applicable.
- ❑ For facilities with showers, put together a schedule for your homeless population/patients. Include a daily medical screening and COVID-19 information and prevention.
- ❑ Film patient education videos and post them on social media:
 - ✓ Proper handwashing
 - ✓ Covering your cough
 - ✓ How to wear a face mask
 - ✓ How to make a face mask out of a bandana or scarf
 - ✓ How to take off and dispose of gloves

- ✓ Link fitness tracking apps to the patient portal or some other way to monitor the data overall (sending screenshots, etc.)
- ❑ Film staff tutorials on delivering patient care in a virtual world:
 - ✓ PCT Huddle
 - ✓ Visit Prep
 - ✓ Robust Confirmation Calls
 - ✓ Robust Intake
 - ✓ Teaching patients how to take their own vitals
- ❑ Run a report for all patients on Depo-Provera and call them to see how they're doing. Do they want to continue? Remind them of when they are due and provide assurances about clinic safety standards. Set them up with a visit or offer other options.
- ❑ Call patients whose birth control is about to expire and call them to proactively provide refills or see if they want to discuss another option.
- ❑ For patients with a history of domestic violence situations, call them for a general "How are you doing" and then link them to resources in the community or an LCSW.