



**BAYLOR SCOTT & WHITE'S COVID-19 JOURNEY**

# **Combating the Pandemic with Digital**

**May 22nd, 2023**

# About Me

- 8 Years at BSWH
- Director on Digital Health Team
- Oversee MyBSWHealth application (website + mobile app)
- Hobbies include running, biking, woodworking, piano
- But spend most of my time...








# Baylor Scott & White by the numbers

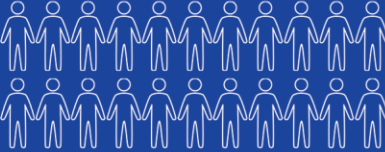
**8.4+**  
MILLION



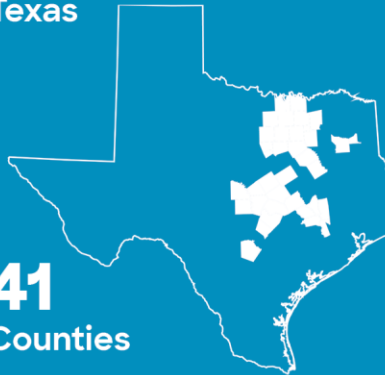
Patient Encounters Annually

**1,000,000+**

Covered Lives




Largest Not-for-Profit  
Healthcare System in  
Texas




**41**  
Counties

**52,000+**  
Employees



**7,000+**  
Physicians



**\$12.7**  
BILLION

Total Operating  
Revenue



**\$16.9**  
BILLION


Total Assets

**\$930** MILLION

Community Benefit



**51**  
Hospitals




**610** Specialty Care Clinics

**262** Satellite Outpatient Clinics

**159** Primary Care Clinics

**31** Ambulatory Surgery Centers




**5,000+**  
Licensed Beds



**31** Pharmacies




MyBSWHealth



**2.8+**  
MILLION  
Accounts

BSWHealth.com



**11.3+**  
MILLION  
Annual Website  
Visits

Information for hospitals, specialty care clinics, primary care clinics, ambulatory surgery centers, MyBSWHealth and BSWHealth.com is as of 4/1/2023. All other information is as of 6/30/2022.



# Digital Health Office

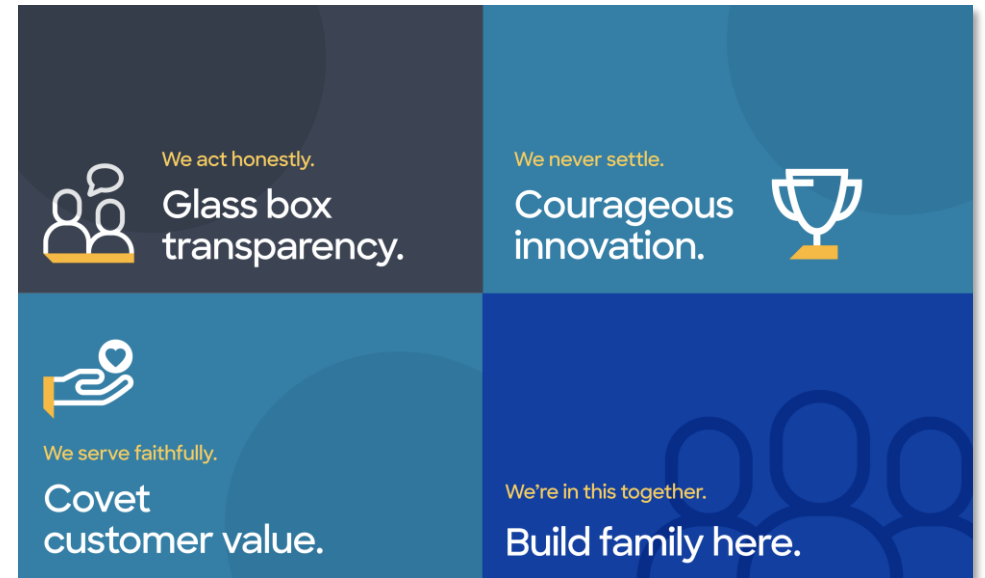
Established 2015

## Our Vision



“Unlock value for customers through simplification, personalization and orchestration of their care.”

## Our Culture



# What is MyBSWHealth?

Container app built on a modern tech stack that allows customers to seamlessly interact with every facet of BSWH's offerings via an intuitive and cohesive user experience.



**MyBSWHealth**

- Schedule & Search
- Appointments
- Communications
- Insurance & Bill Pay
- Patient Profile
- Wellness
- Account Settings
- Sign Out

## Good afternoon, Family

Welcome to your health hub

Stephanie Morica Beth Rip John

### Schedule & Search

**Schedule Now** Book an appointment with your doctor, schedule a video visit, and more.

**Find Care** Search for the right doctor, location, or type of care for you.

Messages Test Results Medications Bill Pay

### Next Appointments

**Virtual Appointment** Stephanie

Today, 10:00 AM  
 Provider Name  
 000.000.0000 **Launch Video Visit**  
\*Room entry closes at 10:10 am

**In Person Appointment** Beth

Feb 24, Arrive by 9:30 AM  
 Starts at 10:00 AM  
 110 Parker Sq Road **eCheck-in Completed**  
 Provider Name  
 000.000.0000

**After Visit Summary** for John 00/00/0000

### Discover Something New

Connect your non-BSWH health info

Set up your favorite doctors

Sign up for inspiring health tips

Try a video visit

Help use make MyBSWHealth even more useful! [Give us feedback](#)

### Resources

**Community Support** Ask for prayers, share support and comfort others.

**Care Companion** See what's next on your care journey.

**COVID-19** Schedule a vaccine or view your credentials.

**Letters** You have no new letters at this time.

**Baylor Scott & White Health Plan**  
 Family Out-of-Pocket Max In-Network Only  
 \$500.00 \$1000.00  
[View Card](#)  
[Plan Benefits](#)  
[Claims](#)  
[Support](#)

**BSW Pharmacy**  
[Prescriptions Ready for Pickup](#)  
[Prescriptions to Refill](#)  
[Transfer in Progress](#)

**New: Sign up for Lyra**  
 Mental health support for BSW employees.

**Download My Record** Submit requests to receive a formal copy of your health records.

9:41

Good afternoon, Stephanie

Baylor Scott & White Health Plan

All

**Get Care**

Messages Results Meds Bill Pay

### Next Appointments

**Virtual Appointment** Proxy

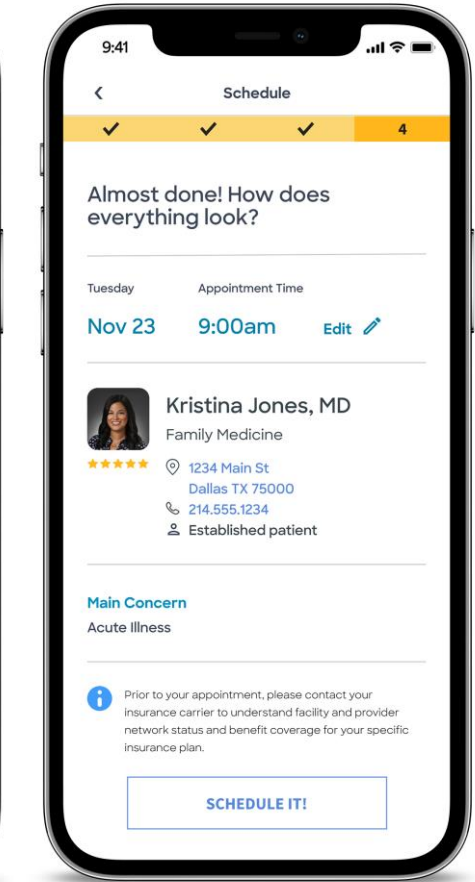
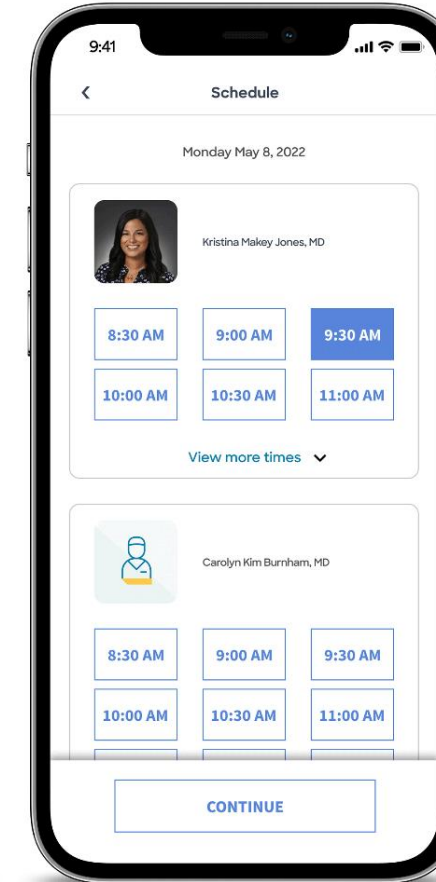
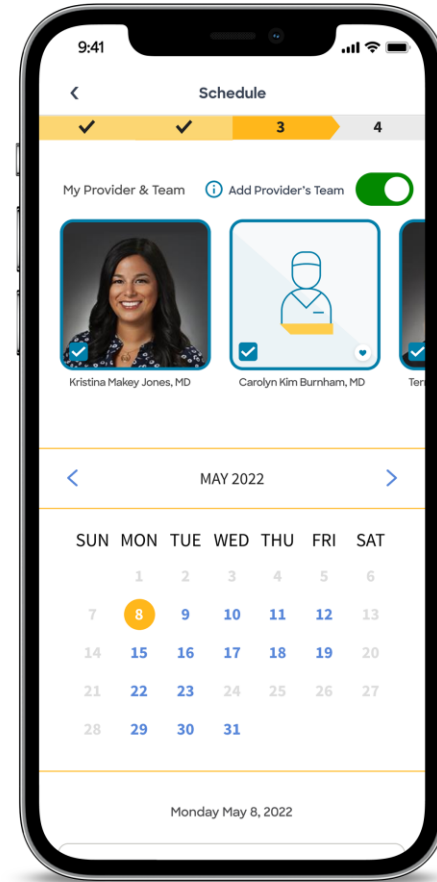
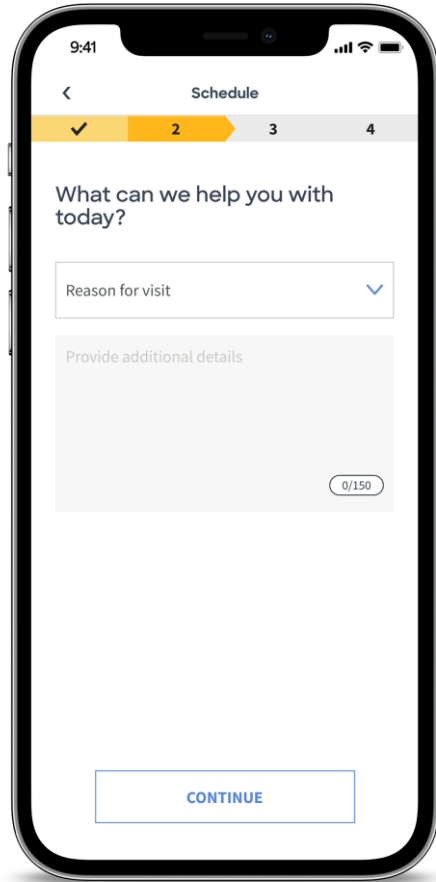
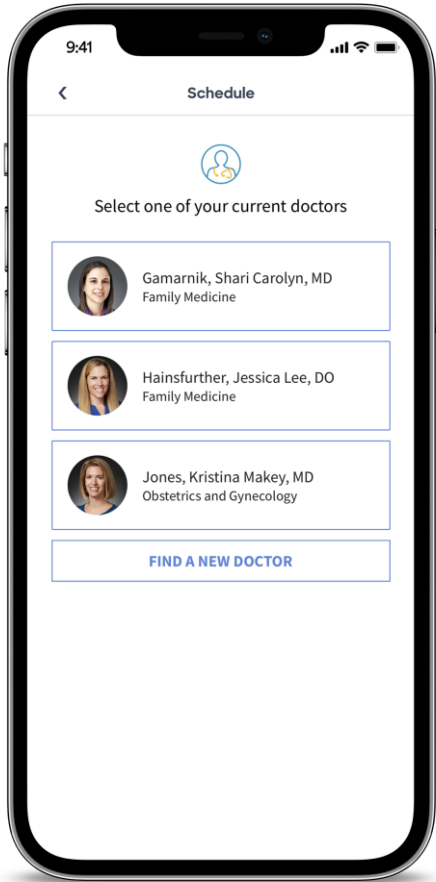
Today, 10:00 AM  
 Eric Nathan, MD  
 972.123.4567 **Launch Video Visit**  
\*Room entry closes at 10:10am

**Virtual Appointment** Proxy

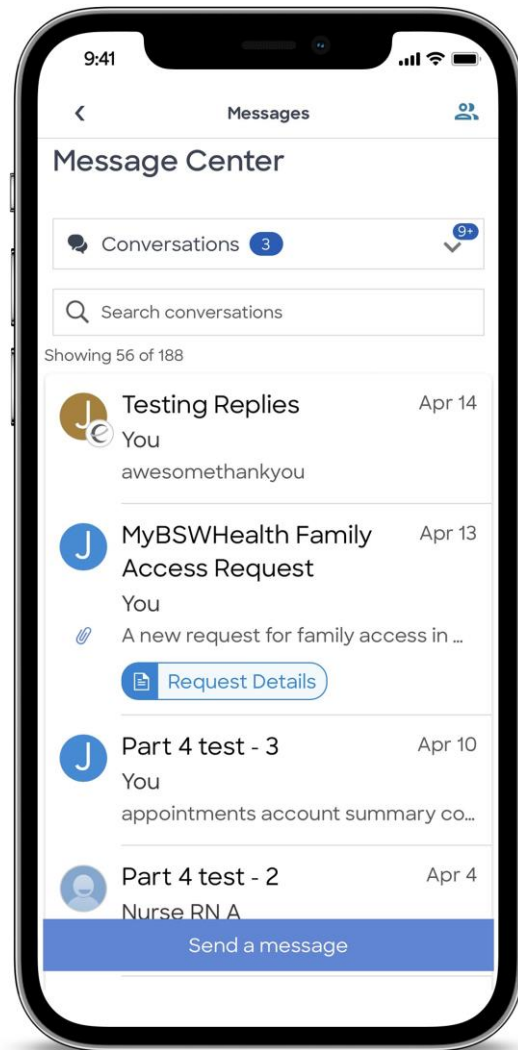
Tomorrow, 10:00 AM



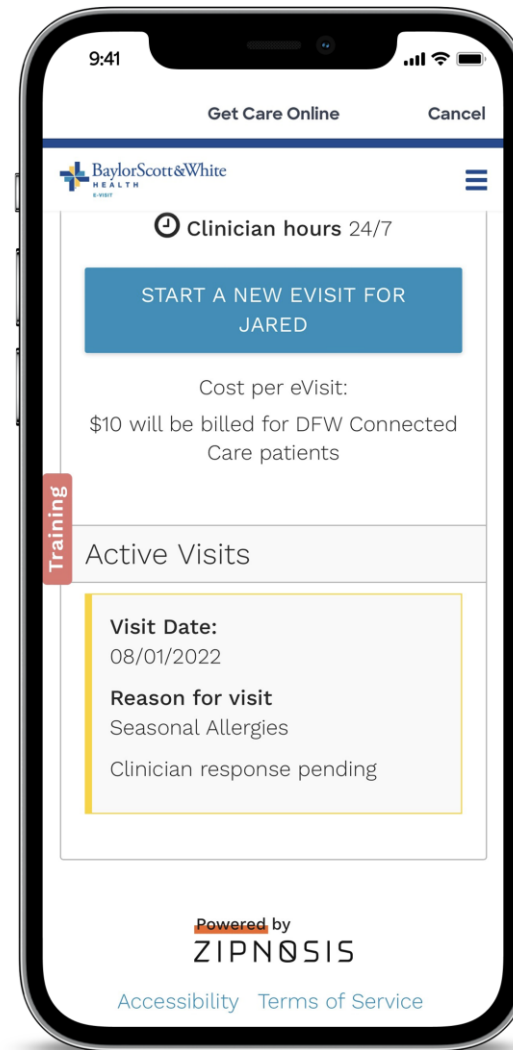




## MyChart Native Screens<sup>1</sup>



## 3<sup>rd</sup> Party Screens



<sup>1</sup> The MyBSWHealth App is powered by MyChart® licensed from Epic Systems Corporation, © 1999 - 2023.



# What is MyBSWHealth (cont.)?

- Offerings include but are not limited to:
  - Traditional MyChart Transactional Services [e.g., appt scheduling, bill pay, test results, messaging, medications, and more]
  - Virtual Care
  - Baylor Scott & White Health Plan
  - BSW Pharmacy
  - BSWH Chaplain Services via Community Support
  - D2E Benefits



# MyBSWHealth by the numbers<sup>1</sup>

One of the most highly adopted health apps in the country

**2.8 million**

MYBSWHEALTH ACCOUNTS  
(WEB + MOBILE APP)

**900**

NEW ACCOUNTS  
ADDED DAILY

Customers are delighted and keep coming back

**4.7** ★★★★★

126K RATINGS - APP STORE  
20K RATINGS - GOOGLE PLAY

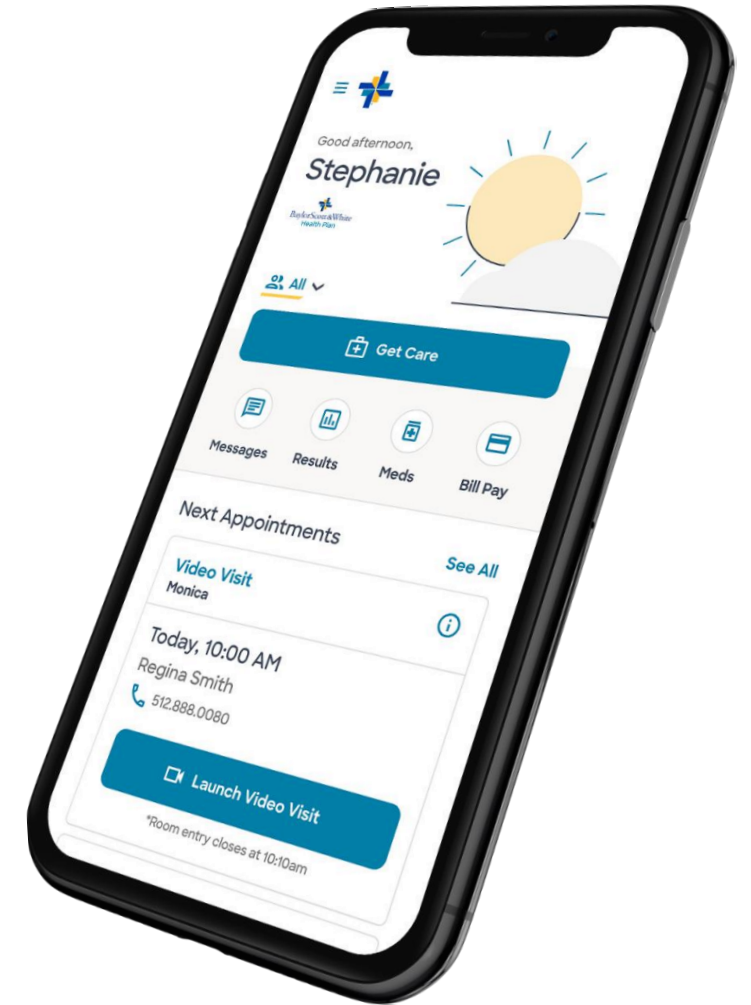
**700k**

MONTHLY USERS

Customers are switching to BSWH for our platform

**300k+**

USERS FIRST INTERACTION WITH BSWH  
WAS CREATING A MYBSWHEALTH  
ACCOUNT SINCE 2020



<sup>1</sup>Data Last Refreshed 4/17/23

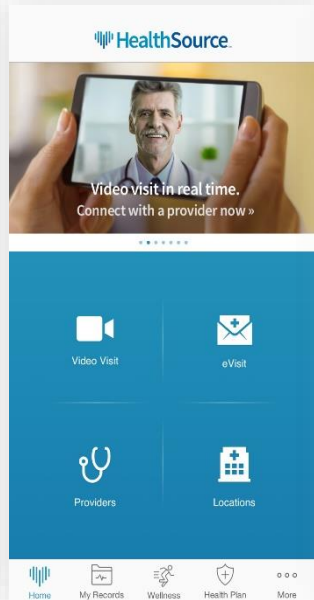


# MyBSWHealth over the years

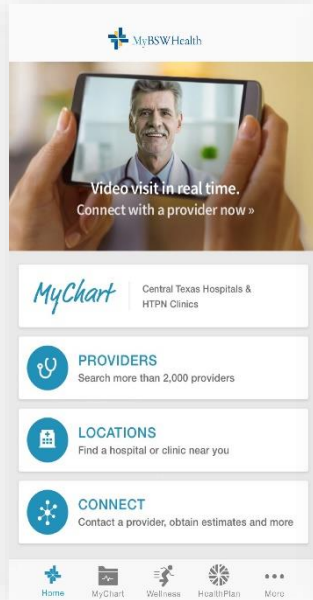
**HealthSource**  
Version 1 / 2015



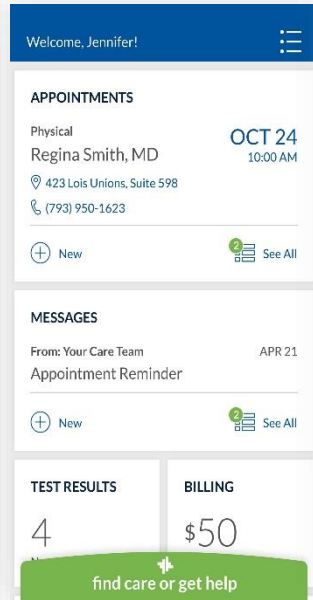
**HealthSource**  
Version 2 / 2015



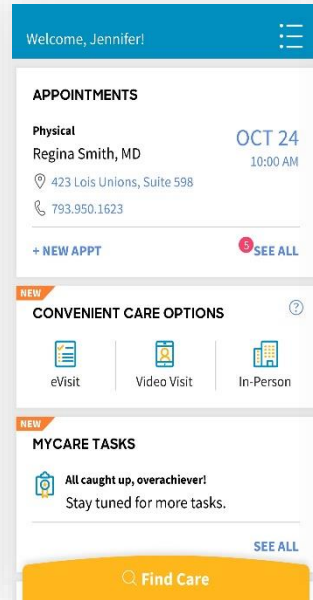
**MyBSWHealth**  
Version 3 / 2016



**MyBSWHealth**  
Version 4 / 2018



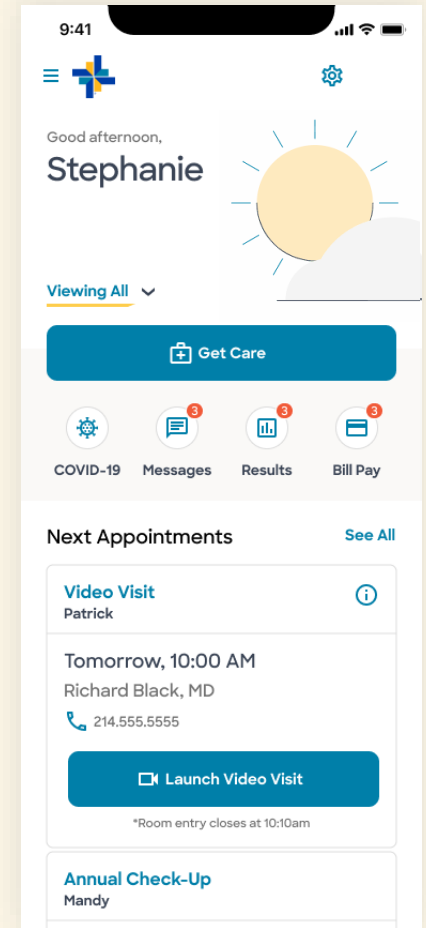
**MyBSWHealth**  
Version 5 / 2019



**MyBSWHealth**  
Version 6 / 2020



**MyBSWHealth**  
Version 7 / 2022



*BSWH sets itself apart with custom (non-MyChart) app. Aggregator that launches to different applications with disjointed look/feel.*

*BSWH creates best-in-class health system app that incorporates all major components of the IDN in one seamless user experience.*

*BSWH improves scalability and creates personalized experience*

**“Necessity is the mother  
of invention.”**

- Plato



# Digital Innovation During COVID-19

- BSW Virtual
- BSW Bridge
- Registration for any Texan
- Safe Care, digital screenings, and eVisits
- Should You Get Tested?
- Digital Care Journey for COVID-19 patients
- COVID-19 vaccine scheduling



# BSW Virtual



Good morning, Dr. Stuart

**TODAY'S APPOINTMENTS**

Select a Department  
TENC Family Medicine

James Nicols  
In Progress 12:45 PM

TENC Family Medicine

**ROOM ACTIVITY**

- Patient: James Nicols
- Staff: Amanda Carter
- Provider: Christopher Stuart

[SHARE VISIT LINK](#)

**PATIENT DATE OF BIRTH**  
09/09/1990

**PATIENT WAIT TIME**  
0 min

**REASON FOR VISIT**  
I have a sore throat and have been coughing for the last few da... [SEE MORE](#)

Chelsea Sattler  
Patient in Room 1:30 PM

Arika Patel  
Room Empty 2:30 PM

Robert Tavares  
Room Empty 3:00 PM

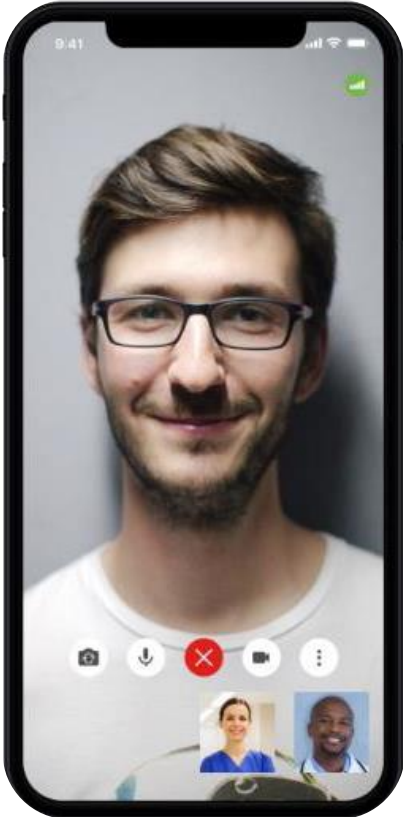
Amy Burdette  
Room Empty 3:30 PM



LEAVE ROOM COMPLETE VISIT

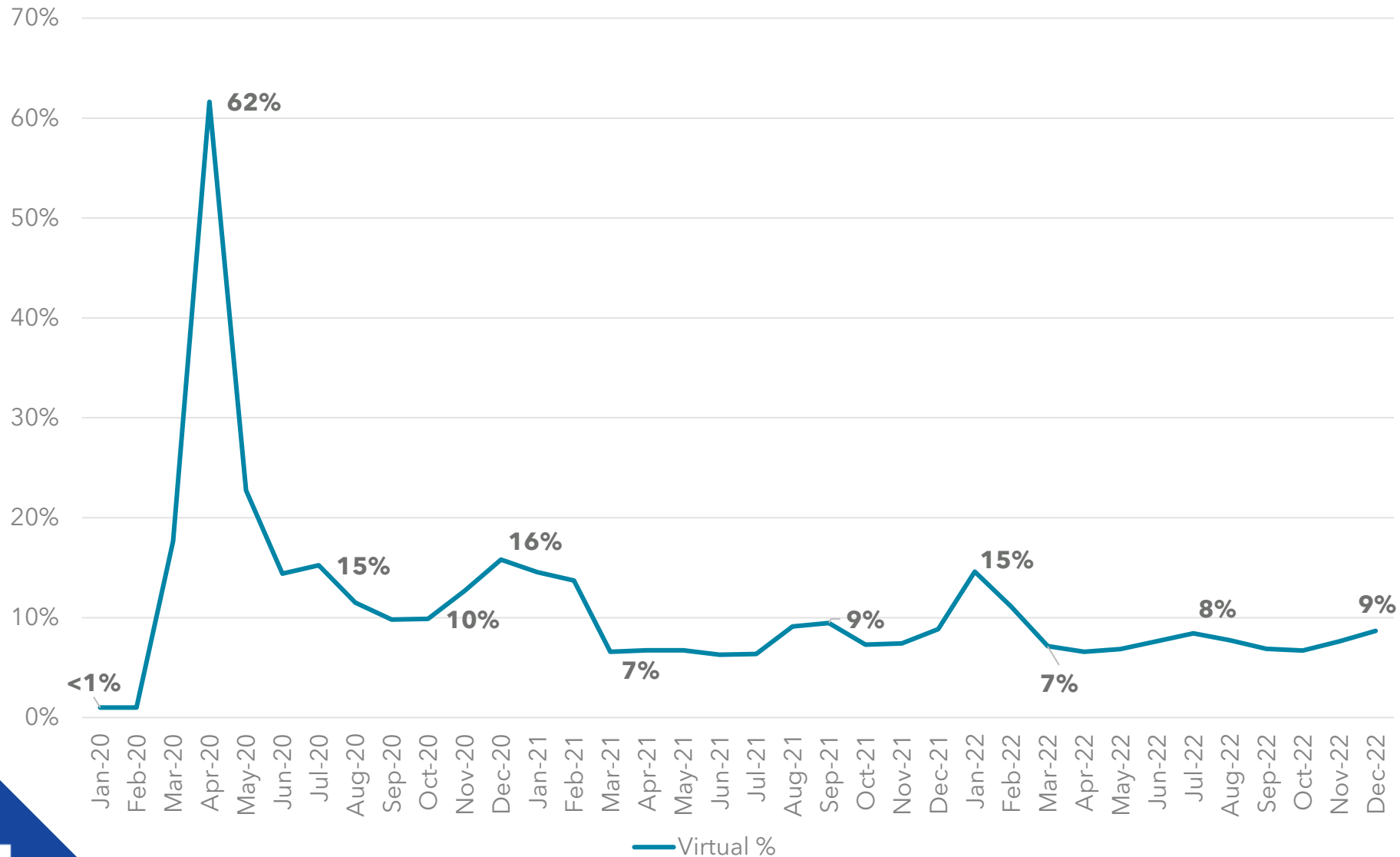
Need Help? [Contact Us](#) [Helpful Video Tips](#)

Version: 123.45.6789.0





# Virtual visits as % of scheduled appts:



\*Over 2 million telehealth encounters since 2020

Year	% Virtual
2020 (Jan-Feb)	<1%
2020 (Mar-Dec)	17%
2021	8%
2022	8%



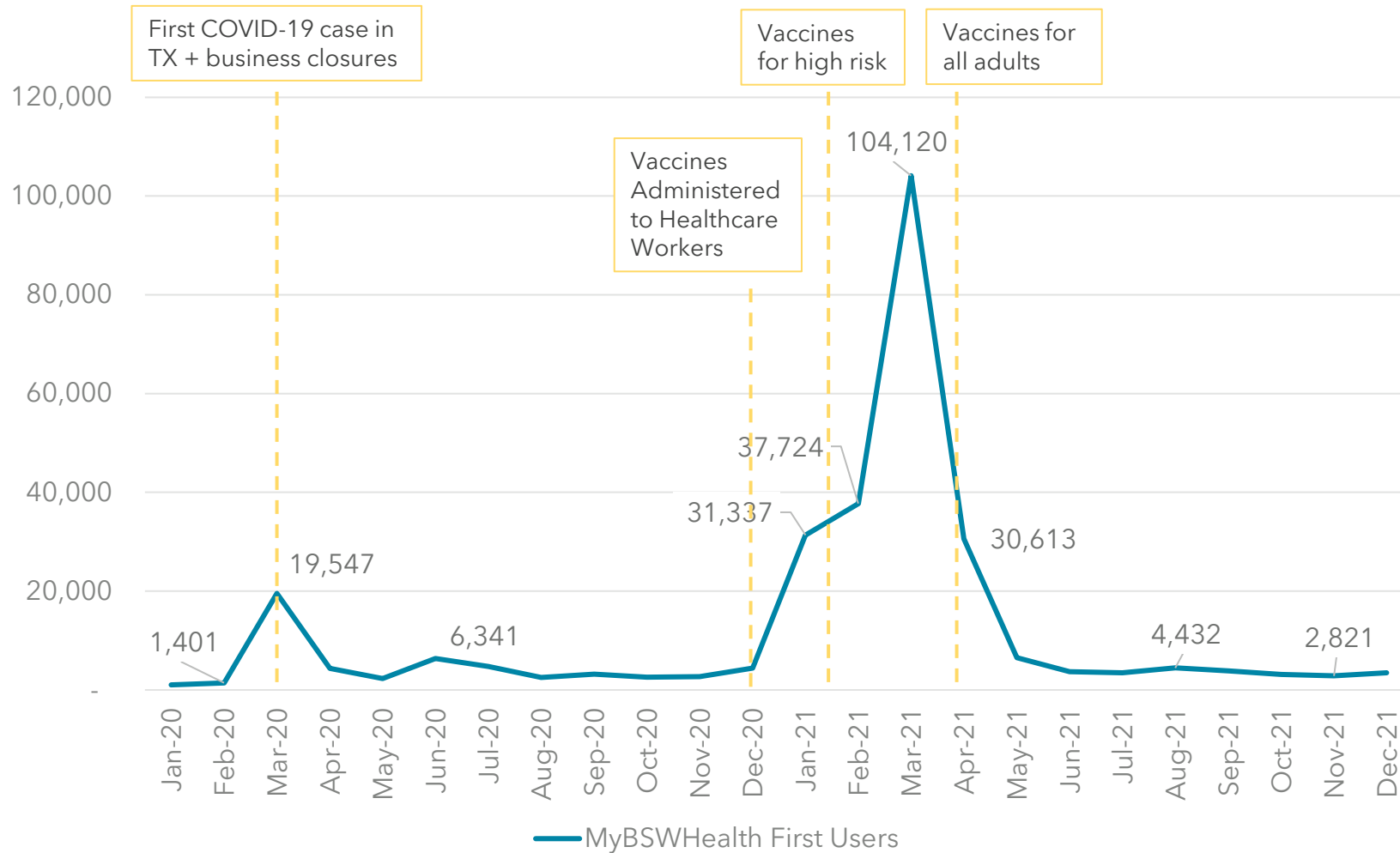
# BSW Bridge



# Registration for any Texan



# MyBSWHealth First Users



\*Total revenue from MyBSWHealth first customers >\$150 million

Year	MyBSWHealth First Customers
2020	55k
2021	235k
<b>Total</b>	<b>290k</b>



# Safe Care, digital screenings, and eVisits



JS

Good afternoon, Jennifer!  
Welcome to your health hub.



**YOUR HEALTH AND SAFETY ARE OUR TOP PRIORITY**

We are paving the way for COVID-19 Safe Care with new preventive measures and innovative offerings.



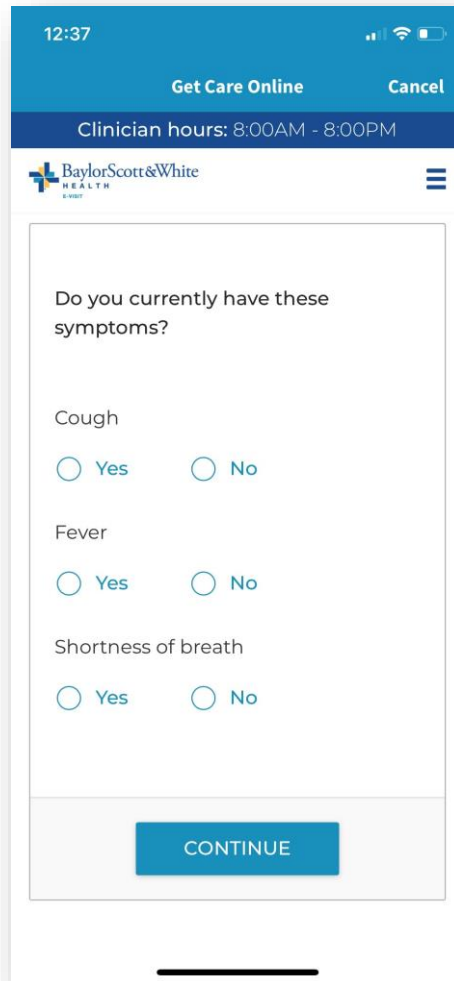
 [MORE ON COVID-19 SAFE CARE](#)

 [FREE COVID-19 SCREENING](#)

**APPOINTMENTS**

**Physical** **OCT 24**  
Regina Smith, MD 10:00 AM  
 423 Lois Unions, Suite 598


 [Find Care](#)



12:37

Get Care Online Cancel

Clinician hours: 8:00AM - 8:00PM



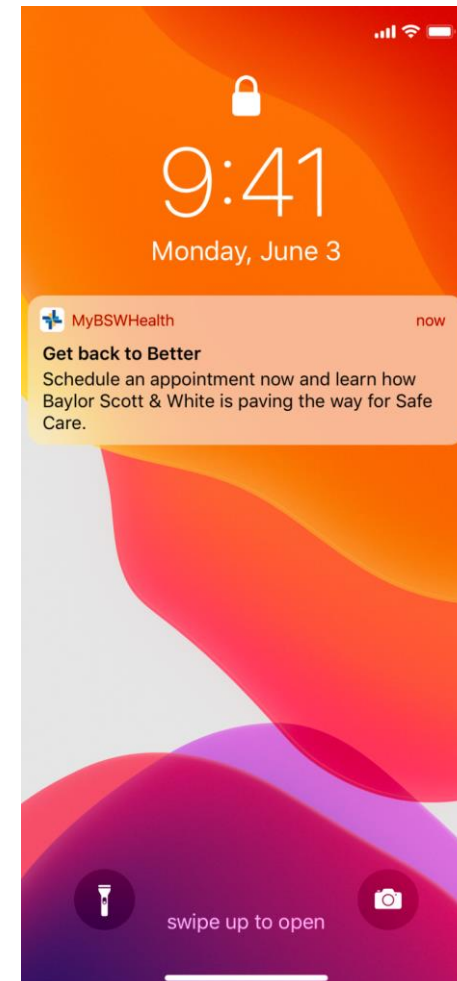
Do you currently have these symptoms?

Cough  
 Yes  No


Fever  
 Yes  No

Shortness of breath  
 Yes  No

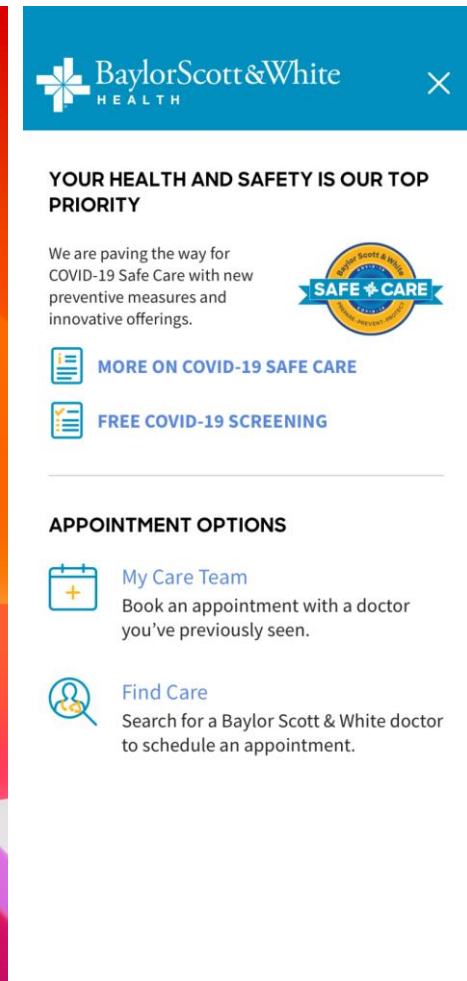
[CONTINUE](#)




9:41  
Monday, June 3

  
**Get back to Better**  
Schedule an appointment now and learn how Baylor Scott & White is paving the way for Safe Care.


swipe up to open







**YOUR HEALTH AND SAFETY IS OUR TOP PRIORITY**


We are paving the way for COVID-19 Safe Care with new preventive measures and innovative offerings.




 [MORE ON COVID-19 SAFE CARE](#)

 [FREE COVID-19 SCREENING](#)

**APPOINTMENT OPTIONS**

 [My Care Team](#)  
Book an appointment with a doctor you've previously seen.

 [Find Care](#)  
Search for a Baylor Scott & White doctor to schedule an appointment.



# Should You Get Tested?

JS

Good afternoon, Jennifer!  
Welcome to your health hub.

Baylor Scott & White  
HEALTH

### COVID-19 RESOURCES

**Vaccine**  
See if you or a family member is eligible for the vaccine and schedule an appointment.

[CHECK ELIGIBILITY](#) [LEARN MORE](#)

**Should You Get Tested?**  
Use our free self-checker to help you decide.

[GET STARTED](#)

### NEXT APPOINTMENT

You have no upcoming appointments.

[SEE ALL](#)

[Find Care](#)

COVID-19 Self Checker

✓ 2 3 4 5 6

### Symptoms

Have you experienced any of the following symptoms over the past 10 days?

- ✓ Fever or chills
- ✓ Cough
- ✓ Shortness of breath or difficulty breathing
- ✓ Unusual fatigue
- ✓ Muscle or body aches
- ✓ Headache
- ✓ Loss of taste or smell
- ✓ Sore throat
- ✓ Congestion or runny nose
- ✓ Nausea or vomiting
- ✓ Diarrhea

- Yes
- No

[PREVIOUS](#)

[CONTINUE](#)

COVID-19 Self Checker

✓ ✓ ✓ ✓ 5 6

### Vaccination

Are you fully vaccinated against COVID-19?

You are considered **fully vaccinated** 2 weeks after your second dose of a two-shot vaccine (such as Pfizer or Moderna) or 2 weeks after a single-dose vaccine (like Johnson & Johnson).

- Yes
- No

[PREVIOUS](#)

[CONTINUE](#)

COVID-19 Self Checker



### You should be tested for COVID-19

Use MyBSWHealth to schedule a video visitor to speak to a doctor on-line.

**OR**

Go to [Texas COVID-19 Test Collection Site](#) to find a testing location near you. Make sure to check the location's hours and referral requirements before you go.

[SCHEDULE VIDEO VISIT](#)

[FIND TESTING LOCATION](#)



# Digital Care Journey for COVID-19 patients



# Texas COVID-19 vaccine timeline

Population	Timing
Healthcare workers	Dec. 14, 2020
High Risk ( <i>65+ &amp; chronic conditions</i> )	Dec. 29, 2020
Ages 50-64	Mar. 15, 2021
16+	Mar. 29, 2021





# BSWH vaccine approach phase 1b/1c



This week, we will begin immunizing Baylor Scott & White patients who meet **Phase 1B criteria**, as informed by federal and state guidance — those 65 and older and 16 years of age and older with certain high-risk medical conditions.

**We will be reaching out to eligible patients to schedule an appointment, as supply allows. Your provider may contact you through MyBSWHealth, via email or by phone.**

While we are eager to vaccinate BSWH patients, the supply on hand today is limited. As additional doses become available to us, we will continue to administer them as quickly as possible.

Here are steps you can take today:

1. Update your MyBSWHealth account with your current contact and insurance information.
2. If you do not have a MyBSWHealth account, **download the app** or visit **MyBSWHealth.com**.
3. Questions about vaccine safety and effectiveness? **Get the answers.**

Please continue to practice safety precautions: Wear a mask, physically distance and wash your hands often. We all play a role in preventing the spread of COVID-19.

# BSWH vaccine approach 16+



We reached another exciting milestone in our vaccination efforts as the Texas Department of State Health Services announced that all Texans ages 16 and older are now eligible to receive a COVID-19 vaccine.

Eligible Texans can now self-schedule vaccination appointments through our [MyBSWHealth app](#) or online at [MyBSWHealth.com](#). While we are eager to vaccinate all eligible Texans, supply remains limited. If no available appointments appear, we encourage you to check back at a later date. If you are 16 or 17, or do not have access to a computer or smartphone, you may also call our vaccine line at [1-844-BSW-VACC](#).

## Understanding the COVID-19 vaccines and variants

As highly contagious variants of the virus are emerging around the globe, it's important to continue everything we can to stop the spread — especially getting vaccinated. Experts agree the current COVID-19 vaccines provide protection against these new variants. [Get the CDC's latest on COVID-19 variants](#), and find out how scientists across the world are working to learn more.



# COVID-19 vaccine scheduling

JS

Good afternoon, Jennifer!  
Welcome to your health hub.

**Baylor Scott & White**  
HEALTH

### COVID-19 RESOURCES

**Vaccine**  
See if you or a family member is eligible for the vaccine and schedule an appointment.

[CHECK ELIGIBILITY](#) [LEARN MORE](#)

**Symptom Checker**  
Free questionnaire to assess your COVID-19 risk level.

[GET STARTED](#)

**Safe Care**  
We are paving the way for COVID-19 Safe Care.

[LEARN MORE](#)

[Find Care](#)

9:41

COVID-19 Vaccine Eligibility

1 2 3

### Current vaccination status

Which of the following best describes your current level of vaccination for COVID-19?

- I have not received any doses of a COVID-19 vaccine
- I have received one dose of a single-dose vaccine (Johnson & Johnson)
- I have received one dose of a 2-dose vaccine (Moderna or Pfizer)
- I have received two doses of a 2-dose vaccine (Moderna or Pfizer)
- I am fully vaccinated, have received one or more boosters and am eligible for an additional booster

[PREVIOUS](#) [CONTINUE](#)

11:53

COVID-19 Vaccine Locations

1 2

[Map View](#) [Distance](#)

Select a time frame first. Exact time will be provided once you schedule the appointment.

**Baylor Scott & White HCID Covid Vax - Irving UC**  
11.3 mi.  
2021N MacArthur STE 115  
IRVING TX 75061  
469.800.9000

**FRI APR 28: Pfizer (Booster)**  
[1 PM - 2 PM](#) [2 PM - 3 PM](#)

**FRI MAY 05: Pfizer (Booster)**  
[1 PM - 2 PM](#) [2 PM - 3 PM](#)

[VIEW MORE TIMES](#)

**Baylor Scott & White HCID Covid Vax UC - N Garland**  
15.0 mi.  
7217 TELECOM PKWY SUITE 100 A  
GARLAND TX 75044  
469.800.2530

9:41

Schedule

Your appointment has been scheduled!

**COVID-19 Vaccine PEDI 5-11 (P)** is scheduled for:  
**Jennifer**

**JUN 8 at 4:30 PM**

**COVID-19 Vaccine**  
**Baylor Scott & White Health Clinic - Dallas**

3417 Gaston Avenue, Suite 1100  
Dallas, TX 75246  
214.555.5555

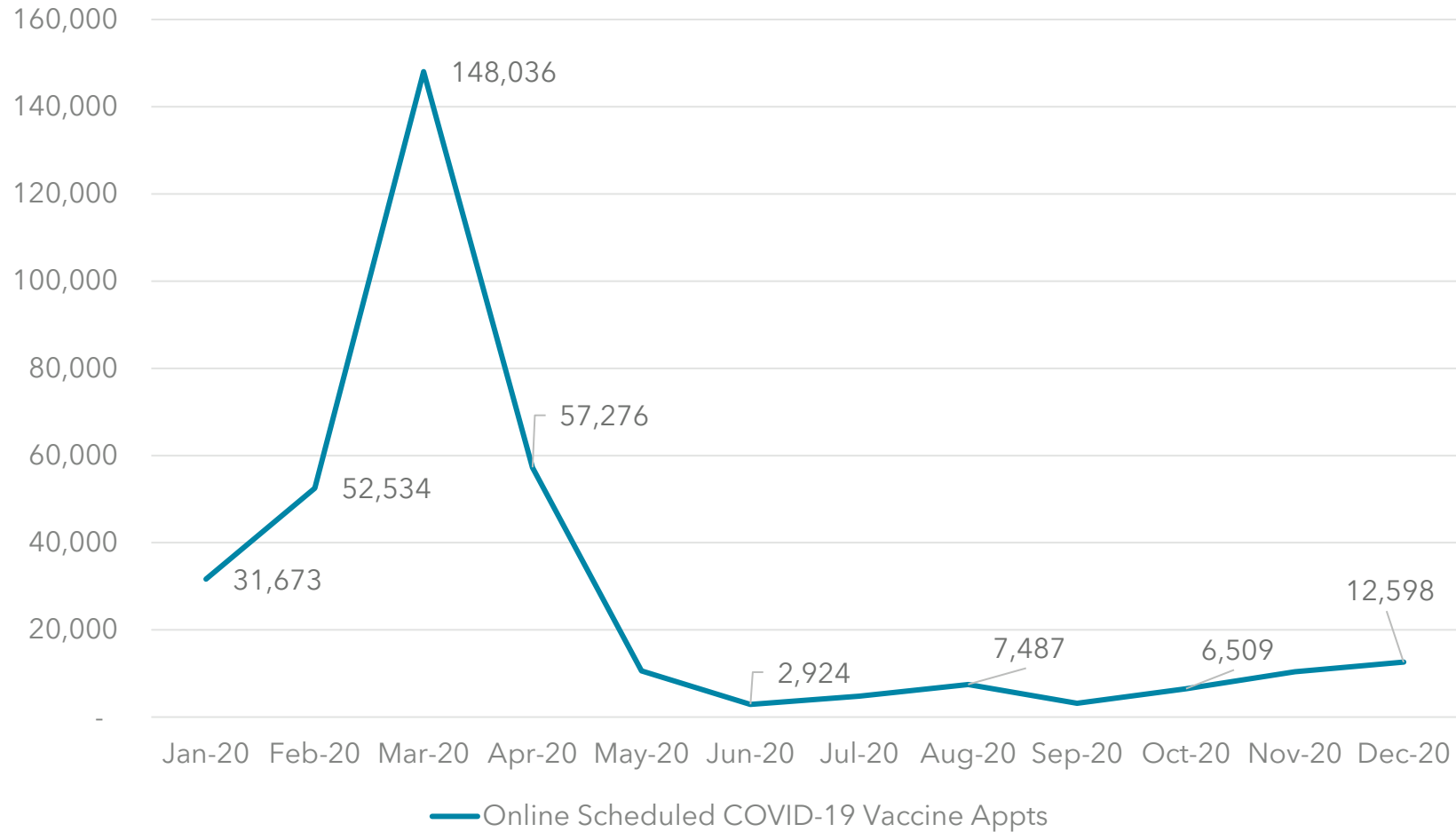
[ADD TO MY CALENDAR](#)

### When You Arrive

- Stay in your car lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet



# COVID-19 vaccine online scheduling volumes



380k COVID-19 vaccines self-scheduled online

