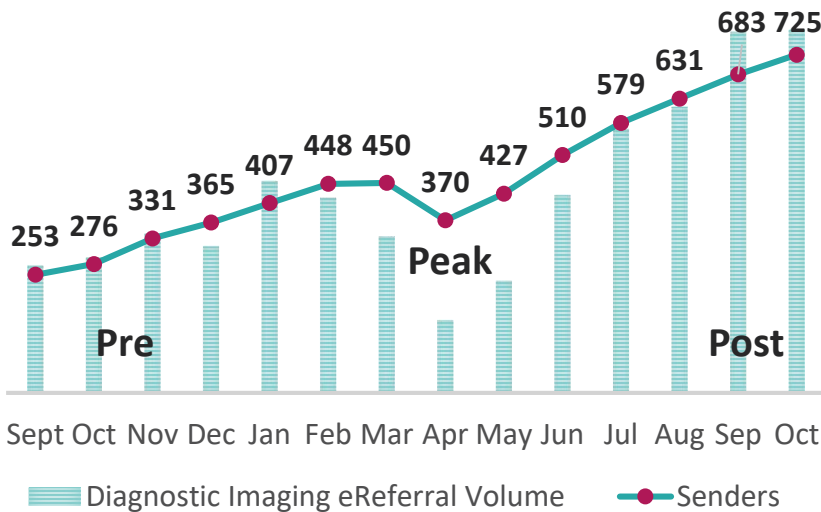


eReferral Adoption Strategies throughout the COVID-19 Pandemic

Adapting change management tactics and clinical engagement strategies has resulted in increased adoption of electronic referral, supporting a quick rebound post first wave of the COVID-19 pandemic

eReferral Adoption and Activity during COVID



The last 3 months compared to the pandemic peak

167%

increase in diagnostic imaging referrals

64%

increase in referrers

Change Management Strategies during the Pandemic

- Remote training, targeted live webinars and myth-busting engagement sessions
- Maintaining open lines of remote communication and regular check-ins
- Newsletters to keep users informed, highlighting tips and tricks
- Promoting and leveraging eReferral technology and enhancements

Having a one-on-one demo and sending links to instructions with attachments so that I can practice on my own; extending an ongoing offer to support as needed down the road, providing direct contact information, and welcoming callbacks numerous times if there were questions, was helpful!

Nurse Practitioner,
Post-Training Survey OH-West

For more information, email communications@ehealthce.ca.