

A woman with prosthetic legs is captured in mid-air, running across a field at sunset. She is wearing a black long-sleeved crop top and blue and black patterned athletic pants. Her prosthetic legs are silver and curved. The background shows a clear sky with a warm sunset glow and a silhouette of a person on a bicycle in the distance.

A SIMPLE GUIDE

Strong Patient/ Provider Relationships Drive Better Health

Paralympic medalist Amy Purdy shares tips on how to make patient engagement a catalyst to optimal clinical outcomes

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healthcare

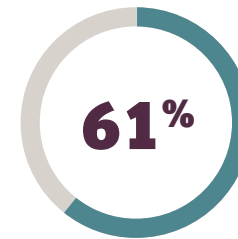
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Take control

A health emergency can be a long journey through a dark tunnel. Amy Purdy, at the age of 19, found that a bit of creativity and a lot of drive could help her take control of her health.

Her story can help you inspire patients to get the most out of their healthcare experience. This includes showing them the advantages of virtual visits—a tool that drives more productive communication with your practice.



of patients want **better patient engagement**¹

“I went through probably three or four vascular surgeons before I found him, but I knew he was the one because he saw me as an individual, not just as a patient. He put himself in my shoes and said, “Man, if I were in her situation, I’d be knocking down doors as well, and I’d want to do everything I could.”

Amy Purdy

Three-time Paralympic medalist, actress, model, para-snowboarder, motivational speaker, clothing designer, and author





CHAPTER 1

A POWERFUL PATIENT STORY

Amy Purdy had no idea how she got meningococcal meningitis. She was a massage therapist and snowboarder who felt healthy, your typical 19-year-old. What at first felt like flu symptoms later became something much more serious.

Within 24 hours, Amy was in the hospital on life support, given less than a two percent chance of living. She lost her legs below the knees to septic shock. Her kidney functions, hearing in the left ear, and spleen were also lost. After three months in the hospital, though, she defied the odds.

Through her resilience and the hard work of her doctors and nurses, she launched a remarkable career as a professional snowboarder, three-time Paralympic medalist, and *Dancing With the Stars* competitor.

This 20-year span of success ended abruptly when her prosthetic leg pushed into the popliteal artery and shut down the vascular system of her left leg. This led to the loss of her entire femoral artery. After ten surgeries over the last three years, she could walk again and bounced back to feeling great. Amy again attributed her recovery to her great team of doctors and nurses.

CHAPTER 2

PARTNER WITH YOUR PATIENTS FOR BETTER CARE

Amy experienced what teamwork was like in a healthcare setting when in the ICU battling meningitis. One night it started raining, and she wished to go outside. It took a lot of convincing, but the nurses switched the machines in the room to portable ones. Amy's dad wheeled her out to smell the rain.

The experience made Amy realize how important it was to have a care team that works with you and understands what you value.

“That brief moment outdoors gave me a reason to keep moving forward.”

KEY TAKEAWAYS

- Understand the importance of patients being their own advocates
- See yourself, your colleagues, and the patient working together as a team
- Remember that the smallest things can make the biggest difference



Relate to your patients

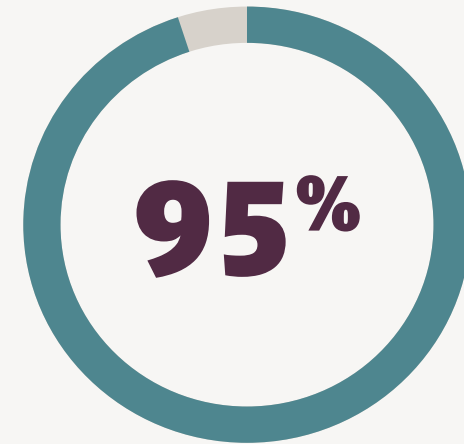
When diagnosed with that massive blood clot from her hip down every artery of her left leg, the first group of vascular surgeons said, “This is nothing to worry about. All amputees get blood clots.” This raised a red flag for Amy, who, as an amputee for the last 20 years, had never had a blood clot in her leg.

Through virtual visits, Amy was able to consult with a variety of surgeons throughout the country. Finally, she found a vascular surgeon who understood her as an athlete, not an amputee with limited mobility.

As a three-time Ironman Triathlete, this surgeon put himself in Amy’s shoes and said, “Man, if I were in her situation, I’d be knocking down doors as well, and I’d want to do everything that I could do.” She knew he had the right energy to tackle her issues and was willing to think outside the box.

KEY TAKEAWAYS

- Respect patients when they seek a second opinion, and not take it personally
- Find similarities in a patient’s goals and values



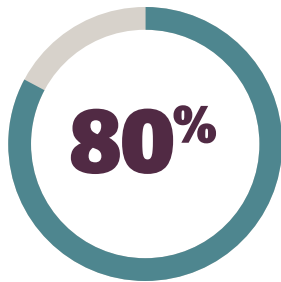
DID YOU KNOW?

95% of doctors use patient engagement technologies to help improve patient communications and experience²

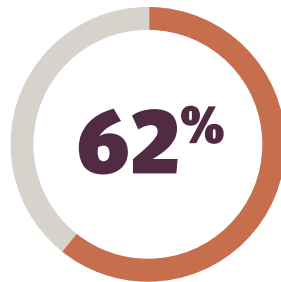
CHAPTER 3

TAKE ADVANTAGE OF TELEHEALTH

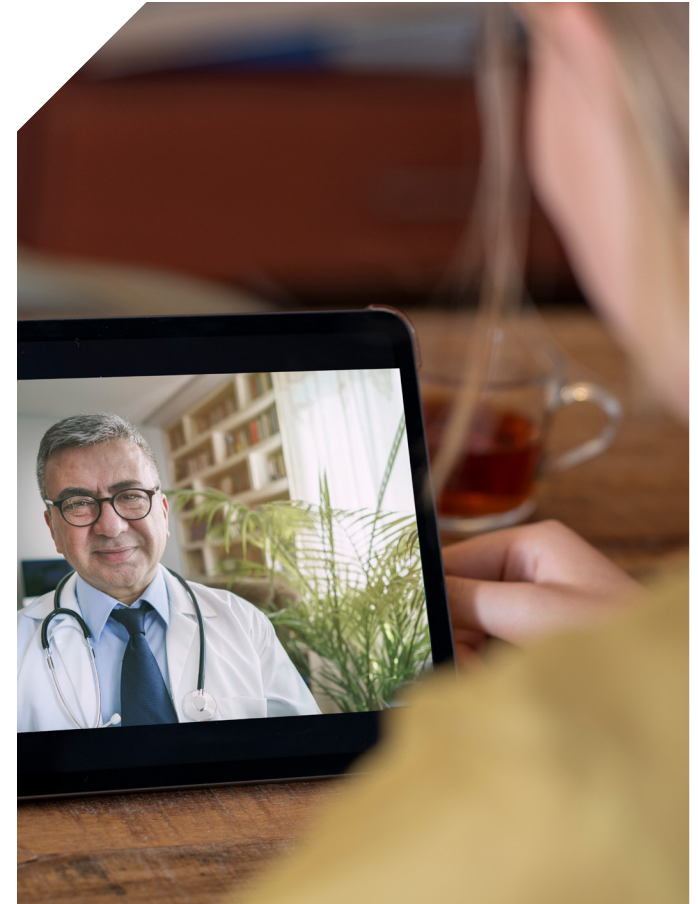
Through telehealth, providers can meet with potential new patients regardless of location. A provider can set one day each week to briefly consult with prospective patients. Similar to Amy, who chose her vascular surgeon after a virtual visit, patients can get to know you with the same technology.



More than **80% of patients** surveyed expressed they have better access to care since using telehealth



62% of patients surveyed noted they have higher satisfaction since offering telehealth³



KEY TAKEAWAYS

- Utilize virtual visits for routine follow-ups and consultations
- Stay in touch with your patients more regularly
- Meet with a patient quickly, should the need arise

CHAPTER 4

BUILD TRUST WITH YOUR PATIENTS

For Amy, it was important to go beyond the labels of doctors and patients and engage on a more personal level. From there, expectations are clear, and trust becomes the core of the patient/provider relationship. When meeting a new doctor, Amy is not shy to let them know her challenges, accomplishments, and ambitions.

If this doctor says, "Oh, no, no, no, you'll never do that again." Then she may say, "Okay, thanks for your time." She'll be able to find doctors who will try everything possible to get her where she needs to be. There are limitations, but she knows her doctors are on her team.

KEY TAKEAWAYS

- Spend a few more minutes to get to know your patients
- Reassure patients that they can still live an incredible life even if extra medical care is necessary
- Build relationships with patients on mutual trust and open communication

“I've got prosthetists who make my legs, transplant doctors who oversee my transplant, and vascular doctors who oversee this vascular injury. I've had many medical issues that could stop me from doing the things that I love to do, but instead, I've been able to thrive because I've looked at my doctors as a team, and they've helped me every step along the way.”

Amy Purdy

Three-time Paralympic medalist, actress, model, para-snowboarder, motivational speaker, clothing designer, and author



CHAPTER 5

PATIENTS ARE GRATEFUL FOR YOU

When Amy reflects on her Paralympic medals, appearances on Dancing with the Stars, and traveling the world, she is grateful to the doctors and nurses who've kept her healthy. She sees them as the team that has allowed her to succeed in the face of many challenges.

She is also grateful that technology has allowed her to engage virtually with doctors across the country. With greater access to great doctors, she has built a care team that shares her passion for making her dreams a reality.

“I’m so grateful to be here. I’ve been through a lot, but I also am incredibly healthy because I have a great team that helped me get there.”

KEY TAKEAWAYS

- Receive a patient’s gratitude as an affirmation that you are making a difference in people’s lives
- Leverage technology such as virtual visits to help patients overcome their health challenges
- Foster a teamwork mentality among your care team and patients to inspire positive healthcare

HOW CAN WE HELP YOU?

Contact us at 855-510-6398 or results@nextgen.com

Make it easy for your patients to connect with you.

Patient engagement has seen dramatic shifts in the last two years. [Click here](#) to learn how an integrated patient experience platform can help ensure a seamless patient journey.

BELIEVE IN BETTER.®

1 61% of Patients Want Better Patient Engagement, June 2022, xtelligent, <https://patientengagementhit.com/news/61-of-patients-want-better-patient-engagement-in-2022>. **2** Docs Say Patient Engagement Technology Drives Education, Experience, October 2018, xtelligent, <https://patientengagementhit.com/news/docs-say-patient-engagement-technology-drives-education-experience>. **3** 2021 Telehealth Survey Report, AMA, <https://www.ama-assn.org/system/files/telehealth-survey-report.pdf>

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