The medical home is proposed as a model for twenty-first century primary care. Multiple AAP-sponsored projects are ongoing to address a wide range of health issues in preventive pediatrics. So far there is only limited number of studies examining the best practices to implement AAP guidelines to improve quality care in pediatric medical homes.

The University of Chicago pediatric academic medical home is anchored in a pediatric primary care practice. Multi-discipline academic healthcare teams and the unique richness of the scientific environment make it possible to explore effective strategies to advance integrated healthcare. In the information technology era, ubiquitous online health education resources and increased use of electronic health record (EHR) come together to present an unprecedented opportunity to disseminate health information to children and families.

Aims

To adapt health information technology (HIT) in pediatric primary care practices in the academic medical home. Our immediate goal is to engage primary physicians, pediatric specialists, patients, and their families through HIT in promoting pediatric guidelines, increasing educational potential, and facilitating community outreach.

The Intervention

Based on UCM 2014 Annual Operating Goals, AAP guidelines, and with collaboration from primary physicians, pediatric specialists, medical students and graduate students in the University of Chicago, we initiated a academic medical home based health education model through EHR-website-social media with an ongoing effort to implement AAP guidelines that can be routinely integrated into practice.

This study has been supported by the Comer first Pediatric Quality Grant prize in 2013.

2013-2014 Re-modeled the Comer educational website www.comerparents.org specifically addressing preventive care and providing links to AAP and other reliable websites.

07 / 2014 I nitiated Comer e duca tional f ace b o ok ( www.facebook.com/comerparents) to deliver time sensitive information.

10/2014 *Initiated a health education model through EHR-Website-Face Book to support targeted healthcare and posted the information as flyers in Comer clinics.

10/2014 Started spreading the News and EHR-Website-Face Book progress to all Comer physicians and nurses for promoting the engagement.

12/2014 ** Experimented with physician-guided health education through face to face discussion in each well child visit for EPIC AVS- Website-Face Book model in Comer clinics.

Table The utilization rates of the website (www.comerparents.org) from Google Monthly Analytics.

<table>
<thead>
<tr>
<th>Mon/Yrs</th>
<th>Visits</th>
<th>Pages Viewed</th>
<th>Pages Viewed Per-Visit</th>
<th>Visit Time (min)</th>
<th>New Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/2013</td>
<td>217</td>
<td>522</td>
<td>2.4</td>
<td>13.5</td>
<td>19.8</td>
</tr>
<tr>
<td>10/2013</td>
<td>245</td>
<td>553</td>
<td>2.2</td>
<td>9.3</td>
<td>28.5</td>
</tr>
<tr>
<td>12/2013*</td>
<td>235</td>
<td>554</td>
<td>2.3</td>
<td>8.0</td>
<td>23.8</td>
</tr>
<tr>
<td>02/2014**</td>
<td>460</td>
<td>4,099</td>
<td>8.9</td>
<td>12.2</td>
<td>31.3</td>
</tr>
</tbody>
</table>

03/2014 Worked on two Child Health Information Platforms (CCHIP) through Physicians-EPIC-AVS-Website-Face Book in Comer and Physicians-Website-WeChat in China focusing engagement of physicians and families.

03/2014 Started Comer resident education for HIT and health education.

04/2014 Presented the CCHIP project in the Chinese-USA Pediatric Symposium in Beijing, Fudan Children’s Hospital in Shanghai, and Women’s & Children’s Hospital of Sichuan University in Chengdu, China (04/2014).

04/2014 Comer General Nursery started distributing CCHIP flyers to all discharged newborns’ families.

04/2014 Initiated community outreach in Chinatown to promote the CCHIP platform (in Chinese language). This effort has been supported by Office of Community Engagement and Cancer Disparities, The University of Chicago Medicine Comprehensive Cancer Center.

Results

We have been developing academic medical home based educational platforms through Physicians-EHR-Website-Face Book in Comer and Physicians-Website-WeChat in China to support health education about preventive pediatric medicine, implementation of AAP practice guidelines, and community outreach. These education platforms need to be partnered with healthcare providers as supplemental resources for continuity of care.

Conclusions

Physicians-EHR-Website-Face Book is a tool to support primary and subspecialty physicians spreading their voice for health education in Comer, UCM, and beyond. The following figure outlines our future outreach steps.

Next Steps

Figure 1. Outreach through CCHIP