| **Level/Name/**  **Definition** | **Characteristics**  (Check box if present) | **Comments, URL if yes** |
| --- | --- | --- |
| **1**  **Informing**  One-way communication through website whereas the hospital is giving out information but customer cannot communicate with the hospital through the website. | 1. **GENERAL**    1.  Information is displayed like a brochure with links to services available |  |
| * 1.  There are no broken links |  |
| 1. **COMMUNICATION**    1.  Phone Numbers (switchboard) are listed somewhere on the website |  |
| * 1.  Information provided on how to make donations |  |
| * 1.  Office hours are listed for bill payment |  |
| * 1.  “Contact Us” or phone list or directory of departments is on the website |  |
| * 1.  Driving directions to hospital(s) or clinics provided |  |
| * 1.  Address of facility listed on website |  |
| 1. **SERVICES**    1.  List of services provided by facility available. |  |
| * 1.  Within list of services, phone number and office hours provided for each |  |
| * 1.  For Bill paying inquires, information provided. |  |
| 1. **HEALTH INFORMATION, EDUCATION, GROUPS**    1.  There is a list of hospital-sponsored community and/or patient events. |  |
| * 1.  There is a calendar of up-coming classes, and/or support group meetings. |  |
| * 1.  Contact information provided for any events, classes, or support groups. |  |
| * 1.  Link provided to Healthcare Medical Library but only definitions given only. |  |
| **2**  **Advanced**  Informing  Two-way communication exists where the information exchange has evolved giving customers the ability to interact in a limited manner for the hospital’s benefit.  Must have met all characteristics from previous level and at least 2 characteristics from this level. | 1. **GENERAL**    1.  There is a link on the homepage for what, if any, online services are available |  |
| * 1.  There are no broken links |  |
| * 1.  Website facilitates readability and minimalizes distractions (limit ads, have enough “white space”, use of drop down menus, etc.) |  |
| * 1.  Use of breadcrumbs or cascading menus or consistent template that facilitate navigation. |  |
| 1. **COMMUNICATION**    1.  Phone numbers are available in several places throughout the website. |  |
| * 1.  There is a list describing the health insurance or policies accepted at facilities; or a statement that suggests that most major health plans in the community are accepted |  |
| 1. **SERVICES**    1.  Request forms for personal medical records can be printed from the website but still is mailed to hospital. |  |
| * 1.  Bill paying online is available. |  |
| * 1.  Able to make a donation to hospital or its foundation through the website only. |  |
| * 1.  There is a statement that internet access is available in hospital |  |
| * 1.  Can download some nonmedical “commonly used” forms to mail in. (ex. Power of Attorney, Volunteer Application, Financial Aid Application, etc.) |  |
| 1. **HEALTH INFORMATION, EDUCATION, GROUPS**    1.  There is a list of hospital-sponsored events, classes, and support group meetings with email contact information link provided |  |
| * 1.  First Aid information provided |  |
| * 1.  Videos available but not close captioned or available in other languages |  |
| * 1.  Medical information and internal health library with more than definitions |  |
| * 1.  Capability to obtain more information or sign up for event is available through internet |  |
| * 1.  Social Media such as Facebook, Twitter, YouTube |  |
| * 1.  “How to” instructions are available for patient education. Printing is allowed. |  |
| * 1.  “Care Pages™” or “Caring Bridge™” offered as an option to patient, only. (Outsource companies that maintain these websites where patient create their own personal medical journal.) |  |
| **3**  **Collaborative**  Communication between hospital and customer is collaborative and informative increasing interaction through the website.  Must have met all characteristics from previous levels and at least 2 characteristics from this level. | 1. **GENERAL**    1.  Links either open up in new window or breadcrumbs make it easy to not get lost moving through website |  |
| * 1.  Each link has a consistent menu on every page |  |
| 1. **COMMUNICATION**    1.  Able to email a healthcare provider or care team |  |
| * 1.  A statement is provided as to expected response time from email requests |  |
| * 1.  Capability to leave messages to family and friends through a read-only patient website |  |
| * 1.  Wait times for ER, Urgent Care, or Clinic times are posted somewhere on website. |  |
| 1. **SERVICES**    1.  Limited capability of medicine prescription renewal (only by phone in; print off a form and mail in) |  |
| * 1.  Able to preregister for surgery and/or OB services |  |
| * 1.  Appointment scheduling requests can be made online but request is submitted and wait for   response back from clinic or hospital; not available for all services |  |
| * 1.  Capability to receive medical tests results but with limited capability (either received it online if patient has previously login to a secure system or form to print off and mail in) |  |
| * 1.  Capability to sort classes or events by topic.   2.  Telecare™ available where daily phone calls or podcasts   3.  Capability to search for Doctor/Specialty/Facility. |  |
| * 1.  Capability of requesting medical record on CD. |  |
| 1. **HEALTH INFORMATION, EDUCATION, GROUPS**    1.  *Interactive* health library where quizzes available, searchable capability, videos |  |
| * 1.  Provides an internal Patient Portal service   2.  Option: some Patient Portal service that directs patient to online personal health record   site managed by outsource. |  |
|  |
| * 1.  “wellness” tools available may include cooking recipes, risk assessment tools available |  |
| * 1.  Capability to search for classes or/and events |  |
| **4**  **Empowered/ Engaged**  Websites are user-friendly, mobile-enabled, and real-time responsive. Use of technology allows customer to manage health status and participate in proactive decision-making of healthcare treatment.  Must have met all characteristics from previous levels and at least 2 characteristics from this level. | 1. **GENERAL**    1.  Capability to view Hospital information in a different language |  |
| * 1.  Equivalent alternatives to auditory and visual content. (Transcript available, close captioned option on videos, etc.) Accommodates the use of assistive technologies. |  |
| 1. **COMMUNICATION**    1.  Real-time chat services with healthcare provider or care team |  |
| 1. **SERVICES**    1.  Real-time and interactive appointment scheduling |  |
| * 1.  On-site patient portals with automate data fill from appointments, tests, etc. |  |
| * 1.  Mobile apps that allow tracking of health conditions or reminders of appointments & yearly checkups |  |
| * 1.  Prescription renewal through email available |  |
| 1. **HEALTH INFORMATION, EDUCATION, GROUPS**    1.  Health-related videos available |  |
| * 1.  Videos capability with other languages available |  |
| * 1.  Capability to register online for a class or event |  |

Table: Tool - Website Engagement Model