



# Coffee with Ignite Education

**Baristas:** Laura Grobecker, Colin Matejka, and Ange Delgado  
**Host:** Trevi Brown-Thomas



# Your baristas



**Laura Grobecker**

Senior Project  
Implementation Manager



**Colin Matejka**

Senior Technical Support Engineer

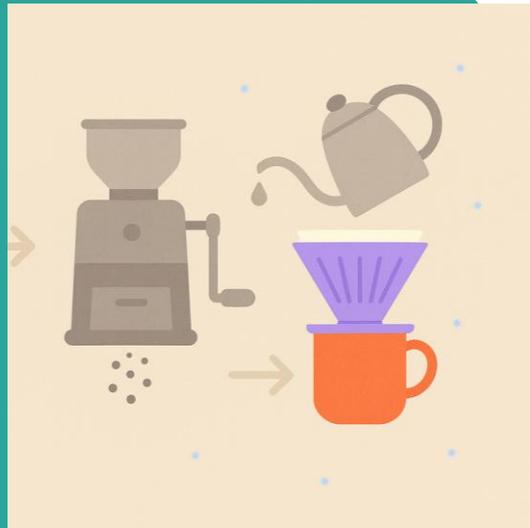


**Ange Delgado**

Senior Product Manager

# Cafe menu

## Today's Agenda



- Best practices for optimization
- Support Resources, FAQs, Troubleshooting Tips, and Reporting Issues
- What's new and what's next
- Q&A

Ignite on FHIR:

# Best Practices for Optimization



# Key takeaways

- Analytics:
  - Check out the facts!
  - Informs areas of engagement for clinician and patient!
  - Best practices for optimization
- Patient Engagement:
  - Tapping into the Best in KLAS Epic Portal
- Release Rundown:
  - Highlights of content additions and FHIR Enhancements

# Ignite on FHIR Trivia

Did you know...

- The very first Ignite on FHIR client went live **January 14, 2019**.
- As of November 3, 2025 WebMD Ignite has **67** Ignite on FHIR production clients, which breaks down to **414** hospitals with **69,000+** staffed beds.
- In 2025 YTD, **137,000** users launched Ignite on FHIR **7.9 million** times to provide **14.8 million** pieces of education to **4.7 million** unique patients.



# Ignite analytics

Just the facts!

2025 Jan - August

- Education Rate = 96%
  - 40% clinicians using the recommended results
  - Patient Demographics
  - Diagnosis / Labs & Procedures\* / Active Medication\*
  - Encounter Specific
- Less are having to search
- Some are using Favorites and Folders as primary locations for accessing education



**Ready for a closer look?** Ask your Account Manager to share the reports on an upcoming check-in!

# Overview of Key FHIR Reporting Measures

Key measures to analyze end-user interaction and utilization of FHIR in Epic.

[Reporting Definitions](#)

Sessions	Users	Patients
<ul style="list-style-type: none"> <li><input type="checkbox"/> Number of Unique Sessions</li> <li><input type="checkbox"/> Number of Sessions w/ Any Assignment</li> <li><input type="checkbox"/> Number of Preview-Only Sessions</li> <li><input type="checkbox"/> Education Rate</li> <li><input type="checkbox"/> <b>Facility (New!)</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Total number of Unique Users</li> <li><input type="checkbox"/> Total number of First-Time Users</li> <li><input type="checkbox"/> <b>Facility (New!)</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Number of Unique Patients (with a FHIR session)</li> <li><input type="checkbox"/> Total Patients provided education via FHIR</li> <li><input type="checkbox"/> <b>Facility (New!)</b></li> </ul>
Unique Titles	Assignments	Assignment Origin
<ul style="list-style-type: none"> <li><input type="checkbox"/> Unique Titles Assigned</li> <li><input type="checkbox"/> Printed only</li> <li><input type="checkbox"/> Shared only</li> <li><input type="checkbox"/> Printed and Shared</li> <li><input type="checkbox"/> Unique Titles Accessed</li> <li><input type="checkbox"/> <b>Facility (New!)</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Total Titles Assigned</li> <li><input type="checkbox"/> Printed only</li> <li><input type="checkbox"/> Shared only</li> <li><input type="checkbox"/> Printed and Shared</li> <li><input type="checkbox"/> Total Titles Accessed</li> <li><input type="checkbox"/> Top Titles Assigned</li> <li><input type="checkbox"/> <b>Facility (New!)</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Total assignments via:</li> <li><input type="checkbox"/> Recommended</li> <li><input type="checkbox"/> Search</li> <li><input type="checkbox"/> Favorites</li> <li><input type="checkbox"/> Folders</li> <li><input type="checkbox"/> <b>Facility (New!)</b></li> </ul>

# Overview of Key FHIR Reporting Measures

Key measures to analyze end-user interaction and utilization of FHIR in Epic.

Encounter Details	Content Information
<ul style="list-style-type: none"><li><input type="checkbox"/> Organization</li><li><input type="checkbox"/> <b>Facility (NEW!)</b></li><li><input type="checkbox"/> Encounter type</li><li><input type="checkbox"/> SessionID</li><li><input type="checkbox"/> Date</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Content ID</li><li><input type="checkbox"/> Content Type ID</li><li><input type="checkbox"/> Language</li><li><input type="checkbox"/> Title</li><li><input type="checkbox"/> Printed</li><li><input type="checkbox"/> Shared</li><li><input type="checkbox"/> Previewed</li></ul>

# Key Patient Portal Integration Metric Definitions

<b>Unique Patients</b>	# of Unique Patients who logged into the education page within their MyChart. This does not reflect the number of Unique Patients who accessed education via AVS.
<b>Logins</b>	Number of logins accessing the education page within MyChart. Does not reflect MyChart logins as a whole.
<b>Document Accesses</b>	Number of times where an education document was clicked, printed, or downloaded in the education page of MyChart.
<b>Video Accesses</b>	Number of times where a video was clicked, printed, or downloaded in the education page of MyChart.



Patient Portals

Best in KLAS Winner

**Epic**

90.2

Overall Performance Score  
(100-point scale)

- **MyChart-KLAS** top rated portal for 2025 with 195 million patients worldwide
- **#1 medical app** in the App Store and Google Play with a 4.6 rating out of 5.

<https://klasresearch.com/best-in-klas-ranking/patient-portals/2025/125>

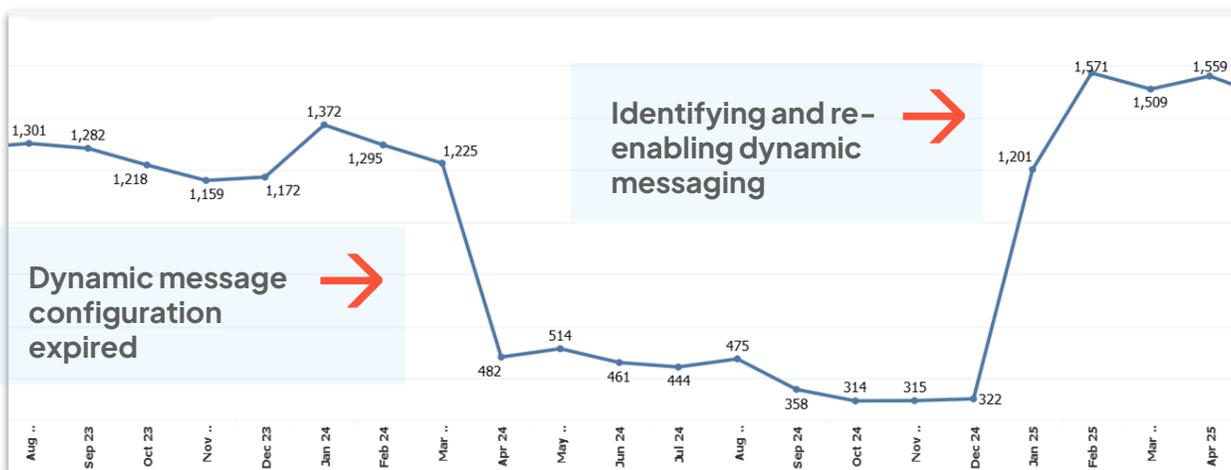
# Dynamic messaging keeps patients engaged in their health education

Alerting patients when new educational materials are available to drive logins, increase content engagement, and encourage regular access to resources.

## Objective

Tampa General Hospital (TGH) launched Ignite on FHIR and Patient Portal Integration (PPI) to deliver timely, point-of-care education to patients within MyChart. For the first year, results were strong. Over time, however, the team noted a shift in utilization patterns, with a noticeable decline across key metrics — prompting further analysis to understand evolving patient behaviors and engagement dynamics.

## Discovery trend of unique patients by month



[Access Full Details Here](#)

## Results

Reinstating dynamic messaging promptly restored visibility of patient education assignments. Within three months, TGH observed a strong resurgence in engagement, with notable increases in patient interactions:

- 332.5%↑ unique patient accesses
- 392.3%↑ logins
- 1,598.1%↑ document accesses
- 2,697.1%↑ video accesses

## How dynamic messaging works:

- Leverage Epic's messaging tools to surface a banner or notification to patients who have been assigned education via FHIR.
- Messages are triggered based on the presence of assigned education content.
- For step-by-step instructions on configuring dynamic messages and recommended best practices, guidance is provided in the Ignite on FHIR/PPI Implementation Guide.

# Dynamic MyChart Message/Announcement for WebMD Ignite Patient Education

The screenshot displays the MyChart patient portal interface. At the top right, it shows the MyChart by Epic logo, a user dropdown menu with the letter 'K', and a 'Log out' button. The main content area consists of several message cards:

- After Visit Summary:** A card for 'Apr 19 Tue' at 'MEDICAL CENTER' with 'View summary' and 'View notes' buttons.
- Hemoglobin A1c blood test for diabetes is overdue:** A card with a red bell icon and a 'View details' button.
- View all (13):** A link to view all notifications.
- You can access your records from all your healthcare organizations in MyHealth:** A card with an icon of a person and a computer, and a 'Learn more' button.
- Resources from Your Provider:** A card with a yellow bell icon, a red border, and buttons for 'My Education' and 'Dismiss'. The text reads: 'Click on the My Education box to read or view your education. Write down any questions to bring to your next appointment or send questions as a message to your care team.'
- Share Everywhere:** A card with a globe icon and buttons for 'Learn more' and 'Dismiss'. The text reads: 'Give one-time access to your health information to any clinician with internet access.'

# Successful PPI Launch with WebMD Ignite Education

The screenshot displays the MyChart patient portal interface. At the top, the MyChart logo is centered, with navigation icons for Menu, Visits, Messages, Test Results, and Medications on the left, and a user profile for John Smith on the right. The main content area is titled "CareKit | Resources" and features four educational cards:

- Managing Type 2 Diabetes**: Document icon, dated 02/09/2020.
- Managing Your Type 2 Diabetes**: Video icon, dated 01/09/2021.
- Your Diabetes Toolkit**: Document icon, dated 01/09/2021.
- Healthy Meals for Diabetes**: Document icon, dated 04/12/2020.

Each card includes download and print icons and an "EN" (English) indicator. A "VIEWED" separator is positioned between the top and bottom rows of cards. A "Back to the home page" button is located at the bottom center of the resource grid.

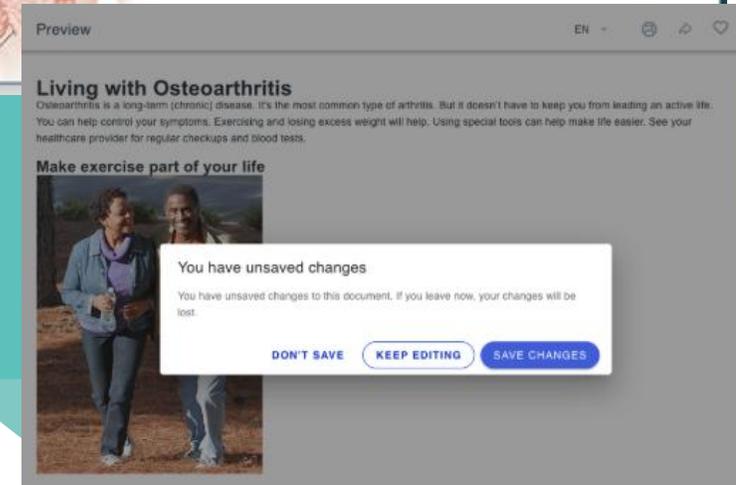
At the bottom of the page, there is a footer with links for Interoperability Guide, FAQ, Privacy Policy, Terms and Conditions, and High Contrast Theme. The copyright notice reads: "MyChart® licensed from Epic Systems Corporation © 2020-2021".

© 2020 Epic Systems Corporation.  
CONFIDENTIAL.

# Release Rundown!

1. Adding fresh content all year long!
  - HealthSheets™/ Patient Instructions: **218**
  - Videos: **373**
    - Additions of Healthwise Video content be sure to whitelist: <https://healthwise.net> and <https://hwi.se>
2. Simplified Editing
3. Editing and unsaved changes: A new prompt to save your work!
4. Ignite U! Reimagined learning experience!

<https://igniteu.webmdignite.com>



**Ignite Help Desk:**

**Support Resources, FAQs,  
Troubleshooting Tips, and  
Reporting Issues**



# Client Support Site Update

We have a NEW support Site URL: <https://igniteu.webmdignite.com/>

**Q: What's the best way to get intouch with Support?**

A: The best way to reach us is to **submit a support ticket** via our the Client Support site at:

<https://igniteu.webmdignite.com/get-support>

**Q: What if I want to talk to someone?**

A: You can call our Support Team at **800.706.9046, option 1.**

## Severity definitions

- Sev 1: Critical issue where the system is completely unavailable or unusable.

For Sev 1 issues, please call for 24/7 critical issue support: **1.800.706.9646**

- Sev 2: Significant component(s) of the system are unavailable or not functioning as designed.
- Sev 3: All other significant issues that do not qualify as Severity 1 or 2 but still require semi-urgent attention.
- Sev 4: Cosmetic errors or trivial defects that will be resolved with a future release.

## Create a new support ticket

Email \*

Solution

Product Line

Subject \*

Description \*

Severity / Priority \*

# More Is Better!

The more information you can share with us regarding your issue, the better. This will help us assist you more effectively and quickly. Here are some of the things that can you provide:

- **Session ID\***: Can be obtained by clicking the “Help” icon (?) in the upper right corner of the FHIR application, clicking on “[Diagnostics Page](#)” and copying the “Ehr ID.” If taking a screenshot, please be sure NOT to include PHI. A session ID from TST is also helpful if the issue can be reproduced.
- Some other things to note:
  - The environment (PRD, TST, etc.)
  - Who’s affected (individual, department, location, system-wide)

## Session Details

Patient Name:	Pat Abbot
MRN:	e73b598a-60e9-4ad0-9dca-40a3b80f6d44
Encounter Class:	ambulatory
Encounter Type:	ambulatory
Ehr Id:	04327b09-4d3a-4c8b-9959-83bc1b358203
Ehr Version:	2019.08.PRE
Kofhir Session Uuid:	6bd5b064-a163-4dd5-b02a-40fd6782c930
Host Name:	kramesonfhir.krames.com
Build version:	release/2.86.0 <a href="#">90a848dec1302c0dd842a3c3ae8a5a8ee8f61c16</a>
Web browser:	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36

\*on occasion, we may ask you to reproduce the issue and provide a second PRD ID after we’ve enabled additional logging on your license.

# Common FHIR Issues

- No suggested content for the current encounter. This can be generally attributed to individual filter settings or vocabularies (ICD-10, CPT, SNOMED, etc.).
  - ✓ Make sure the end user's filters are appropriately set for the content type they are looking for.
  - ✓ Check to see what code they are passing through IOF by hovering the cursor over the current encounter and note the code.
  - ✓ It's possible we do not have any education tagged with the code being passed, or an incorrect or "general" code is being sent.
- Individual end user cannot write-back to the AVS/Chart Review.
  - ✓ Check to see if the end user has a SER record configured.
- Published custom content not appearing in FHIR.
  - ✓ It takes up to 24 hours for custom content to index in order to appear in FHIR after being published in the IOD Custom Content Builder.

6000	6000	License For Display	No-Add	2		390 - PharmD [SER-6000: 14045]
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Filter

Sort by

- Most relevant
- Newest relevant
- Favorites
- Name
- Content Type

Media Type

- All
- Documents
- Videos

Content Type

- All
- Client Custom Content
- Drug Sheets
- Exit-Writer
- HealthSheets

10 ATOPIC DERMATITIS

ATOPIC DERMATITIS  
24079001 CURRENT ENCOUNTER



**PRODUCT:**

# What's New, What's Next!



# Upcoming Improvements

## Ignite on FHIR and Patient Portal Integration

### Ignite on FHIR – Search

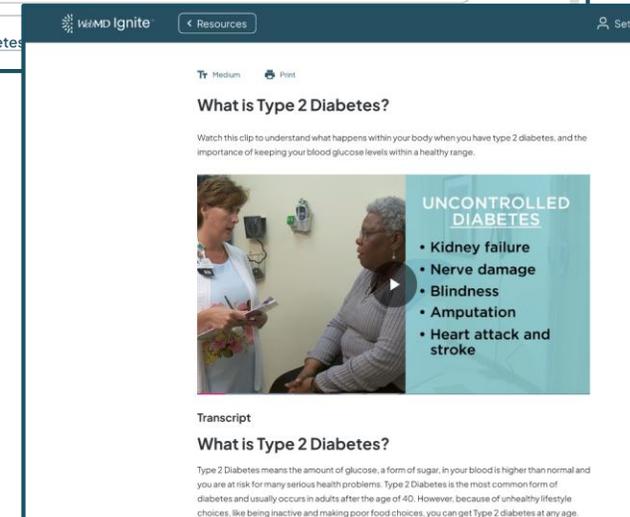
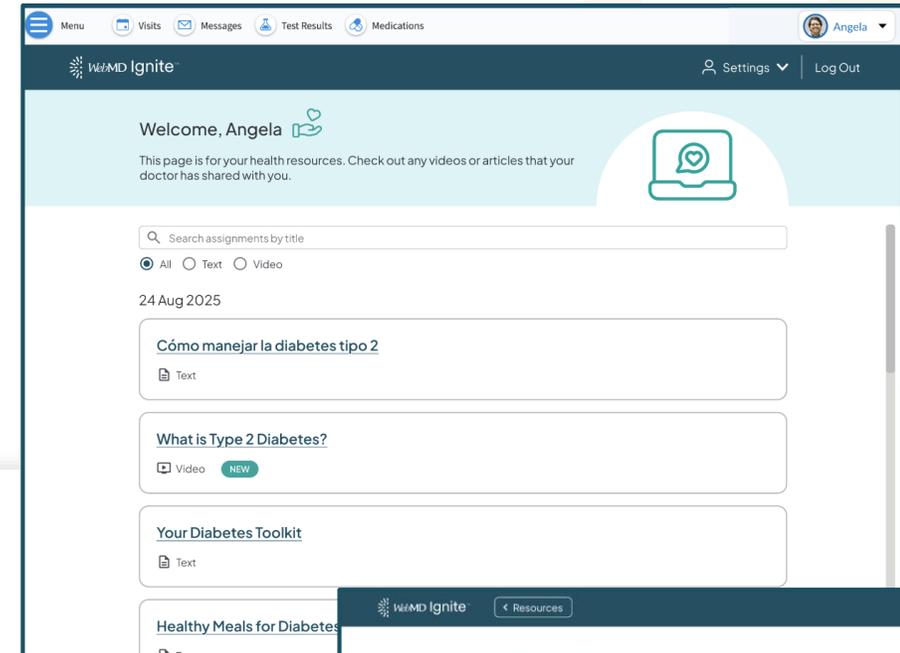
- ❑ **Enhanced Search Results:** More relevant and accurate content matching
- ❑ **Better Custom Content Discovery:** Improved surfacing of your organization's materials
- ❑ **Optimized Performance:** Faster response times and improved reliability

### Ignite on FHIR – User Experience

- ❑ **Faster and more intuitive:** Easier to share content with patients

### Patient Portal Integration – User Experience

- ❑ **Improved patient engagement:** Brand new intuitive interface, including personalization, improved search, and accessibility improvements, leading to higher engagement



# We want to hear from you!

Help shape our roadmap

**The Product Team at WebMD Ignite values your feedback.**

Fill out this form (less than 5 minutes) to indicate your interest in participating in a feedback conversation with the Product Team.

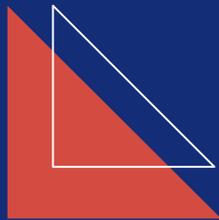
Your feedback will help us better understand your needs, so we can continue to build the product for you!



*\*If you cannot access the link, please email Ange Delgado at [adelgado@webmd.net](mailto:adelgado@webmd.net)*



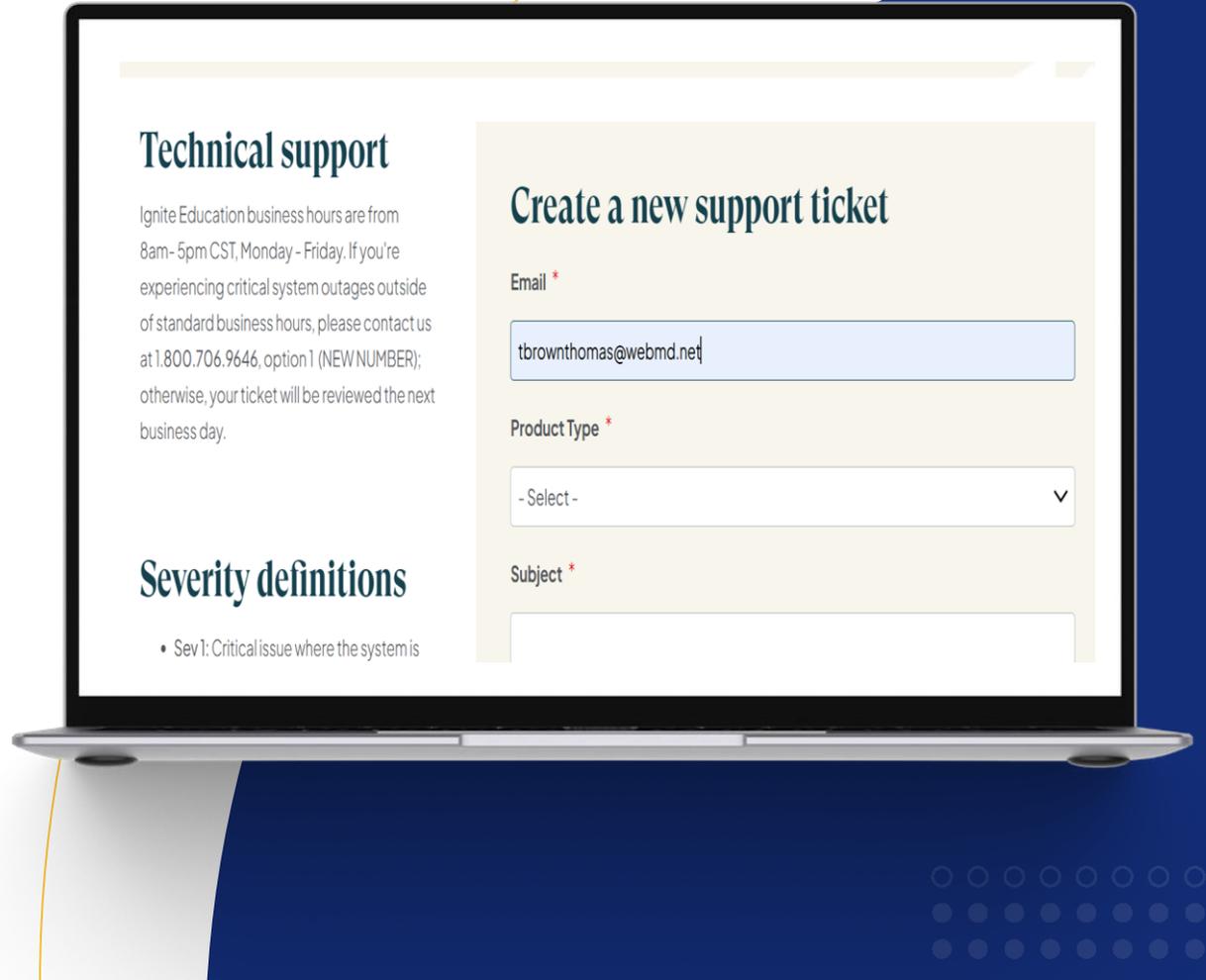
# Q&A



# Resources

We're here to help!

- Dedicated **Account Executive** or Ignite contact
- Ignite Education **Help Center**
  - Home for release notes
  - Training resources and videos, FAQs and webinar recordings
  - Submit a support ticket
- Monthly **newsletter**
  - Featuring product tips, highlight upcoming releases, & training and enablement resources





**Thank you!**

