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

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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

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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

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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.

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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!

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Overview of Key FHIR Reporting Measures

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

Reporting Definitions

Sessions	Users	Patients
❑ Number of Unique Sessions ❑ Number of Sessions w/ Any Assignment ❑ Number of Preview-Only Sessions ❑ Education Rate ❑ **Facility (New!)**	❑ Total number of Unique Users ❑ Total number of First-Time Users ❑ **Facility (New!)**	❑ Number of Unique Patients (with a FHIR session) ❑ Total Patients provided education via FHIR ❑ **Facility (New!)**
Unique Titles	**Assignments**	**Assignment Origin**
❑ Unique Titles Assigned ❑ Printed only ❑ Shared only ❑ Printed and Shared ❑ Unique Titles Accessed ❑ **Facility (New!)**	❑ Total Titles Assigned ❑ Printed only ❑ Shared only ❑ Printed and Shared ❑ Total Titles Accessed ❑ Top Titles Assigned ❑ **Facility (New!)**	❑ Total assignments via: ❑ Recommended ❑ Search ❑ Favorites ❑ Folders ❑ **Facility (New!)**

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Overview of Key FHIR Reporting Measures

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

Encounter Details	Content Information
❑ Organization ❑ **Facility (NEW!)** ❑ Encounter type ❑ Session ID ❑ Date	❑ Content ID ❑ Content Type ID ❑ Language ❑ Title ❑ Printed ❑ Shared ❑ Previewed

Reporting Definitions

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Key Patient Portal Integration Metric Definitions

Unique Patients	# 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.
Logins	Number of logins accessing the education page within MyChart. Does not reflect MyChart logins as a whole.
Document Accesses	Number of times where an education document was clicked, printed, or downloaded in the education page of MyChart.
Video Accesses	Number of times where a video was clicked, printed, or downloaded in the education page of MyChart.

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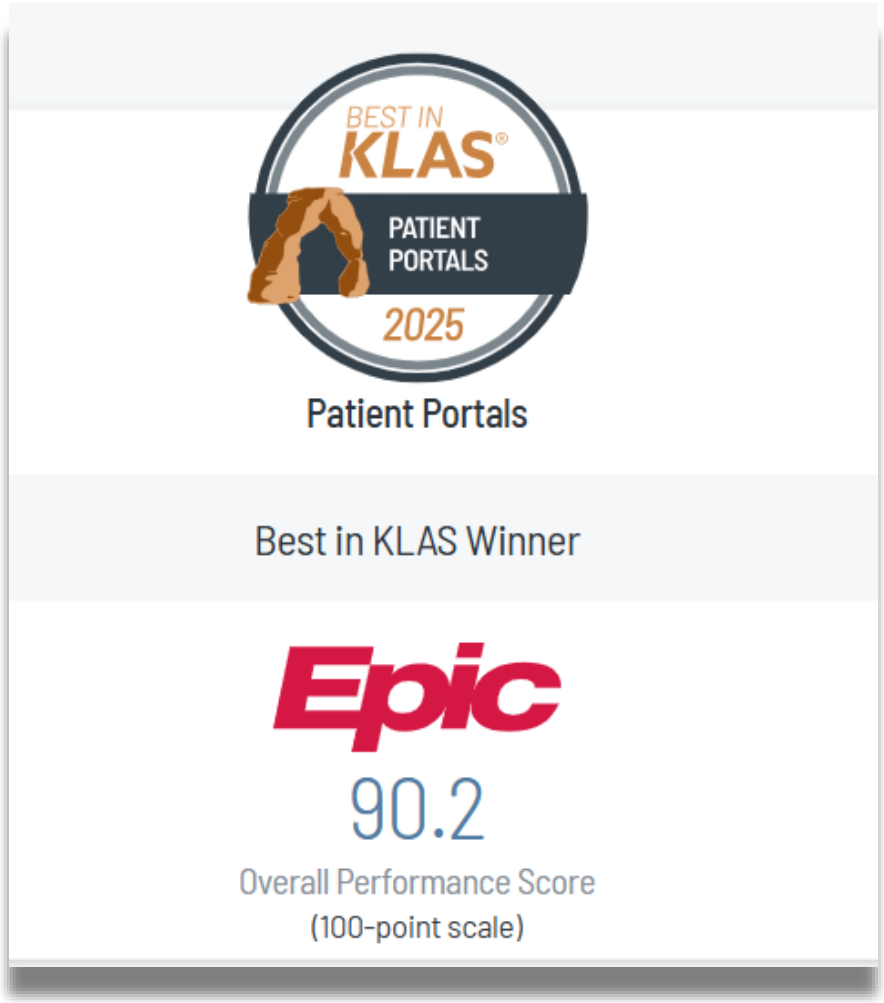

- **MyChart-KLAS** top rated portal for 2025 with 195 million patients worldwide
- **#1 medical app** in the App Store and Google Play with a 4.6 rating out of 5.

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

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CLIENT STORY

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.

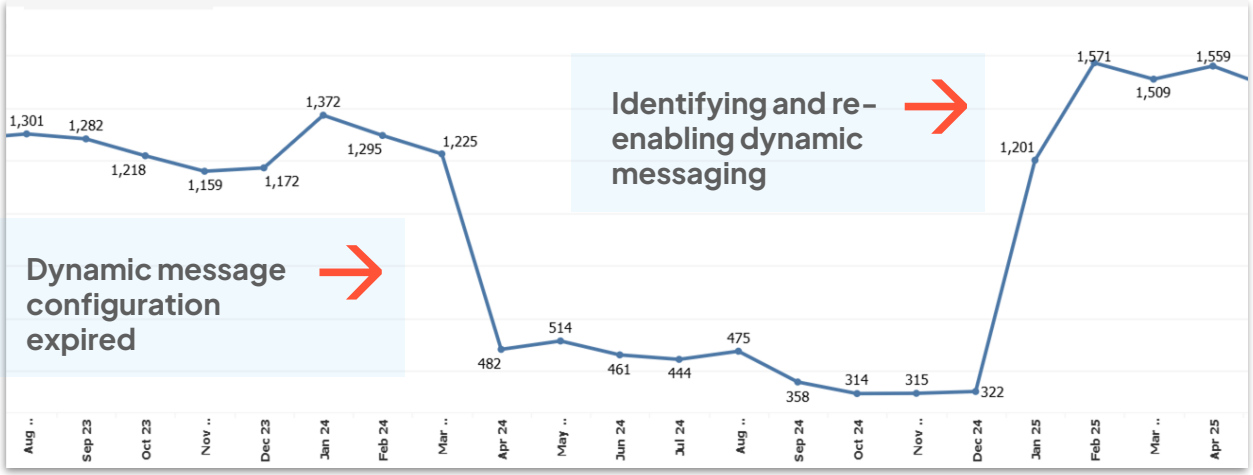
Tampa General Hospital

Access Full Details Here

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



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.

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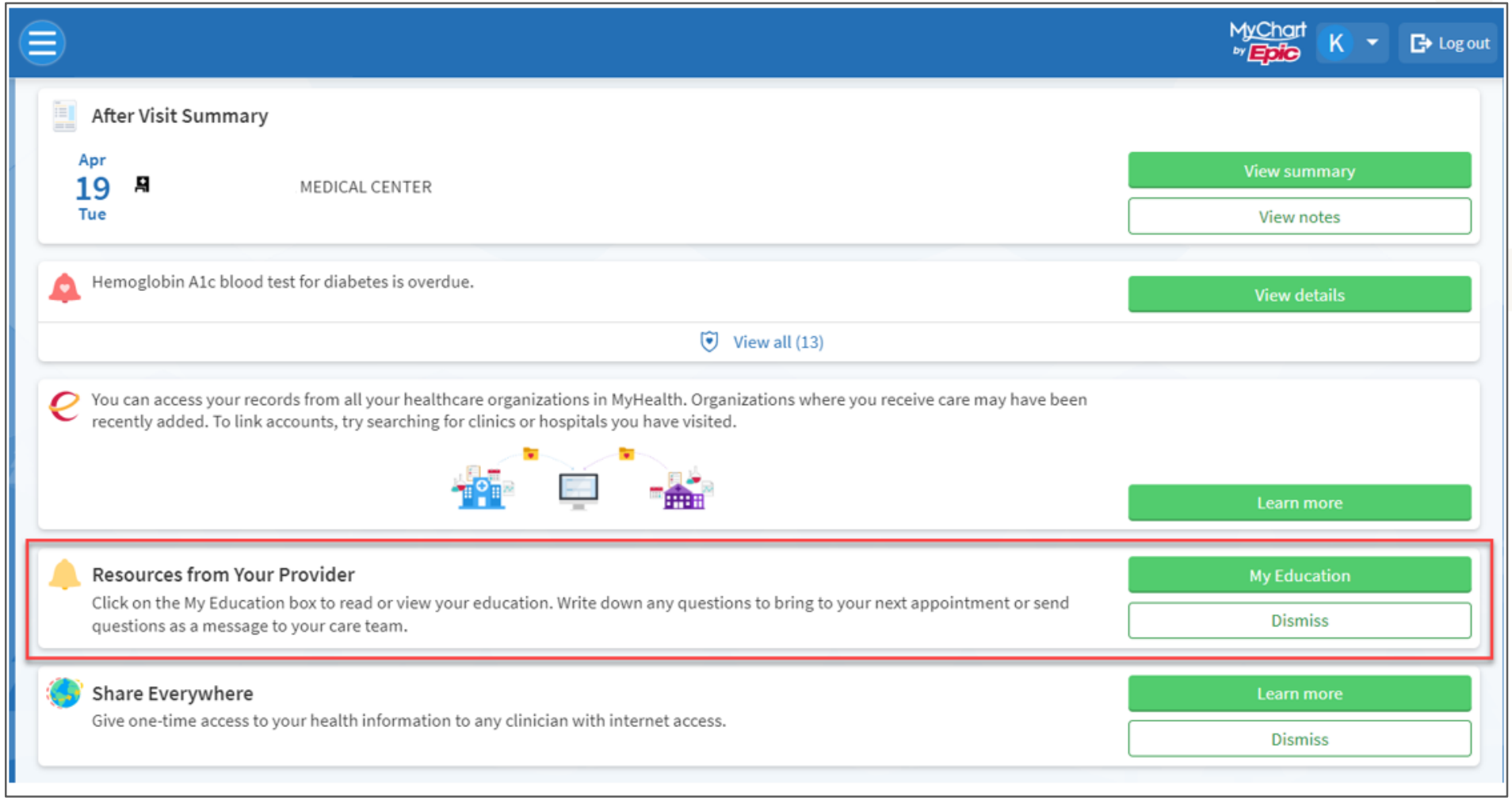
Dynamic MyChart Message/Announcement for WebMD Ignite Patient Education



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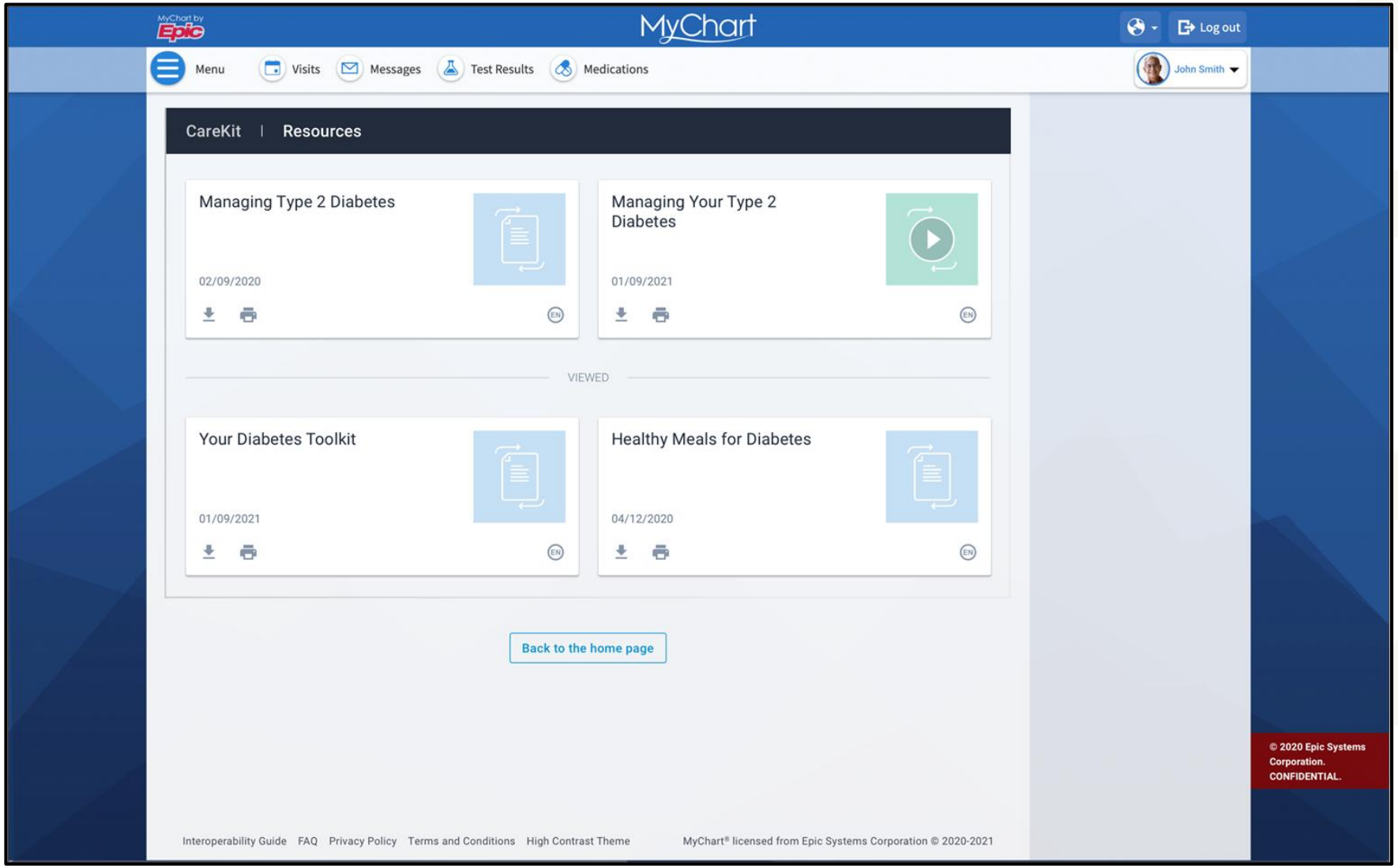
Successful PPI Launch with WebMD Ignite Education



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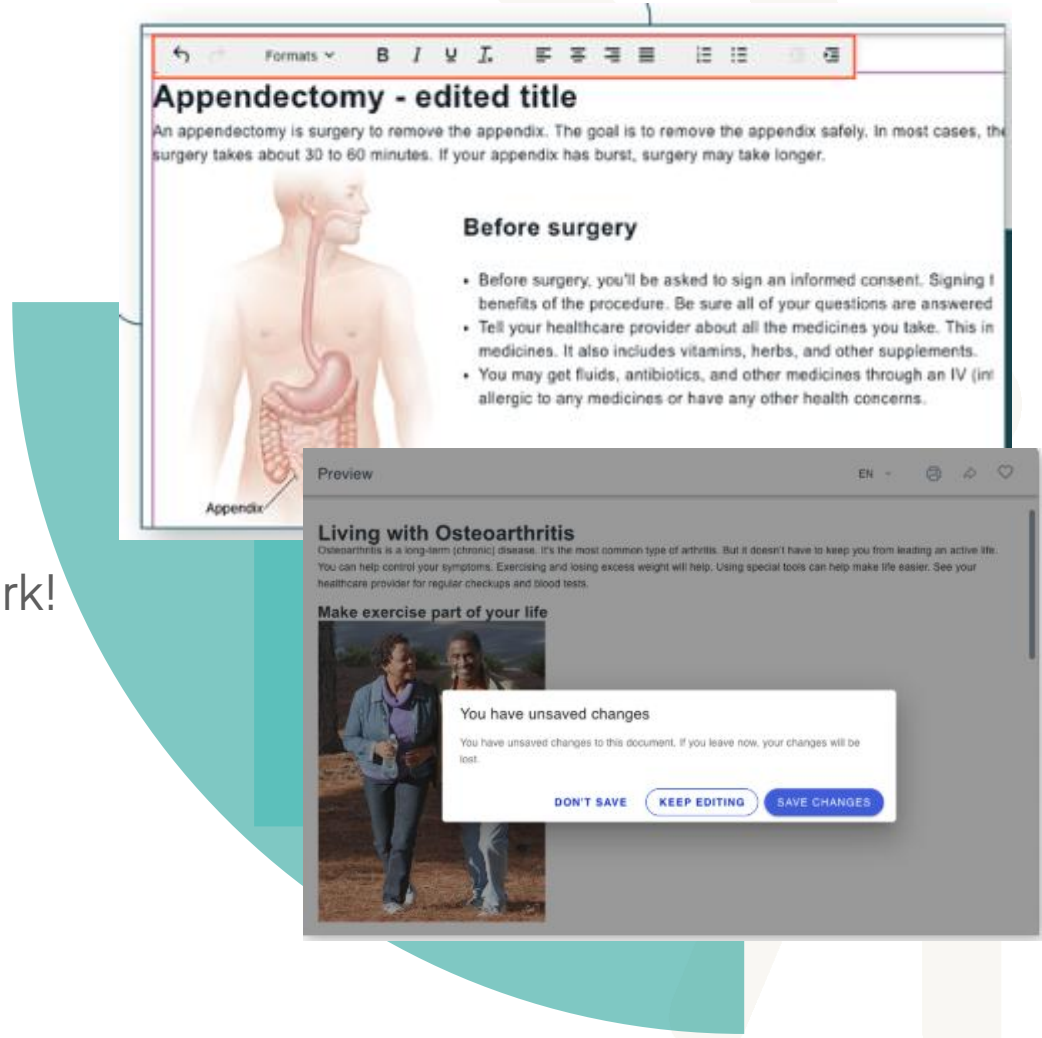
Release Rundown!

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!
   - Facility Overview Reporting (September)
   - Sneak Peek into the Patient Portal Experience (October)

https://igniteu.webmdignite.com



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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/

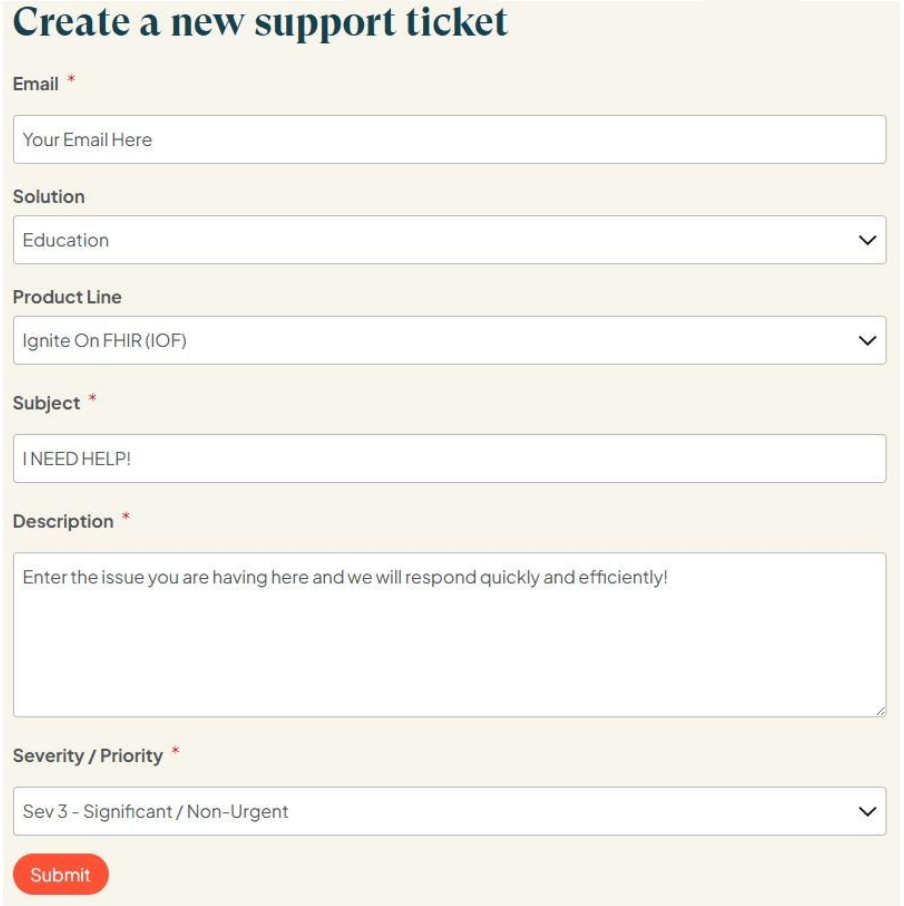
Q: What's the best way to get intouch with Support?

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**.



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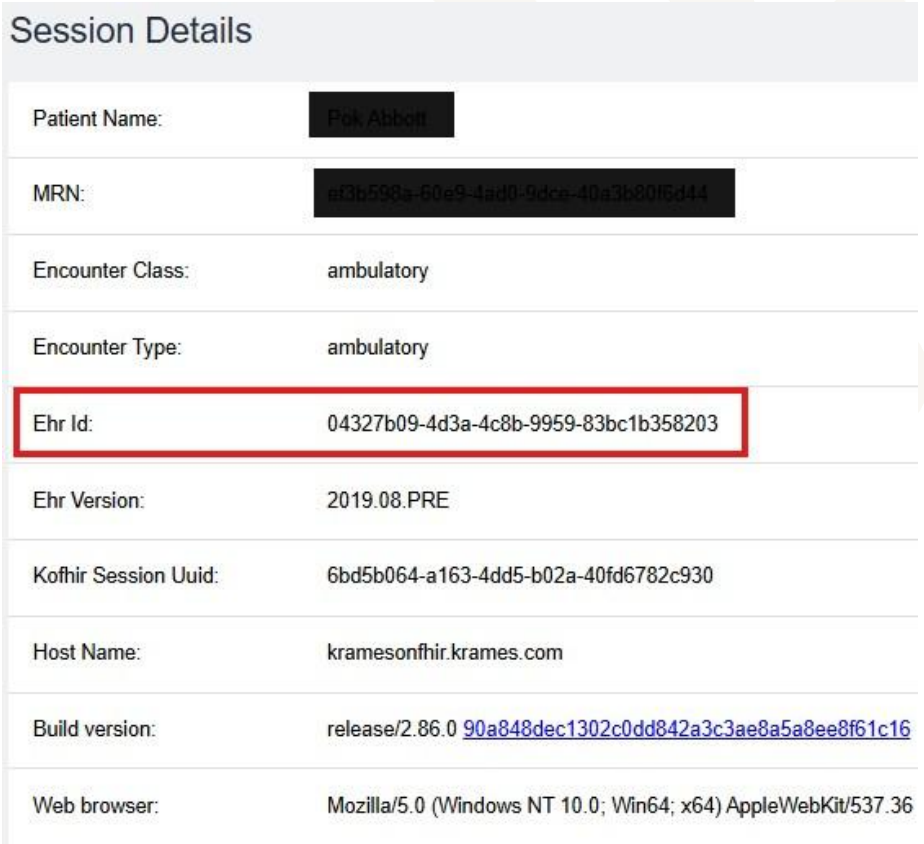
More Is Better!

The more information you can share with us regarding your issue, the better. This is 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" icor ⓘ 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)



*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.

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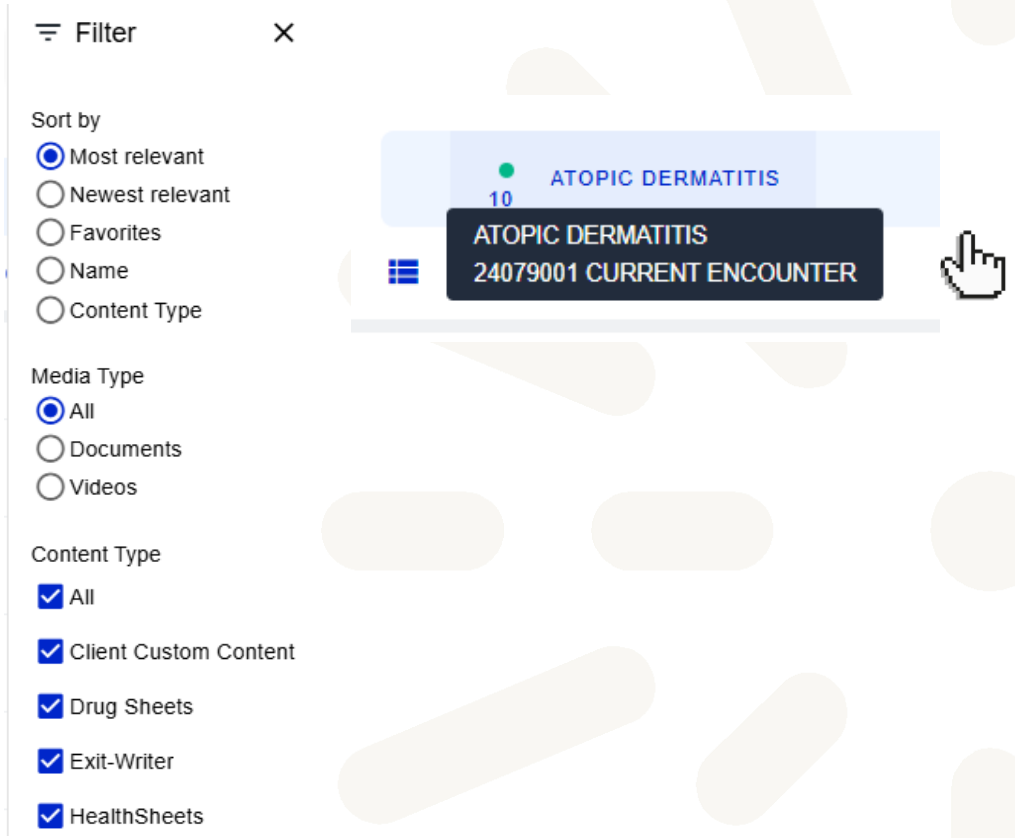
Common FHIR Issues

- 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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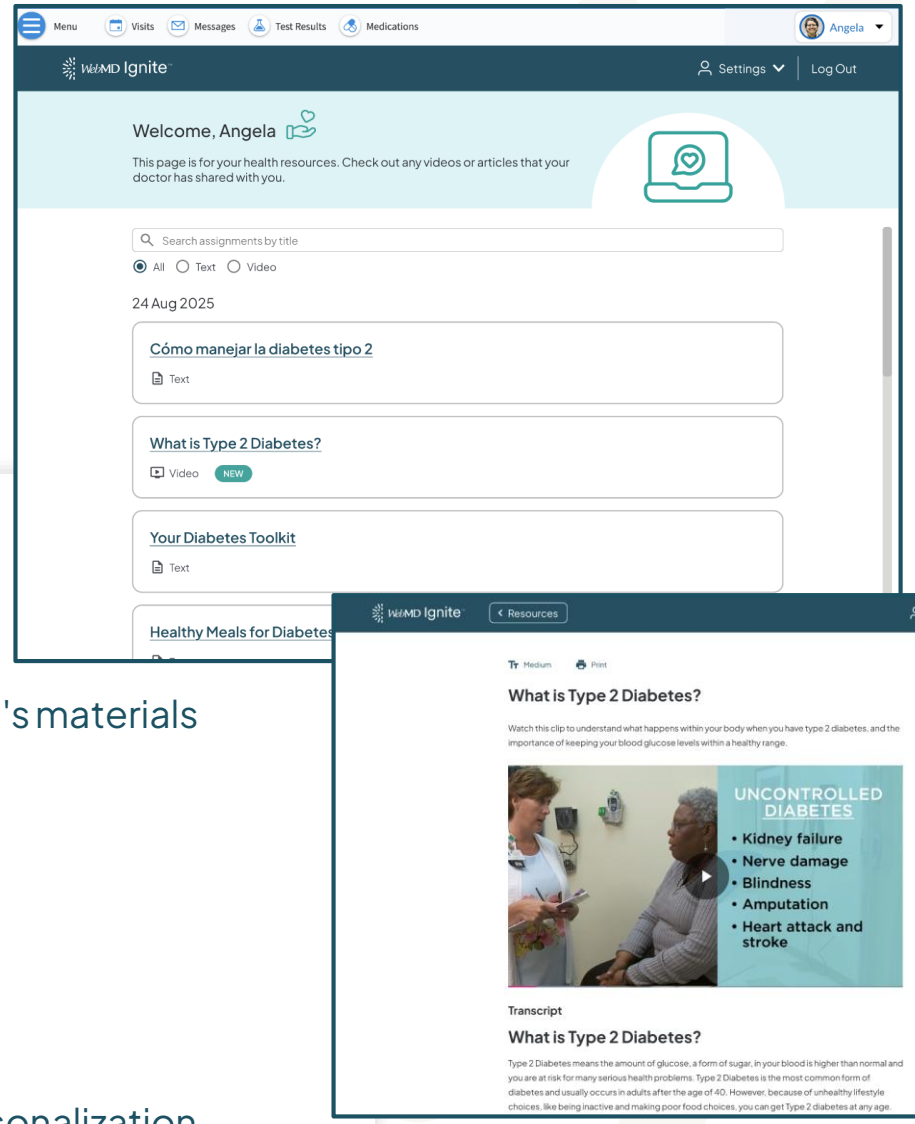
PRODUCT:

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

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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

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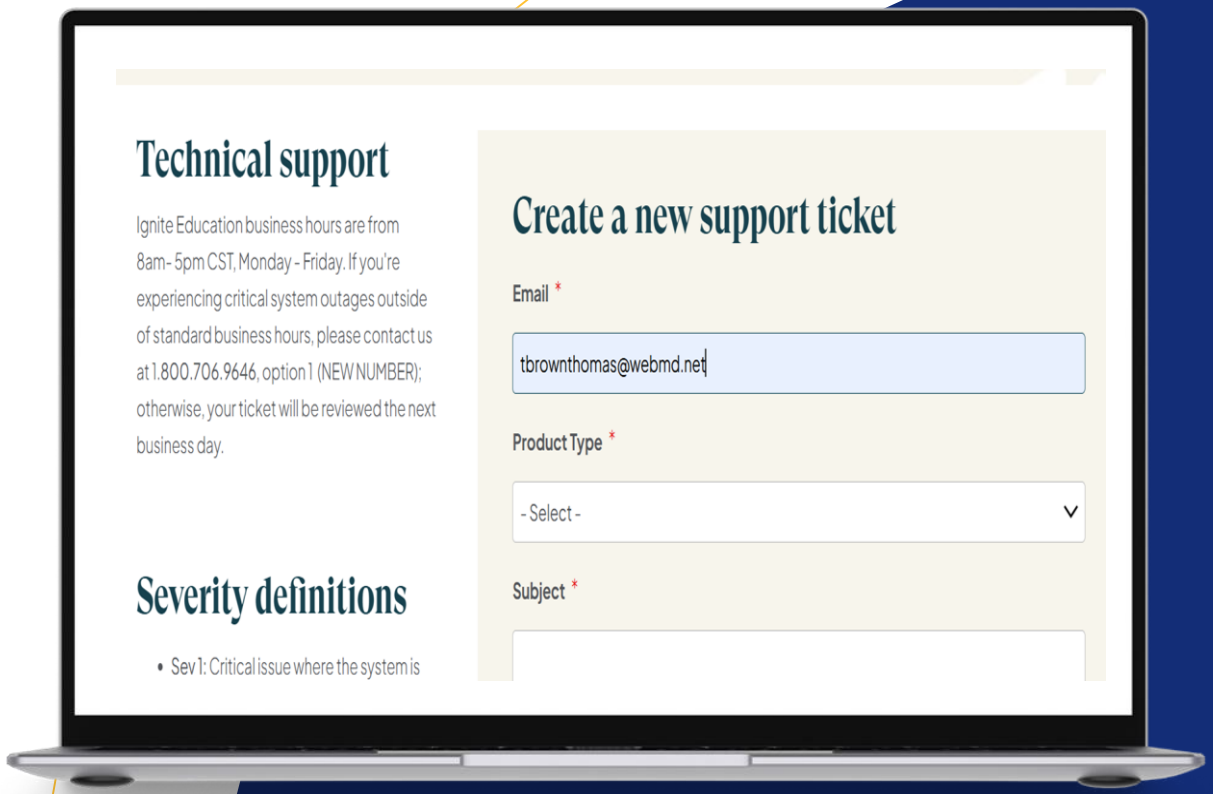
Q&A

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



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Thank you!