



Dynamic messaging keeps patients engaged in their health education

Overview

Tampa General Hospital (TGH) is a not-for-profit academic health system and one of the most comprehensive medical facilities in West Central Florida, serving a dozen counties with a population in excess of four million. As one of the largest hospitals in Florida, TGH is licensed for 1,529 beds across the system, and with approximately 15,000 team members and providers.

Challenge

Tampa General launched Ignite on FHIR and Patient Portal Integration (PPI) to deliver timely, point-of-care education to patients within MyChart, aiming to support better outcomes through informed engagement. For the first year, results were strong. A dynamic message in MyChart notified patients when new education materials were available — patients were logging in, engaging with content, and accessing resources regularly. 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.

CLIENT
TGH

SOLUTIONS

Ignite on FHIR

Patient Portal Integration

3-MONTH RESULTS

Unique patient accesses

332.5% ↑

Logins

392.3% ↑

Document accesses

1,598.1% ↑

Video accesses

2,697.1% ↑

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Solution

Upon investigation, the team discovered that the dynamic message configuration had expired. Once this had happened, the prompt no longer displayed in MyChart, resulting in fewer patients accessing their assigned education. After identifying and re-enabling the dynamic messaging, engagement rebounded — with key metrics showing a measurable uptick.

Results

Reinstating dynamic messaging in MyChart promptly restored visibility of patient education assignments, ensuring timely access to relevant content. Within three months, Tampa General observed a strong resurgence in engagement, with notable increases in patient interactions across the education platform. More importantly, the renewed visibility reinforced a culture of self-guided care, empowering patients to stay informed and actively involved in their health. The experience also prompted the development of new internal audit protocols to maintain consistent system performance and proactively address future issues.



HOW DYNAMIC MESSAGING WORKS

To set up a dynamic message in MyChart for education assignments, you can leverage Epic's messaging tools to surface a banner or notification to patients who have been assigned education via FHIR. These messages are triggered based on the presence of assigned education content, helping keep health guidance visible and actionable within the portal experience.

For step-by-step instructions on configuring dynamic messages and recommended best practices, guidance is provided in the Ignite on FHIR/PPI Implementation Guide. You can also reach out to your WebMD Ignite account manager for help replicating this approach at your organization.



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