



# Healthwise Patient Education 2023

Providing Health Education to Improve Health Decisions



## Why This Spotlight?

An individual's health is heavily affected by their own health literacy. Engagement with quality health education resources can help people stay healthier, help them recognize when they need care, and minimize unnecessary readmissions. This report looks at feedback from healthcare organization customers using Healthwise's patient education solution, which provides organizations with educational content and the means to engage patients in that content.

**Key Competitors** (as reported by Healthwise)  
Elsevier, Krames, Wolters Kluwer

## Top Reasons Selected

EMR and care-plan integration; evidence-based, accredited content available in multiple languages; established presence in the patient education space

## Healthwise Patient Education

### Providing Health Education to Improve Health Decisions

#### What Does the Healthwise Patient Education Solution Do?

(a customer explains)

*"The product provides content in various formats. There is a content-as-a-service format that has bite-sized chunks of content, both written and video, that we can plug in and use for a lot of our digital products. The vendor also has a knowledge base with articles and videos on various topics. Healthwise provides patient information guides, like workbooks and patient instructions, that we sometimes use after a triage call with a nurse." —Manager*

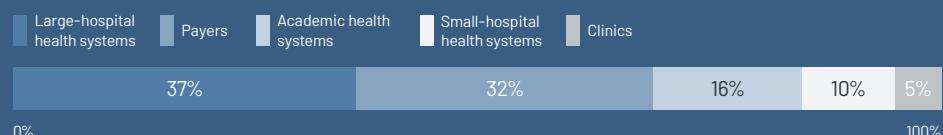
#### Bottom Line

Respondents indicate Healthwise provides strong evidence-based educational content, which drives meaningful outcomes for patient populations. Customers are highly satisfied with Healthwise's hands-on service teams and highlight the development of positive vendor relationships. While clients mention Healthwise is working to maintain current content and a modernized solution, customers rate the product functionality lower because of their desire for faster updates and more focus on improving patient engagement. Improved and integrated decision-making aids would also raise customer satisfaction.

## Number of Customers Interviewed by KLAS

20 individuals from 19 unique organizations (Healthwise shared a list of 117 unique organizations; the list represents 39% of the customers that are eligible for inclusion in this study)

#### Survey Respondents—by Organization Type (n=19)

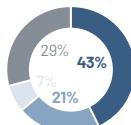


## Healthwise Patient Education Customer Experience: An Initial Look

### Overall Customer Satisfaction (n=20)



### Time to See Outcomes (n=14)



### Outcomes Expected by Customers

- Achieved
- Unexpected outcome
- Pending
- Not achieved

Meaningful patient education



Improved clinical outcomes for patients



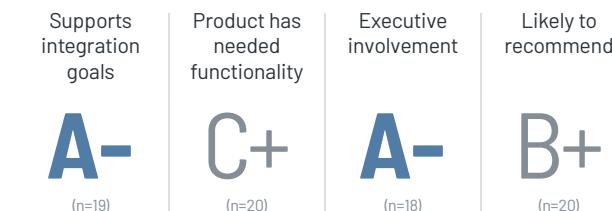
Ability to track patient engagement



Reduced readmissions



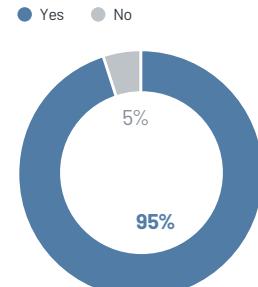
### Key Performance Indicators (1-9 scale)



#### Software grading scale

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48	

### Would you buy again? (n=19)



### Adoption of Key Functionality—by Organization

Percentage of interviewed organizations using functionality (n=18)

**Health Education:** Unbiased, internally developed and reviewed, up-to-date health education that puts patients and consumers at the center



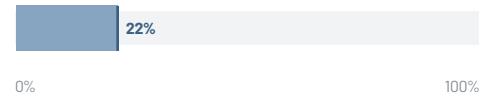
**Digital Experiences/Knowledge Base:** Structured health education that can be delivered across any digital health channel



**Point of Care Solution:** Patient discharge instructions covering most acute and chronic conditions and procedures; delivered within the clinician workflow (only offered to/used by provider organizations—68% of respondents)



**Care Management:** Allows care managers to deliver personalized interactions and tailored education to engage people in their healthcare journeys (only offered to/used by payer organizations—32% of respondents)



## Strengths

Knowledgeable and responsive customer service

Robust, evidence-based education content

Established company with upstanding reputation

 "Healthwise stands out for their customer service. The person I work closely with is awesome to work with. We have regular meetings where we discuss our utilization, what we need to look at, and what has been updated with the product. That person does a great presentation. Healthwise has been very helpful as I have developed the skill set needed for our custom design. Whenever I ask for advice or help, the vendor is right there." —Manager

 "The vendor works very hard to be evidence based. They have a robust, scheduled review process for all of their content. They go back and make sure that what they are saying is still up to date, and the vendor has several hundred people who are assigned to that process. That is a key strength of Healthwise. The vendor is also very willing to get feedback and make changes if we can supply evidence or if their information supports making a change." —Director

 "One of Healthwise's strengths is that they are an established, respected player in the patient education space. They have been around for a while and have been a leader in the space. The solution has been adopted at academic medical centers, and we compare ourselves to that level of healthcare organization." —Manager

## Opportunities

Timeliness in creating new content could be improved

Some content feels unengaging

Decision-making aids need improvement to be viable

 "Healthwise's only weakness that I can think of is the time it takes them to create content. They have new team members who are working on that in a couple of departments because of our feedback. If something is coming, such as a change in heart failure information, CMS and some other governing bodies release information. It would be very helpful for Healthwise to be ahead so that they can prepare new content." —Analyst/coordinator

 "Our biggest suggestion for improvement would be to make the content a little more engaging. People are going online to YouTube, TikTok, or other social media platforms looking for health-related content. People really want short and highly engaging content. The product has very evidence-based, trustworthy information, but sometimes it falls flat a bit with the engagement. That is especially true with some of the videos. So we find it challenging to hit some of the engagement metrics right now with the product's content." —Manager

 "The shared decision-making aids from Healthwise require lots of involvement and are hard to navigate. In most cases, the decision-making tools are better than nothing, but I think that they could be improved. For certain conditions or treatments, Healthwise's aids may be a little too limited compared to the decision-making tools from other vendors." —Manager

## Points to Ponder

### What does a customer need to do to be successful with this solution?

#### Customers explain

- **Be prepared with a clinical governance structure before implementation:** "To be successful with Healthwise, customers should have a clinical governance structure for decision-making that helps with making strategic decisions during the RFP stage and the implementation." —Manager
- **Careful EMR integration is key for efficiency:** "When someone is using the product, they need to do a really good job of linking terms and concepts within their electronic record to the right articles or patient instructions. That is necessary for the tools to pull up the appropriate patient instructions as suggestions for a given diagnosis in an encounter. While the product provides the metadata that supports diagnoses, there still needs to be someone who make sure that those links exist within the electronic record." —Director
- **Maintain medical staff buy-in and training:** "Organizations really need to listen to their patients and providers and get the word out that they have the product. We have a lot of turnover in our staff, and the staff doesn't realize what patient education we have available. We find that our bedside staff forget what patient education we have, and they forget to use it because they are so busy with everything else. So customers need to tell bedside nurses and providers that the product meets patient education needs and that the content is within patients' health literacy levels." —Manager

#### Vendor explains

- Partner with the Healthwise services team to take advantage of our robust support staff, who help clients get onboarded and implemented and are available to optimize the Healthwise solution over time, as well as offer additional training for staff.
- Engage with your dedicated Healthwise account manager to learn about ongoing enhancements to your licensed solution so you can get the most out of your Healthwise education.
- Leverage Healthwise's team for quality improvement and outcomes research to support data identification and analysis of how integrated content improves patient outcomes.

### What is the long-term viability of the solution?

Healthcare education will remain important as the healthcare industry continues to shift to value-based care. Healthwise is an established patient education vendor with a strong presence in the market. Customers have confidence in Healthwise's viability as long as they continue to stay up to date with their content and interfaces. Customers note Healthwise is making efforts to modernize and are optimistic about their future experiences with this solution.

 "The solution has great value, and the vendor is working to modernize it. The vendor is moving toward more video content, more pictures, and more bulletized things to make information more easily consumable. The vendor is trying to adapt to what they see in the marketplace and identify new products that might be helpful." —Director

 "Healthwise is accounting for technology, and they are offering integration with EHRs and other third-party products. The vendor makes sure they have videos available for patients within applications. That is great. Healthwise reviews their content frequently and tries to make it up to date." —Nurse

# Healthwise: Company Profile at a Glance

<b>Founders</b> Don Kemper
<b>CEO</b> Adam Husney, MD
<b>Year founded</b> 1975
<b>Headquarters</b> Boise, Idaho
<b>Number of customers</b> 300
<b>Number of employees</b> 270+
<b>Estimated revenue</b> \$50M
<b>Revenue model</b> Subscription revenue model for licensed products and services
<b>Market</b> US and Canada
<b>Target customer</b> All healthcare organizations



## Healthcare Executive Interview

**Adam Husney, MD,  
CEO and CMO**

### What is your background?

Throughout my career as a family physician, I have advocated for patients to take an active role in their own health and healthcare decisions. My patient-care experience coupled with a passion for strong patient-provider relationships has aligned strongly with the Healthwise mission. I received a B.S. in neuroscience from Brown University and my medical degree from the University of Pennsylvania. I completed my residency in family medicine at the University of Michigan. I practiced at the Hitchcock Clinic in Concord, New Hampshire, before moving to Idaho in 1998 to practice.

### Please share a brief overview of Healthwise and the patient education solution.

Healthwise was founded in 1975 with the simple nonprofit mission to help people make better health decisions. Credible and compelling health education helps people navigate their healthcare experiences with confidence so they can be there for the moments in life that matter. Our mission is grounded in three core values: respect, teamwork, and doing the right thing. Healthwise partners with hospitals, health plans, health portals, and technology companies to fulfill that mission by providing the health education content they need, the technology to deliver it, and the expert services to ensure continued success.

### How would your customers describe your solution?

Our customers rely on health information that they can trust to share with the patients and healthcare consumers they serve. Our customers know our education covers the depth and breadth of diseases, conditions, self-care techniques, and health topics that they need. Our education is also trustworthy and unbiased, offered in many languages and formats, and developed with the patient and consumer in mind.

### What is Healthwise's biggest differentiator?

Our health education paired with our industry-leading services for our clients differentiates Healthwise in the health education segment. Our education offers full coverage of medical care, with a focus on the whole person, and is designed for maximum engagement. And Healthwise services and support don't end with the implementation of our solution—we support clients throughout their relationship with Healthwise, as evidenced by our high net promoter scores (NPS).

## Solution Technical Specifications (provided by Healthwise)

**Cloud environment**  
Azure

**Development platform**  
NET

**Database environment**  
SQL Server, data lakes

**Mobile application environment**  
Browser based

**Security platform**  
HITRUST Common Security Framework

**Confidentiality**  
HIPAA and BAA

**Data encryption**  
Data is encrypted at rest using an AES-256 cipher and in transit using TLS v1.2.

**Integration approach**  
HL7, FHIR

**HITRUST certification**  
Yes

**AI**  
None

# Report Information

## Healthwise Performance Overview

All standard software performance indicators

Culture			Product		
Keeps all promises (percent of respondents who answered yes)	(n=20)	<b>95%</b>	Delivery of new technology (1-9 scale)	(n=19)	B
Proactive service (1-9 scale)	(n=20)	<b>A</b>	Overall product quality (1-9 scale)	(n=20)	B+
Product works as promoted (1-9 scale)	(n=18)	<b>A</b>	Product has needed functionality (1-9 scale)	(n=20)	C+
			Supports integration goals (1-9 scale)	(n=19)	<b>A-</b>
Loyalty			Relationship		
Forecasted satisfaction (1-9 scale)	(n=20)	<b>A-</b>	Executive involvement (1-9 scale)	(n=18)	<b>A-</b>
Likely to recommend (1-9 scale)	(n=20)	B+	Quality of phone/web support (1-9 scale)	(n=19)	<b>A</b>
Overall satisfaction (1-9 scale)	(n=20)	B+			
Part of long-term plans (percent of respondents who answered yes)	(n=18)	<b>100%</b>			
Would you buy again (percent of respondents who answered yes)	(n=19)	<b>95%</b>			
Operations			Value		
Ease of use (1-9 scale)	(n=20)	B+	Avoids charging for every little thing (percent of respondents who answered yes)	(n=17)	<b>94%</b>
Quality of implementation (1-9 scale)	(n=20)	B+	Drives tangible outcomes (1-9 scale)	(n=19)	B-
Quality of training (1-9 scale)	(n=19)	<b>A-</b>	Money's worth (1-9 scale)	(n=15)	B
Software grading scale					
A+ = 8.55-9.0	B+ = 7.65-7.91	C+ = 6.75-7.01	D+ = 5.85-6.11	F = <5.22	
A = 8.19-8.54	B = 7.29-7.64	C = 6.39-6.74	D = 5.49-5.84		
A- = 7.92-8.18	B- = 7.02-7.28	C- = 6.12-6.38	D- = 5.22-5.48		



**LEAD AUTHOR**  
**Adam Cherrington**

[adam.cherrington@KLASresearch.com](mailto:adam.cherrington@KLASresearch.com)



**CO-AUTHOR**  
**Jacob Brown**

[jacob.brown@KLASresearch.com](mailto:jacob.brown@KLASresearch.com)



**PROJECT MANAGER**  
**Mary Bentley**

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KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to [klasresearch.com/faq](http://klasresearch.com/faq).

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## Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



## Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

365 S. Garden Grove Lane, Suite 300  
Pleasant Grove, UT 84062

Ph: (800) 920-4109

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