



CSI Companies

Accelerating Provider Adoption at Memorial Hermann

Driving Early Adoption and Getting Providers Where They Need to Go, Faster.

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Table of Contents

03 Introduction

03 Background and Challenge

04 CSI's Solution

Dedicated Support Spaces
Dual Support Model
Change Management and Communication
Personalization Focus
Prescriptive Staffing
Leadership Collaboration
Outcome Driven Approach

05 Implementation in Action

Appointment and Drop-Ins
Real-Time Data and Enterprise Visibility
Peer-to-Peer Enablement
Executive Alignment

06 Results and Outcomes

Accelerated Adoption and Proficiency
Improved Provider Satisfaction
Stronger Return on Investment

09 Lessons Learned

Communication Must Be Localized
Leadership Alignment Drives Consistency
Environment Matters
The Right People Make the Difference
Data is a Strategic Enabler
Adoption is an Ongoing Journey

10 Broader Impact

Introduction

When a healthcare organization implements a new electronic health record (EHR), success can be measured by many metrics, but one remains imperative: the speed and achievement of provider adoption. The transition can either accelerate operational efficiency or create friction that slows care delivery. Beyond the technical aspects of the implementation, it is the human element—the ability of providers and clinical teams to adapt quickly—that determines whether an EHR activation improves provider efficiency or impedes it.

For large healthcare systems, every day spent navigating unfamiliar workflows has a significant impact on more than just productivity. It affects provider morale, patient satisfaction, and financial performance. Delayed adoption can prolong stabilization timelines and heighten risks associated with provider strain. Memorial Hermann recognized that go-live success included provider-focused preparation. By implementing provider adoption strategies, Memorial Hermann was able to realize efficiency, maintain patient safety, and support provider well-being from day one.

In partnership with CSI Companies, Memorial Hermann redefined its go-live approach by prioritizing rapid provider adoption and early stabilization. Through targeted workflow support and personalization strategies, CSI helped providers gain valuable time with patients, improve overall proficiency, and enhance system utilization. The result was a faster path to adoption and a more prescriptive allocation of provider-supporting activation resources, ensuring both operational and financial performance goals were met.

Background and Challenge

When Memorial Hermann launched its large-scale Epic Implementation, leadership faced a familiar challenge: how to maintain quality patient care while focusing on adoption for the thousands of providers across their organization.

A traditional at-the-elbow (ATE) support model was implemented across the organization. However, in fast-paced clinical environments, where space is limited and providers are often under pressure to move quickly, providers often miss out on the ability to receive customized, in-depth support. Consequently, CSI and Memorial Hermann worked together to deliver targeted provider support in quieter, dedicated spaces.

Memorial Hermann was eager to partner with CSI to provide structured and personalized support, aiming to limit delayed stabilization and change fatigue. This focus strengthened provider morale and later showed the ROI of their decision.

CSI's Solution

To meet the needs of Memorial Hermann providers, CSI provided a comprehensive, provider-focused adoption model designed to facilitate a smooth transition and foster adoption.

➤ Dedicated Support Spaces

CSI and Memorial Hermann established drop-in and appointment-based areas in provider lounges and classrooms equipped with computers. This gave providers a dedicated, low-stress space for one-on-one hands-on personalization support.

➤ Dual Support Model

A two-pronged support model ensured providers received the assistance they needed, no matter their location.

- **Immediate ATE Support:** CSI provider-focused ATEs provided on-demand assistance for real-time “how-to” support.
- **Personalized Sessions:** Providers could drop in or schedule individual sessions to personalize end-user settings, learn tips and tricks to better refine and optimize their workflows in Epic, resulting in less time in the chart and more time patient-facing.

➤ Change Management and Communication

Each hospital leveraged an individualized communication plan, including signage, leadership coordination, and proactive messaging. Messaging emphasized efficiency gains, “how to” support, and personalization. CSI’s teams rounded daily, inviting providers to schedule sessions and normalizing optimization as part of daily practice rather than an extra task.

➤ Personalization Focus

Providers received support customizing Epic settings like patient lists, smart phrases, in-basket management, and note templates, improving efficiency and reducing frustration. These personalized settings transformed Epic into a tailored tool that supports efficiency.

➤ Prescriptive Staffing

Our staffing approach ensured every resource placed in provider-designated labs brought not only Epic knowledge, but also the interpersonal and clinical awareness needed to engage effectively with providers. Each ATE was carefully matched to the provider population they supported—whether inpatient, specialty, or procedural—creating an interaction that fostered credibility and built trust.

➤ Leadership Collaboration

CSI partnered closely with Memorial Hermann’s local leadership to ensure the support strategy aligned with program goals. Regular huddles allowed feedback, adjustments, and shared visibility into adoption progress.

➤ Outcome Driven Approach

Every component of the program was designed to increase proficiency, reduce provider strain, and help Memorial Hermann maximize the value of its activation investment.

Implementation in Action

The program launched during the first week of go-live and continued for 12 weeks, with an extension due to sustained provider engagement and ongoing value realization.

➤ Appointments and Drop-Ins

Providers could schedule sessions with ATEs using **CSI's Proprietary ATE Interaction Tool** or drop in for on-demand support. Flexible staffing ensured coverage during spikes in provider demand, allowing CSI's teams to scale seamlessly to support provider needs.

➤ Real-Time Data and Enterprise Visibility

CSI's Proprietary ATE Interaction Tool captured real-time data on every end-user support encounter, including application-specific questions, workflow challenges, training needs, and hardware or break-fix issues. This structured reporting provided Memorial Hermann with enterprise-wide visibility into provider support usage, needs, and adoption trends.

It served as the central communication hub for ATEs and leadership, ensuring consistent documentation and follow-through across all facilities. Insights gathered from the tool were reported daily, allowing leadership to quickly identify emerging patterns, guide support interventions, and inform taper planning and long-term optimization opportunities.

By combining real-time analytics with proactive communication, CSI enabled Memorial Hermann to make data-driven decisions that directly influenced provider adoption strategies and resource allocation in real time.

➤ Peer-to-Peer Enablement

As satisfaction grew, providers began recommending sessions to their colleagues, driving organic participation and creating a culture of shared improvement.

➤ Executive Alignment

Regular touchpoints between CSI leaders and Memorial Hermann leadership ensured continuous alignment with priorities, goals, and long-term efficiency metrics.

"We really drove them to stabilization through early adoption and proficiency... Economizing workflow prevents burnout and strengthens stabilization."

Sherry Pouncey, SVP of Project Operations at CSI Companies.

Results and Outcomes

The partnership between CSI Companies and Memorial Hermann yielded tangible, lasting results that were measured not only by the speed of adoption but also by the number of providers that actively and repeatedly engaged in the program.

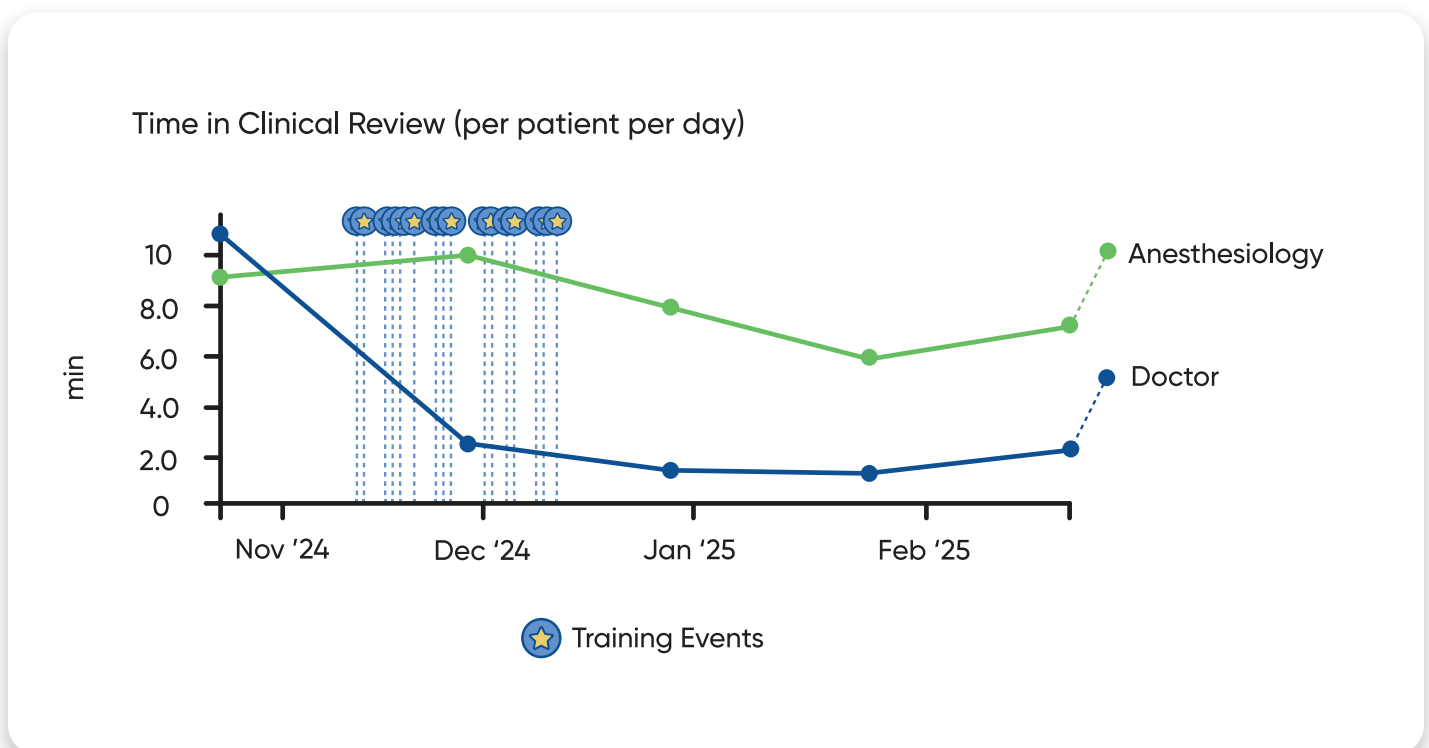
Providers consistently expressed higher satisfaction with the activation process, noting that CSI's combination of real-time ATE support and structured personalization gave them the flexibility and confidence to navigate Epic efficiently.

Figure Key Provider Efficiency and Adoption Over Time:

- Green Line: Average performance benchmark for the provider's medical specialty
- Blue Line: Individual provider's performance over time
- ⋯ Dotted Line with Star Markers: One-on-one support sessions between the provider and a CSI at-the-elbow (ATE) support team member
- ⋯ Dotted Line with Red Circle Marker: A healthcare organization migrates its electronic health record (EHR) system from the traditional EHR Hyperspace client application to the newer, web-based EHR Hyperdrive platform

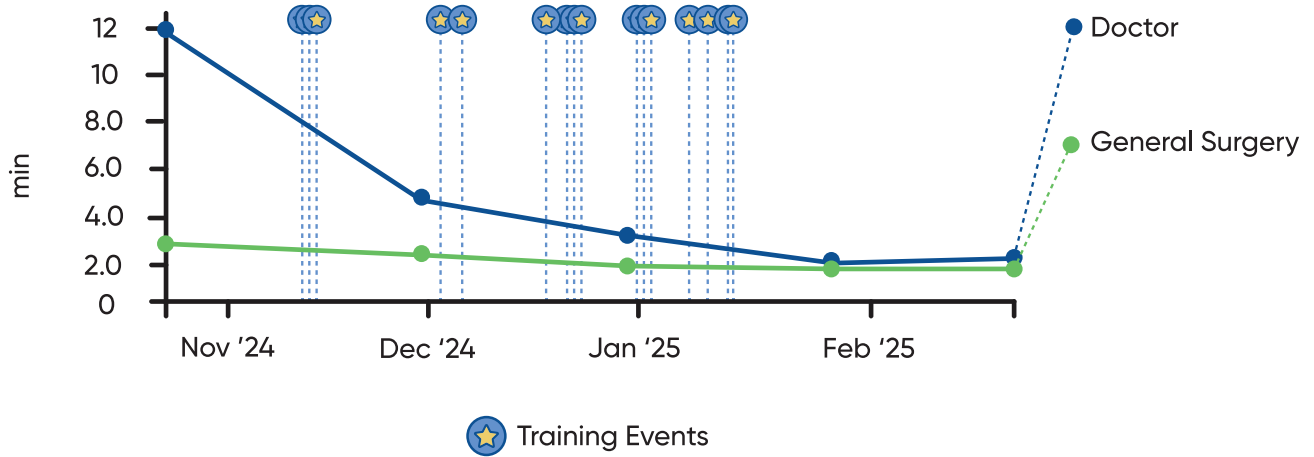
Interpretation:

Each star represents a targeted interaction supported by CSI's Proprietary ATE Interaction Tool. As the provider engaged in personalized CSI support sessions, time spent in charting and order entry decreased significantly, ultimately aligning with or outperforming the specialty benchmark. This trend illustrates how structured, personalized support accelerated provider adoption, improved efficiency, and validated the effectiveness of CSI's data-driven ATE model.

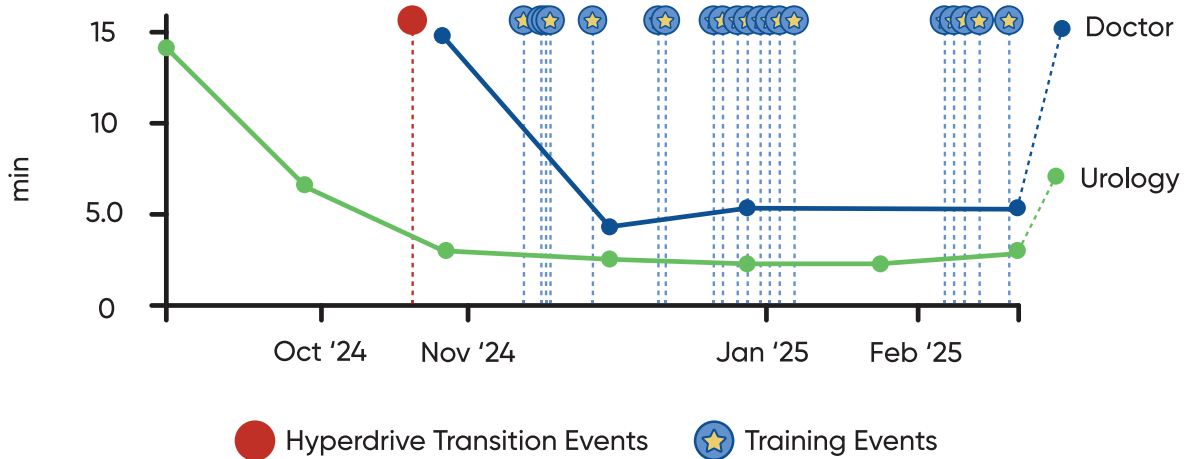


Results and Outcomes (Cont.)

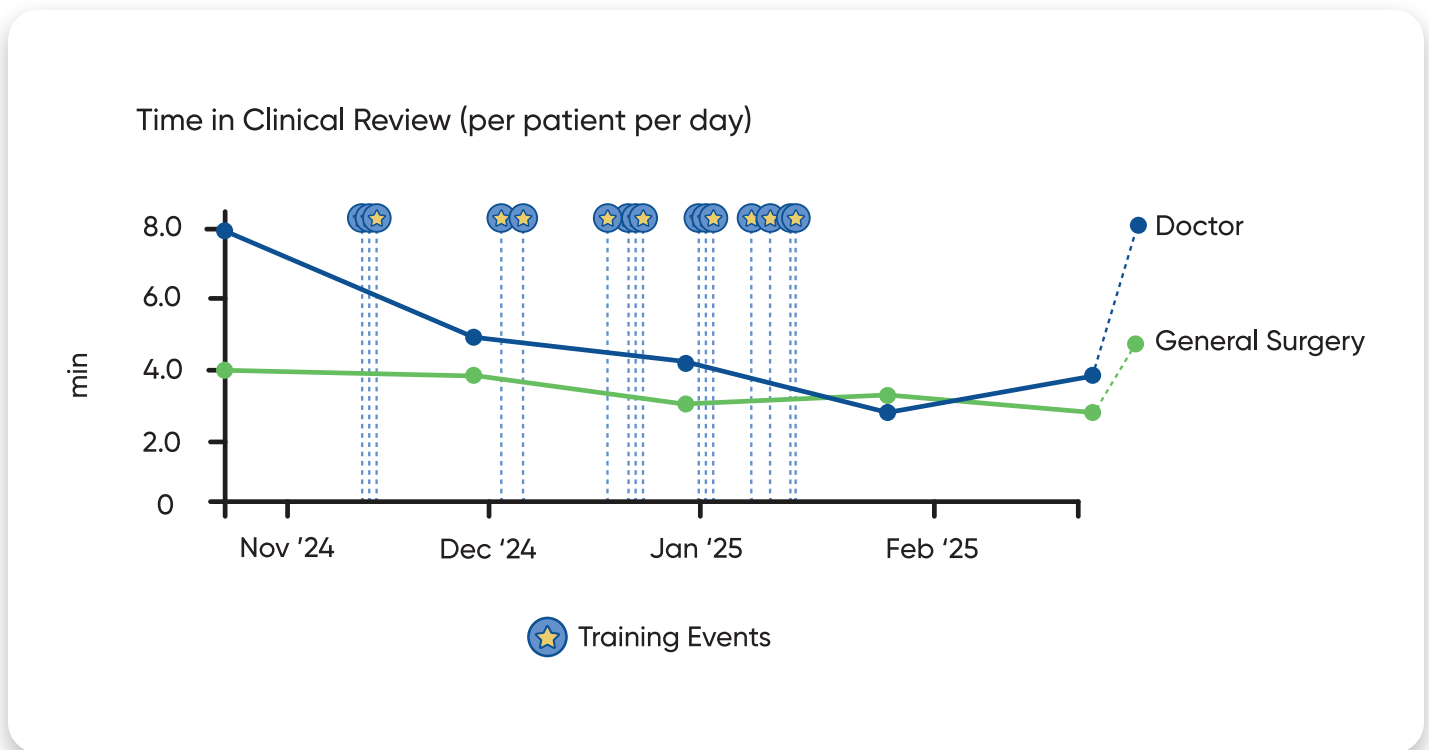
Time in Orders (per patient per day)



Time in Clinical Review (per patient per day)



Results and Outcomes (Cont.)



➤ Accelerated Adoption and Proficiency

By establishing dedicated support spaces and providing focused, individualized sessions, CSI helped Memorial Hermann significantly accelerate the adoption period. Providers reached proficiency more quickly, resulting in smoother clinical operations, fewer delays in documentation, and improved throughput during patient encounters. The faster ramp-up time also reduced the overall duration of at-the-elbow dependency, allowing the organization to reallocate resources efficiently.

➤ Improved Provider Satisfaction

Providers reported feeling more in control of their Epic environment. As familiarity with the system increased, support needs evolved from basic “how do I?” questions to advanced optimization sessions. This progression was evidenced by high satisfaction scores from provider surveys.

➤ Stronger Return on Investment

By accelerating adoption and improving provider satisfaction, Memorial Hermann maximized its activation investment. The system achieved provider adoption sooner, reducing the cost of extended external support and improving the overall ROI of its Epic Program.

The initiative did more than provide support; it elevated the provider’s experience, transforming the activation from a point of friction into a driver of performance.

Lessons Learned

The Memorial Hermann initiative highlighted several key insights that now inform CSI's provider adoption strategies nationwide. Each lesson reinforces the principle that the speed and quality of adoption are determined by the precision of support and the people delivering it.

➤ **Communication Must Be Localized**

Localized communication proved essential. Facility-specific plans informed by local leadership, who knew which providers needed help, where they were, and how they worked, far outperformed one-size-fits-all messaging.

➤ **Leadership Alignment Drives Consistency**

Regular coordination between CSI project leads and Memorial Hermann local leadership ensured the program remained aligned with program goals.

➤ **Environment Matters**

Dedicated support spaces provided a calm, focused setting that encouraged engagement and personalized support.

➤ **Balance is Key**

Combining ATE coverage and personalized support created a dual-benefit model, where providers received immediate, hands-on help during clinical activity. This balance supported both short-term functionality and long-term adoption.

➤ **The Right People Make the Difference**

CSI's prescriptive staffing approach, which matches provider-focused ATEs with the right application and interpersonal skill sets, was instrumental in building trust and credibility. Providers were more willing to engage when they felt understood, respected, and supported.

➤ **Data is a Strategic Enabler**

The ATE Interaction Tool was a strategic asset. Its ability to capture real-time interaction data gave leadership insight into provider usage, turning feedback into actionable intelligence.

➤ **Adoption is an Ongoing Journey**

Even after the initial activation period, providers continued to engage in sessions. This sustained utilization reflected not dependency, but a growing culture of continuous improvement. This reinforced the idea that adoption is not a one-time event; it's an evolving process that, when supported correctly, leads to lasting organizational benefit.

Broader Impact

Even though the program wasn't initially intended to track interventions or gains in Epic's Signal data dashboard, CSI's Interaction tool data was entered into Signal post program for a random sampling of providers to better understand efficiency and ROI of the program. This was completed by Memorial Hermann's Training leader and shared with CSI. This data validated the strength of the program and has widened the scope of future engagements to include Signal data engagement and maintenance after the 30 day go-live date.

The Memorial Hermann engagement demonstrated that accelerating provider adoption is an effective way to improve EHR ROI and enhance efficiency across healthcare systems. It also validated that personalization-based adoption support consistently outperforms traditional ATE-only models, achieving higher engagement, faster proficiency, and lasting results, reducing the stress providers typically experience during a go-live.

This partnership provided a repeatable framework for other organizations aiming to stabilize faster, optimize budgets, and elevate the provider's experience.

In doing so, CSI Companies reinforced its role as a strategic partner in provider-centric transformation, helping healthcare systems not just go live, but thrive, by getting providers where they need to go, faster.

To learn more about CSI Companies' Solutions, visit csicompanies.com.

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