

# Utilizing an Electronic Health Record System to Promote a Community Based Fall Prevention Program

A Healthcare Experience

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PRE-RECORDED PRESENTATION

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[HTTPS://FALLSFREEWI.ORG](https://fallsfreewi.org)

Froedtert

# Burden of Fall Injuries

Froedtert & the Medical College of Wisconsin



- Froedtert Hospital adult Level I Trauma center
- Serving eastern Wisconsin

**#1  
Falls**

- Across the Froedtert enterprise, 600 patients age 60+ are seen monthly in Froedtert Emergency Departments. (FMLH+FMF+FWB+FCH ED Data, 2023)
- 1,700 patients admitted to Froedtert Hospital for a traumatic fall injury
  - 70% are age 65 or older. (Froedtert Trauma Registry, 2024).
- In 2024, fall injuries account for 38% of all trauma-related hospital admissions (Froedtert Trauma Registry, 2024).

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# Stepping On At Froedtert Hospital

## History and Background

- Froedtert began offering Stepping On in 2021.
- Stepping On, is an evidenced-based 8-week fall prevention workshop.
- Participants engage in a group process to identify individual fall risk factors while making behavioral and environmental changes.
  - Reduced falls by 31%
- Free virtual and in-person workshops are offered four to five times per year.



Stepping On participants observing getting in & out of a vehicle demonstration. Greater Galilee Baptist Church, Milwaukee WI

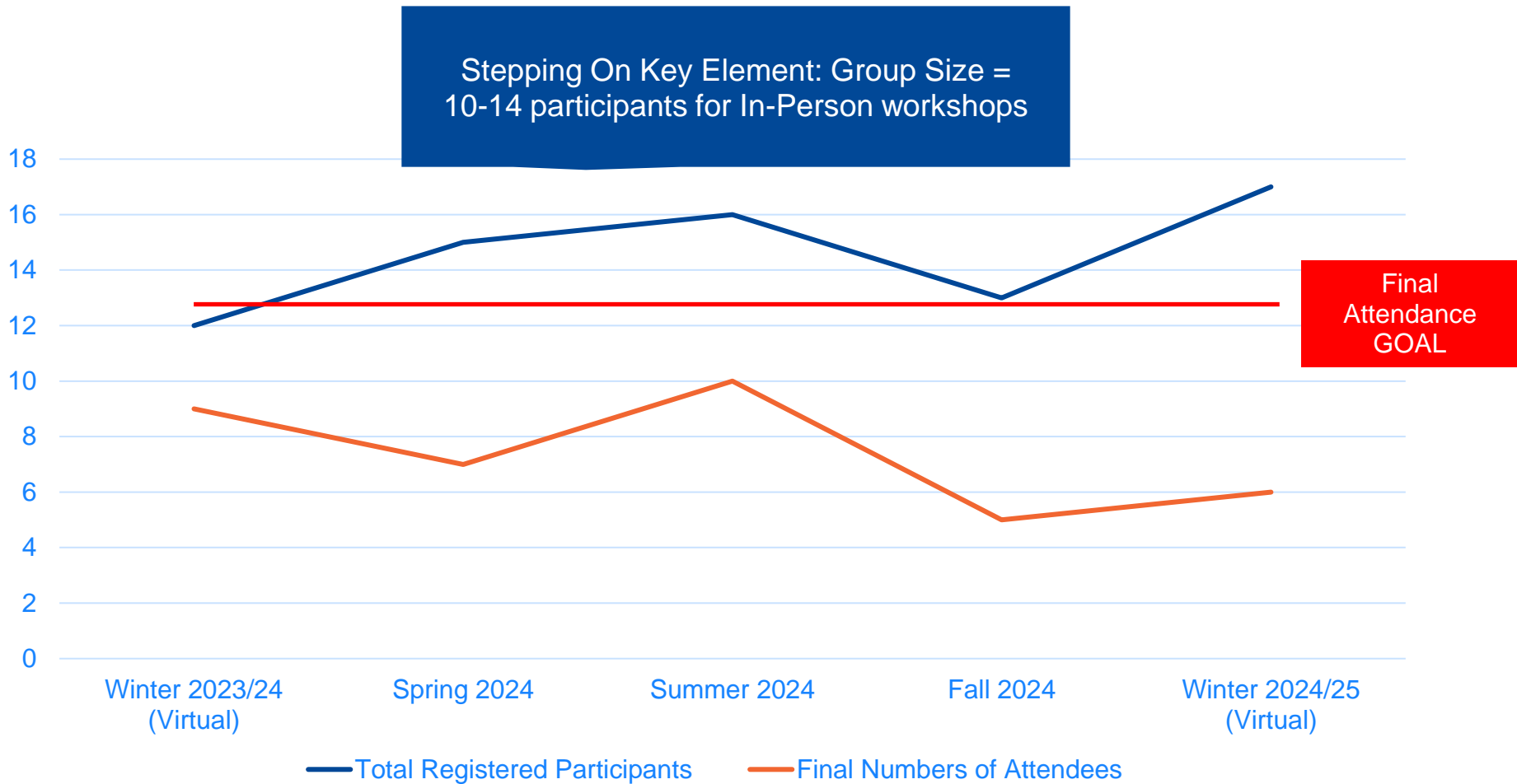
# Identifying the Problem

Are we promoting the program the right way and to the right people?

- Multiple strategies are used to promote Stepping On to the community and our patient population.
- Workshops were often not filled to capacity.
- Promotional efforts were time consuming, costly, and yielded a low return of registered participants.
- Given how valuable this program is, and the impact that a fall can have on an older adult, filling these workshops is a top priority.



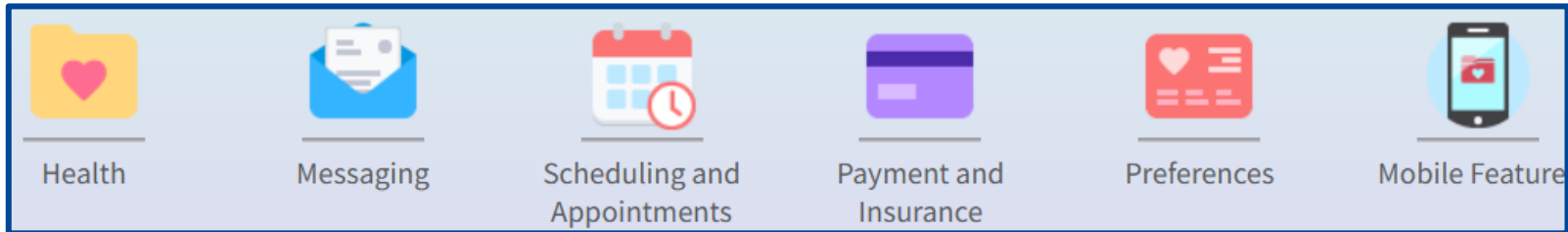
# Comparing the Number of Registered Stepping On Participants with the Final Number of Workshop Attendees



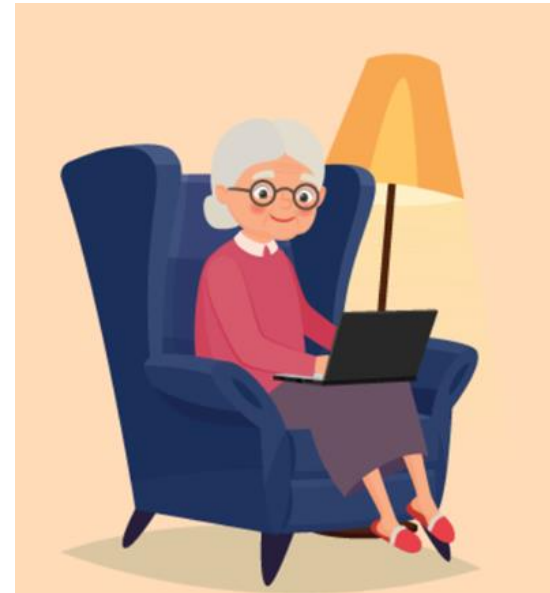
# The Potential Solution:

MyChart Announcement/Messaging

MyChart is **Epic**



- An electronic health record (EHR) is software that's used to securely document, store, retrieve, share, and analyze information about a patient's care.
- EMR systems are software programs that allow healthcare systems to create, store and receive these charts.
- Easy and secure way for patients to view their personal health information and communicate with their health care team.

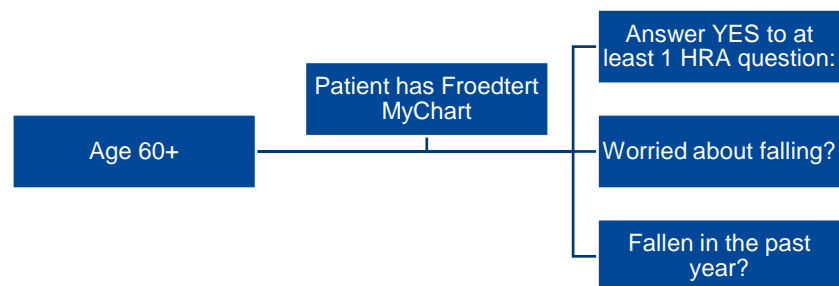


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# Project Proposal & Plan

- Approached the Outreach Strategy Team @ Froedtert
  - Consists of team members from IT, Health Information Management, Digital Health, Operations, Population Health & Marketing.
- Proposed a messaging campaign.
- Every patient 65+ years screened for fall risk during their annual wellness visit (AWV).
- Health Risk Assessment (HRA)

## Patient Criteria:



Approved for a 30-day announcement located on the home page, and a “Explore More” card, published indefinitely.

**Reduce Your Risk of Falling With “Stepping On”**  
“Stepping On” is an eight-week program designed to help you build confidence and reduce your risk of falling. Perfect for adults over 60 who live at home and have experienced a fall or worry about falling, this program teaches proven strategies to keep you steady.

[Learn More](#) [Dismiss](#)

**Explore More for Seven**

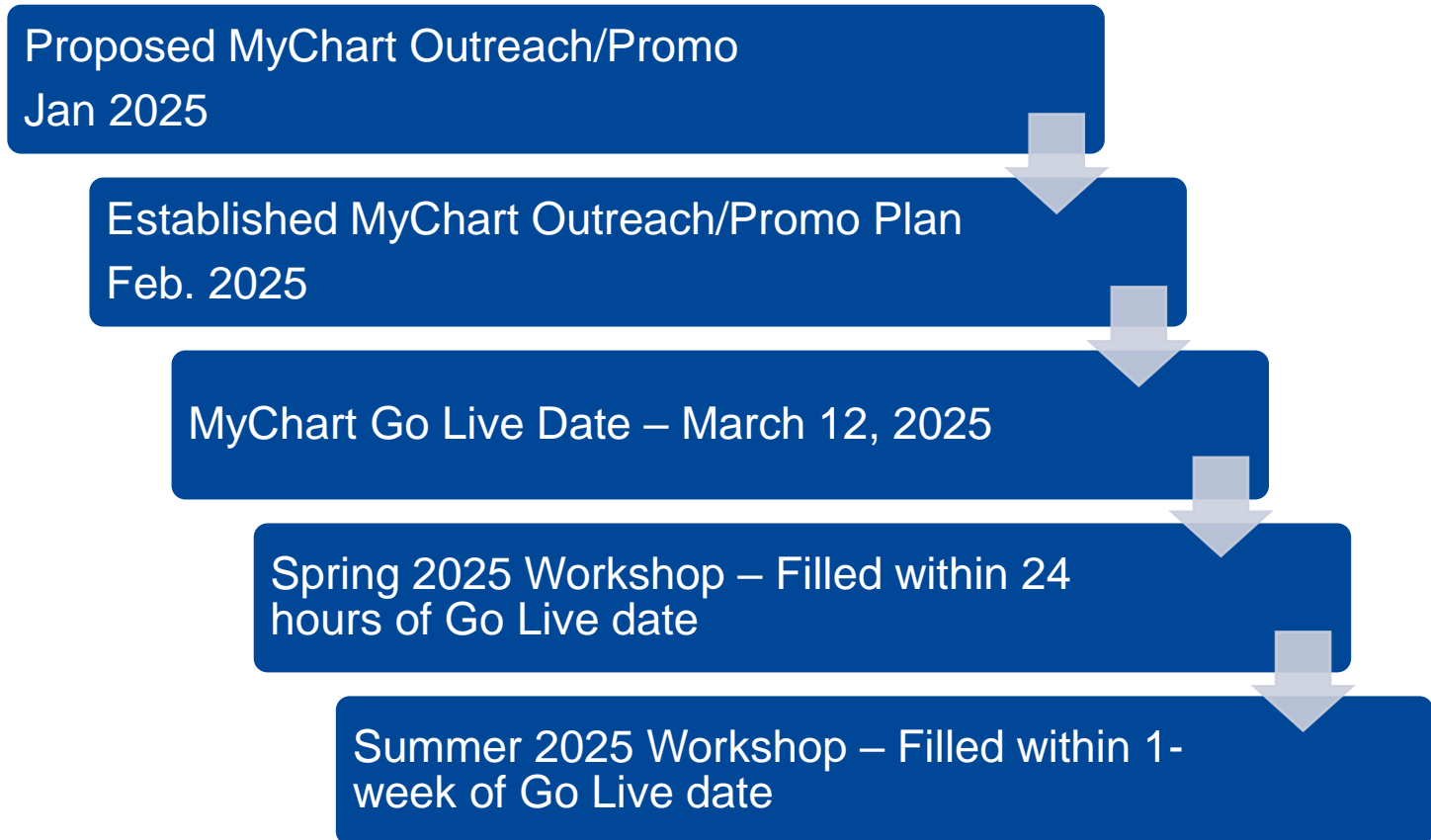
**Stay Steady with “Stepping On”**  
This eight-week program helps adults 60+ build confidence and reduce fall risk with proven strategies. Call 414-805-8744 to learn more.

[Learn More](#)

[On-Demand Video Visit](#)

# Project Timeline and Process Assessment Results :

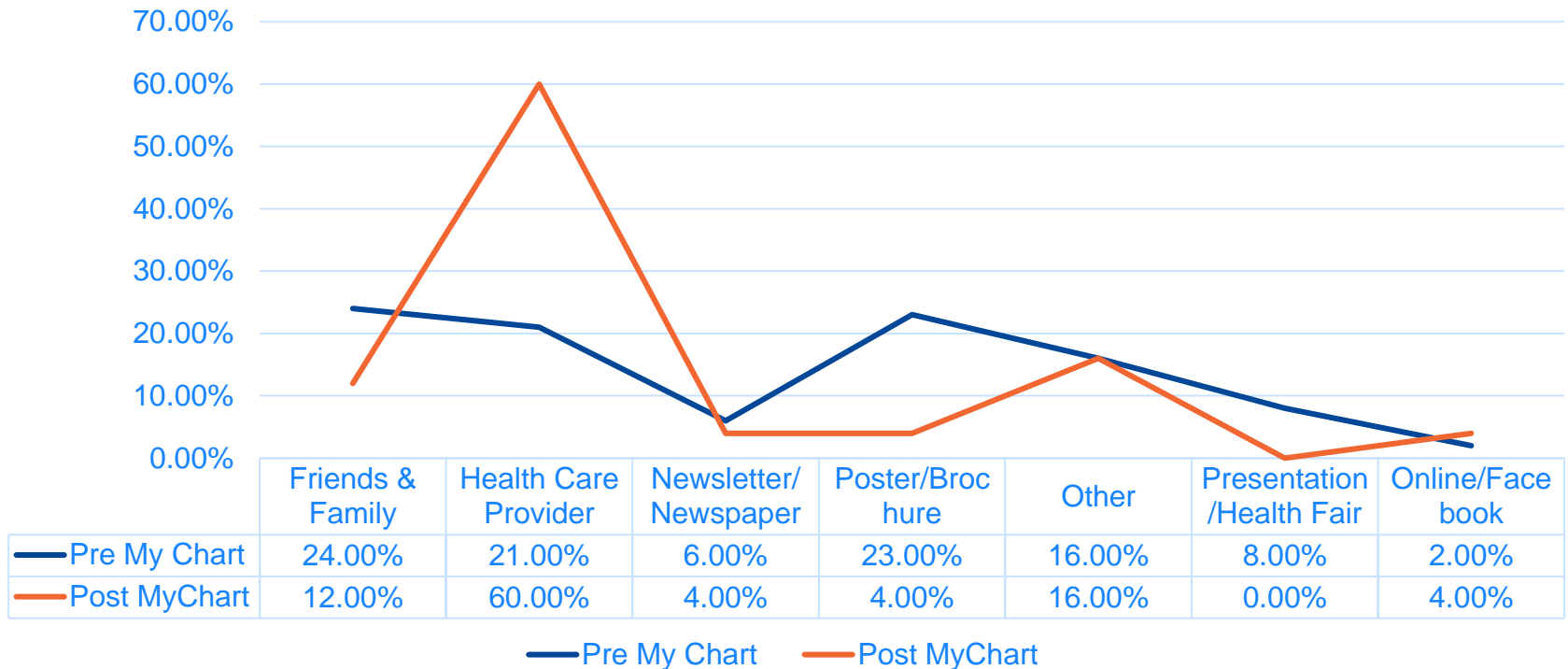
Results from observational feedback during the process assessment stage:



# How did you learn about this program?

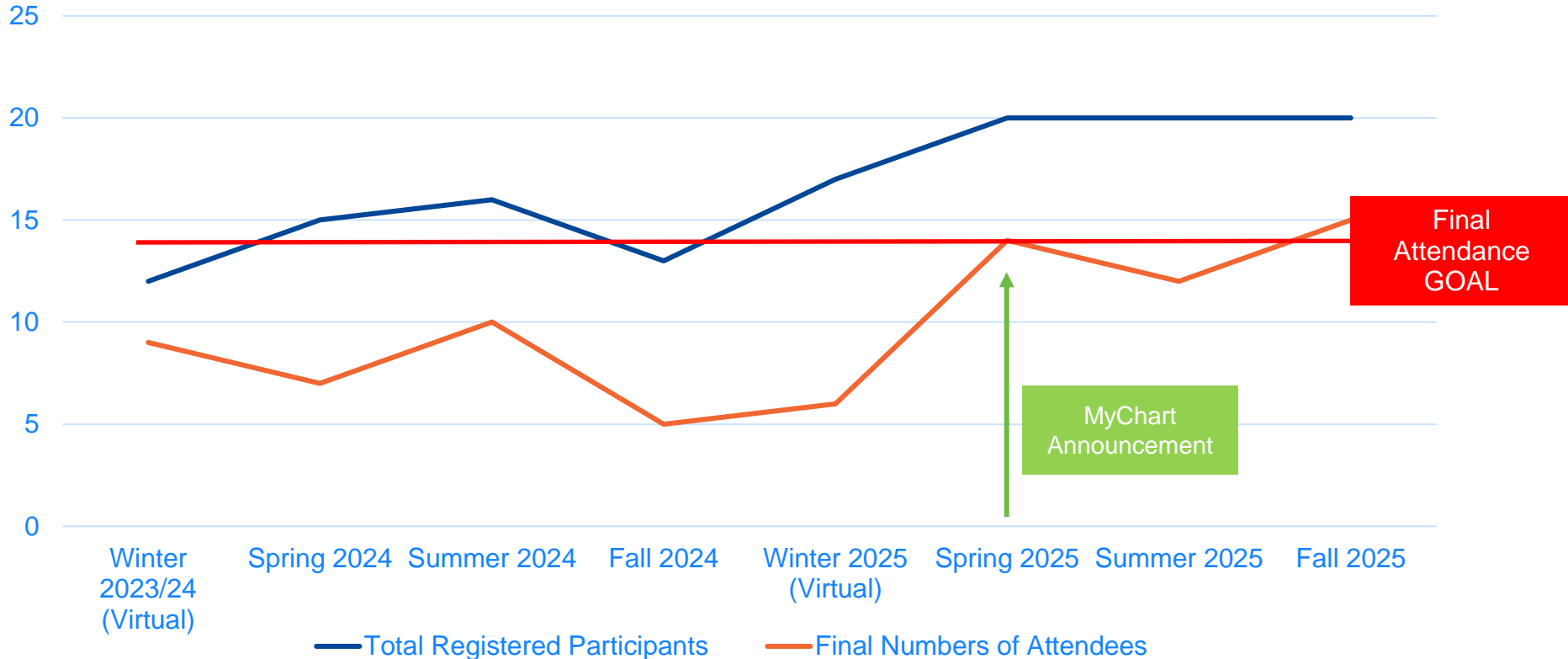
Source: WIHA Participant Baseline Survey Data

Comparison of Promotion Strategies before & after MyChart Messaging, by promotion type and percentage.



# Comparing the Number of Registered Stepping On Participants with the Final Number of Workshop Attendees

Before & After MyChart Announcement



# Considerations and Implications

- Prepare for a large influx of calls/inquiries.
  - Froedtert is a large health system with many resources.
  - Call center staff/on-line registration.
    - Importance of internal communication.
  - Future – block schedule, ask for support when handling calls.
- Have a plan for handling the overflow
  - Waitlist
  - Referrals
  - Plan additional workshops in advance
- This project showed to be cost-effective, while reducing the workload.
- Effective strategy to inform patients who may be at risk for falling.

# THANK YOU

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