Benefits of Setting an effective Patient Engagement Strategy for your Organization

Presented by: Ed Corns
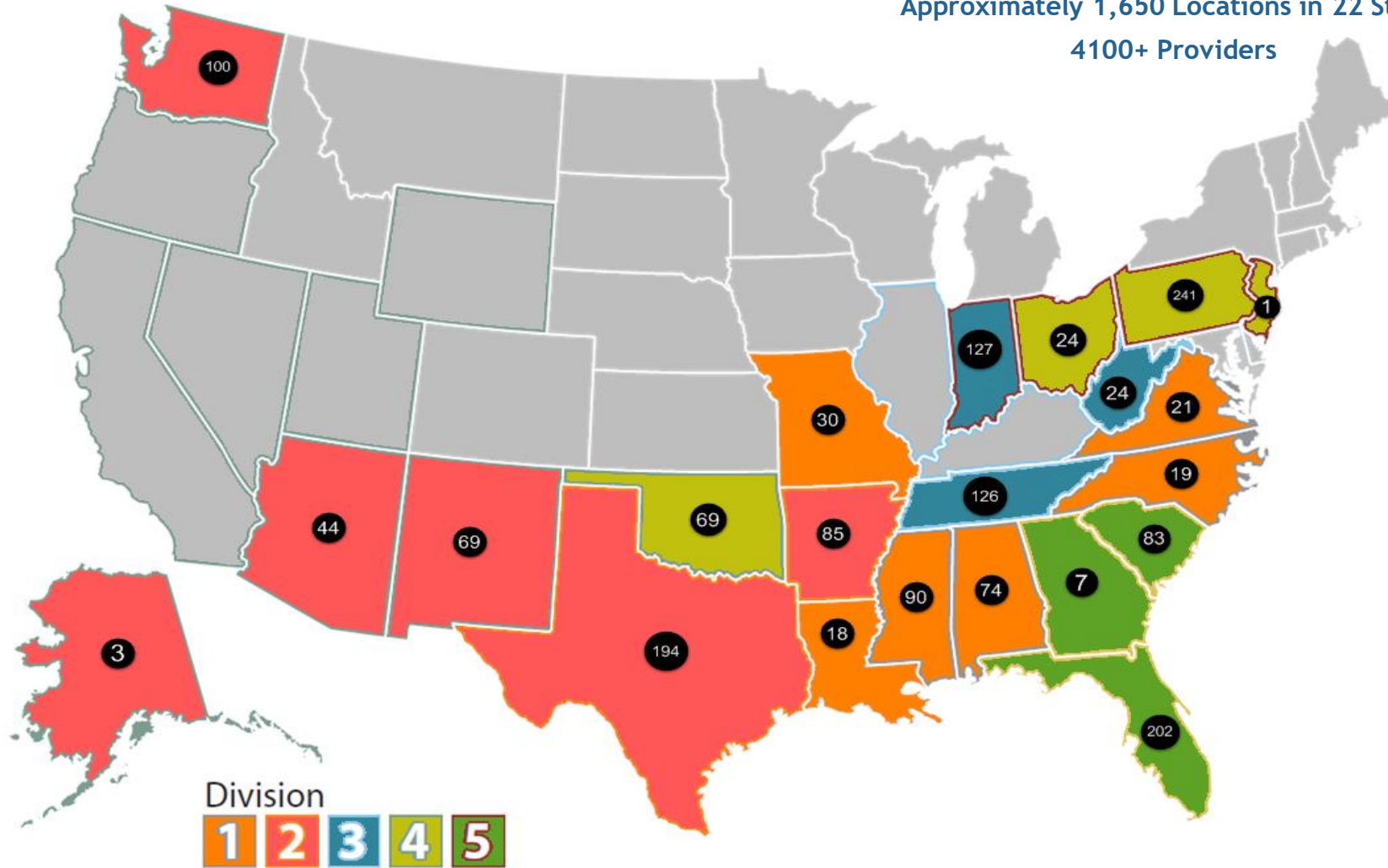
Centricity™
healthcare
usergroup

Learning Objectives

➤ What key elements does an effective patient engagement strategy include?

➤ What benefits can your organization expect from a well-executed engagement strategy?

➤ What best practices should be taken in to consideration when implementing a Patient Engagement Solution?

Key Objectives for CHS: Strategic Focus for Consumer Driven Healthcare

Demonstrate Quality

- 118 Hospitals as Top JCAHO performers on key quality measures

- Using techniques to create safe hospital environments

Deliver Care More Efficiently

- Centralize Shared Resources for Productivity Improvement, Cost Controls, and Quality Improvement

  - Technology, HR/Payroll, Physician Practice Mgmt., etc.

Build Services & Infrastructure

- Increase Access to Care

  - 57 Surgery Centers

  - 48 Urgent Care

  - 8 Freestanding ED's

  - 75 Home Health Agencies

  - 148 Diagnostic Clinics

  - 1500 Physician Clinics

Clinical Integration & Collaboration

- Over 14,000 physicians recruited over past 5 years

- 1200+ mid-levels employed

How do we drive ROI with Patient Experience?

Create a consistent, connected, self-service experience leveraging mobile devices of patients and family members

- **Improve Quality of Care**

    - Close more gaps in clinical care with our population

    - Provide education and support on personalized care plans

- **Optimize Physician Network Utilization**

    - Improve access to appropriate care settings

    - Simplify the intake process

    - Help to navigate/guide the patient to high performing providers

- **Improve compliance to regulatory and value based initiatives**

    - Meaningful Use

    - HCAHPS
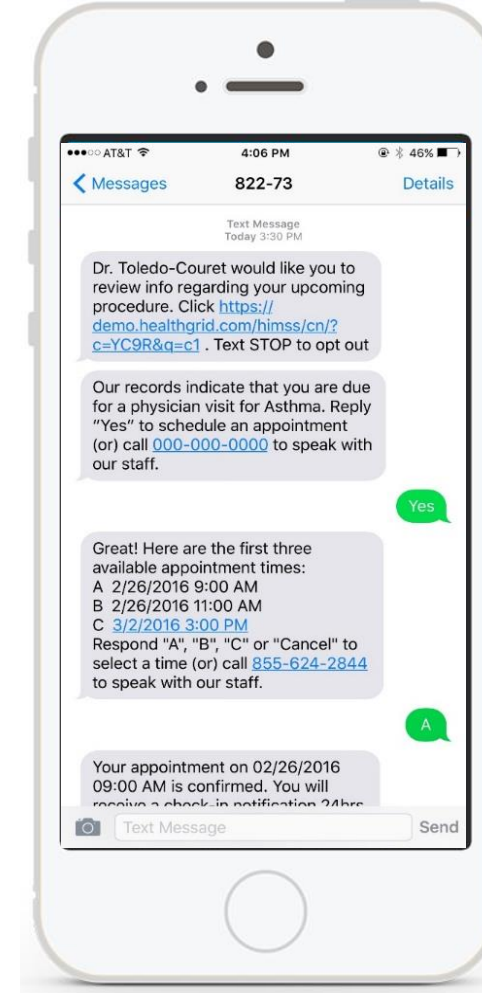
CHS's Patient Engagement Partner: HealthGrid

"Mobile Connectivity Drives"

- Leveraging population health engine and "rules of engagement", HealthGrid outreaches patients to drive them in for needed services

- Appointment requests and scheduling directly within EMR

- Improved care coordination with limited staff intervention

- Increases Gap In Care Closure, visit volume and revenue
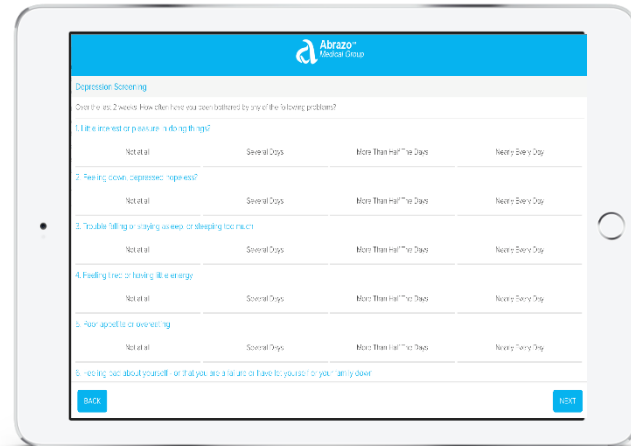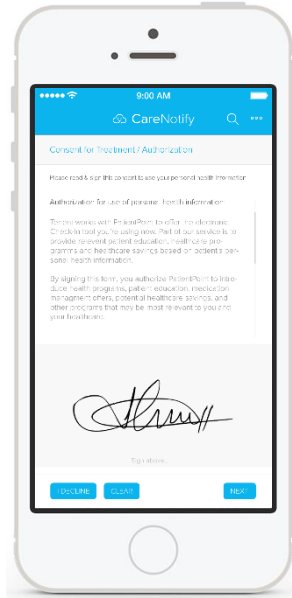
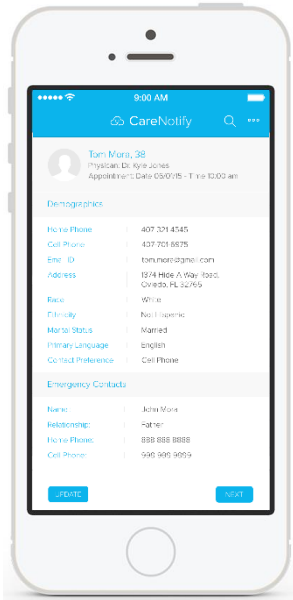- Increased adherence and improved patient experience

Connect w/ Practice

> 9:00 AM
> ◄ Messages   UCARE   Details
>
> Hi Drew! You are due for an important visit with Dr. Taylor. To schedule your visit call 855-624-2844 Reply STOP to opt-out.

Automated Scheduling

> AT&T   4:06 PM   46%
> ◄ Messages   822-73   Details
>
> Text Message
> Today 3:30 PM
>
> Dr. Toledo-Couret would like you to review info regarding your upcoming procedure. Click https://demo.healthgrid.com/himss/cn/?c=YC9R&q=c1 . Text STOP to opt out
>
> Our records indicate that you are due for a physician visit for Asthma. Reply "Yes" to schedule an appointment (or) call 000-000-0000 to speak with our staff.
>
> Yes
>
> Great! Here are the first three available appointment times:
> A 2/26/2016 9:00 AM
> B 2/26/2016 11:00 AM
> C 3/2/2016 3:00 PM
> Respond "A", "B", "C" or "Cancel" to select a time (or) call 855-624-2844 to speak with our staff.
>
> A
>
> Your appointment on 02/26/2016 09:00 AM is confirmed. You will receive a check-in notification 24hrs
>
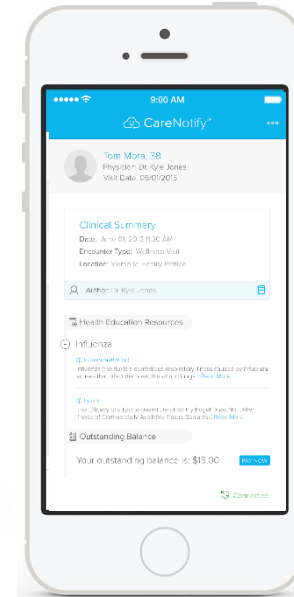> Text Message   Send

Pre / Point-of-Care

Post Care
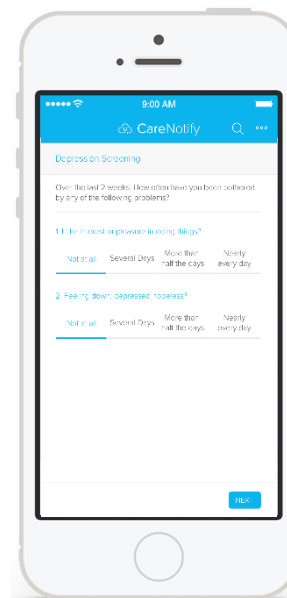
- Welcome messages
- Demographic Updates
- Patient Check-In

- Mobile Consenting
- Bill Pay

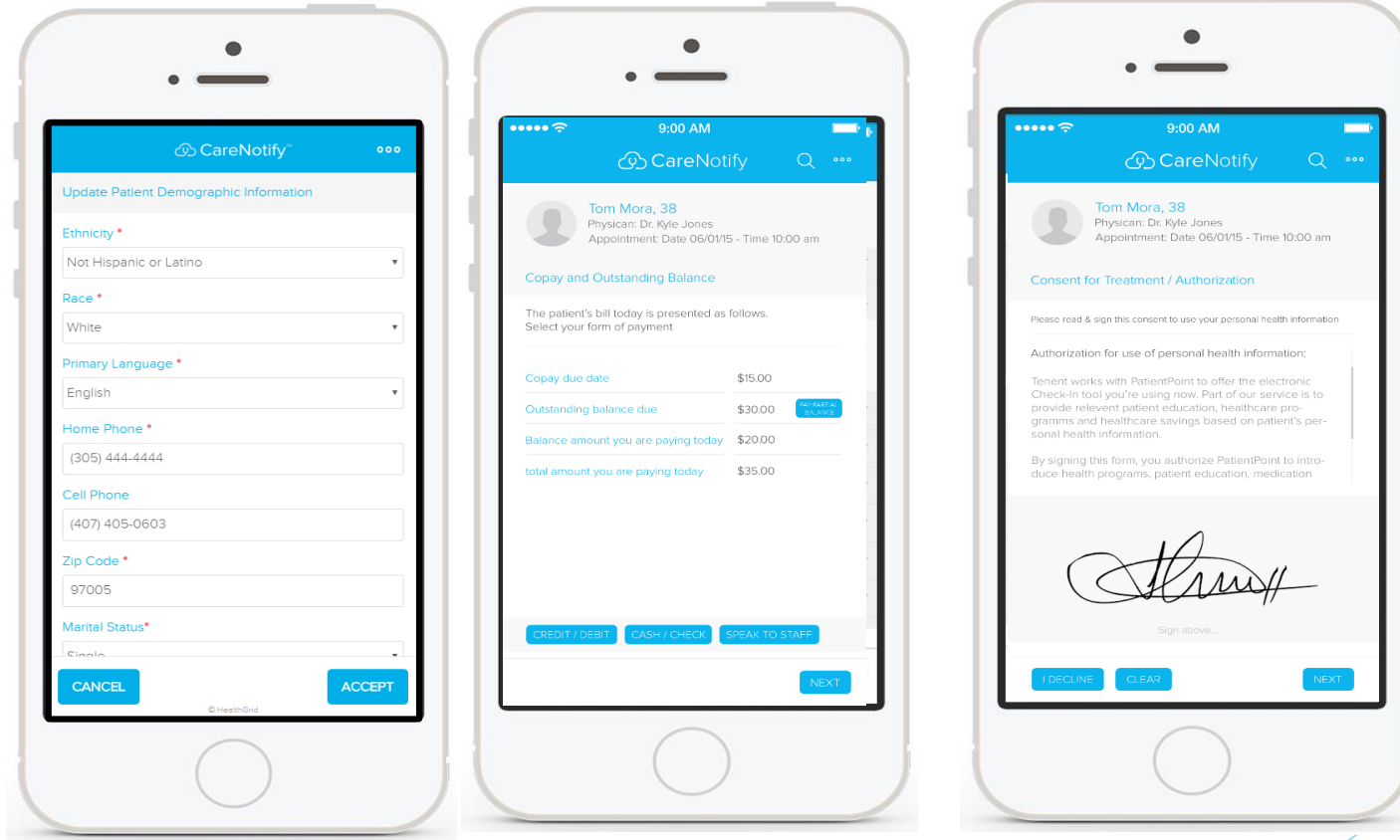- Point of Care Check-In, Assessments and Screenings

- Care Summary
- Patient Education
- Bill Pay

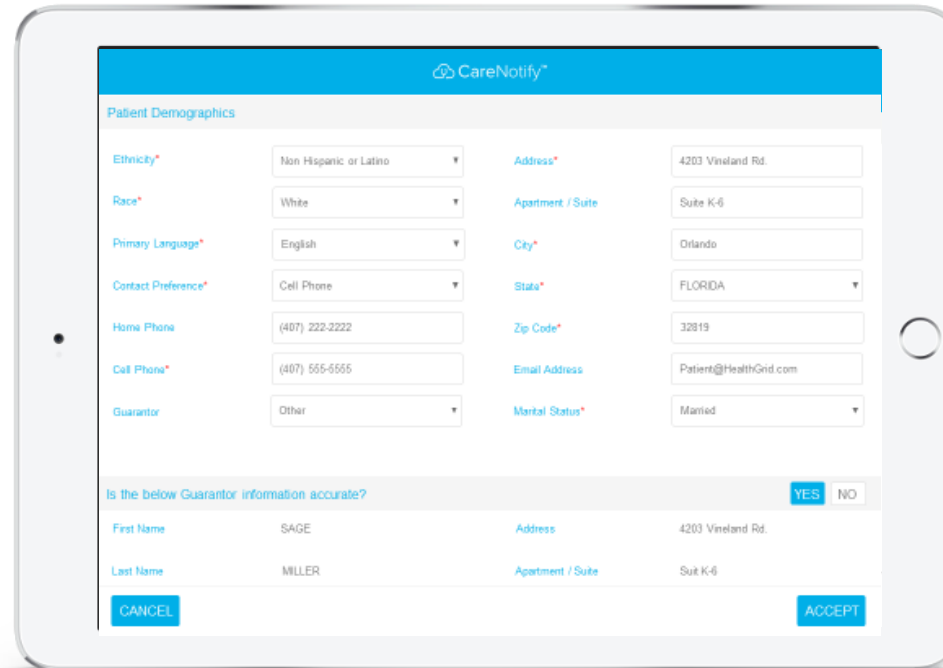- Patient Satisfaction Surveys
- Follow Up

Check-In / Appointment Reminders

➤ Patients can complete their entire check-in process on their own device ahead of a service

➤ All demographics, forms and payments can be completed on the patient's device prior to arrival to expedite the check-in process

Point-of-Care Check-In

➤ Patients can complete check-in on tablet devices at the practice providing efficiencies in office operations and significant time/cost savings

➤ Clinical forms and assessments can also be completed at check-in the support the clinical process and improve quality of care

Post Care Summaries

➤ **Care Summaries**: After a visit, all patients receive summaries of their care plans via their mobile device

➤ **Referral Coordination**: If the patient does not have a designated physician for follow up, they are presented with a list of physicians in the network to select and schedule an appointment

Post Care – Surveys and Care Plans

➤ **Automated Post Discharge Call backs**: Patients are asked a quality survey after discharge to automate discharge call back process

➤ **Care Plan Management**: Patients receive automated follow up on their care plans at specified frequencies (30, 60, 90+ days from discharge) to ensure compliance and reduce adverse events post discharge
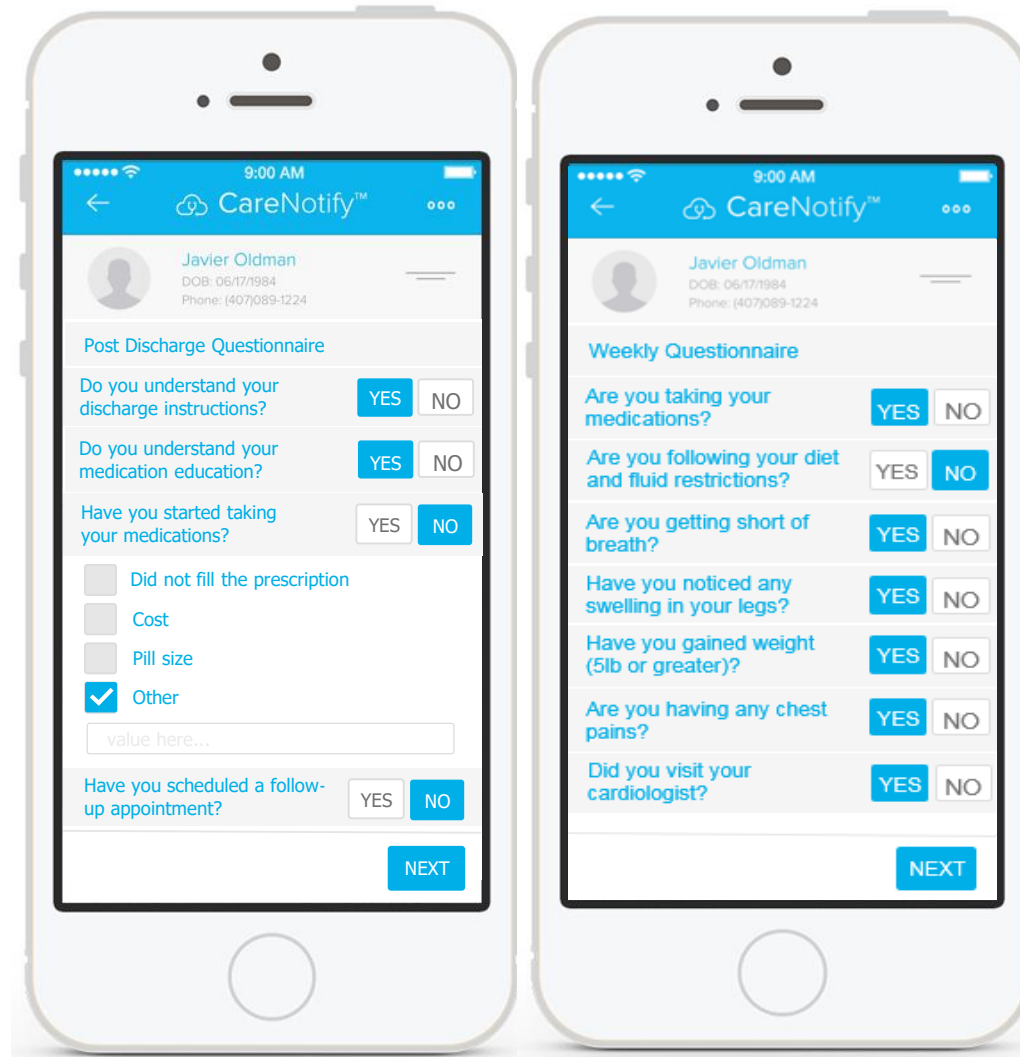
Gaps in Care Campaigns

Reporting Period: 1/3/2017 to 4/6/2018

23
Conversion Rate %

46,070	10,549
Patients Outreached	Appointment Scheduled

331	7,148
Future Appointments	Appointments Kept

70 %	
Kept %	

1.27
Appointment Per Day Per Doc

Outreach Mode

TEXT 46070

Appointment Trend

● Total Appointments ● Kept Appointments ● Scheduled (HealthGrid) ● Kept (HealthGrid)

July August September October November December

Compliance % by Month and CareMeasure

areMeasure ● Asthma Office... ● CAD Office Vi... ● CHF Office Visit ● COPD Office ... ● Hyperlipidemi... ▶

January February March May

Gaps by Measure

Asthma Office Visit
Hypertension Offi...
Medicare W...

Non-Medicare We...

Gaps By Status

● Closed ● Exception ● Open ● Reported ● Requested ▶

Closed
Scheduled
Open

Appointment Confirmations/Reminders

Total Appointments
100K

Kept Appointments
72K

Reduction in noshow rates
23.82%

Appointments with Confirmation

Confirmation Received
28K (28.5%)

No Confirmation Received
71K (71.5%)
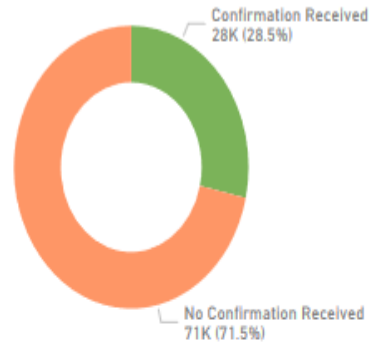
Noshow Rate (Confirmed vs. Non-confirmed)

● With Confirmation ● With NO Confirmation

MonthYear	With Confirmation	With NO Confirmation
02/2017	4.37%	14.05%
03/2017	3.81%	13.46%
04/2017	3.43%	12.46%
05/2017	3.78%	13.85%
06/2017	3.88%	12.86%
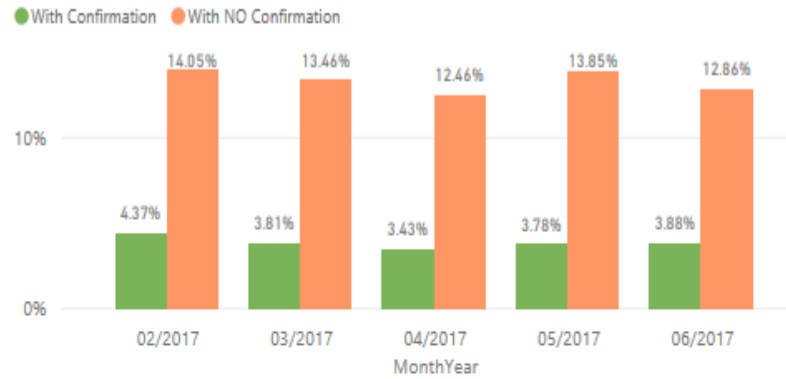
Overall Noshow Rate Trends

Baseline before campaign activation 14%

MonthYear	Value
02/2017	11.26%
03/2017	10.06%
04/2017	9.20%
05/2017	10.13%
06/2017	10.85%

Average
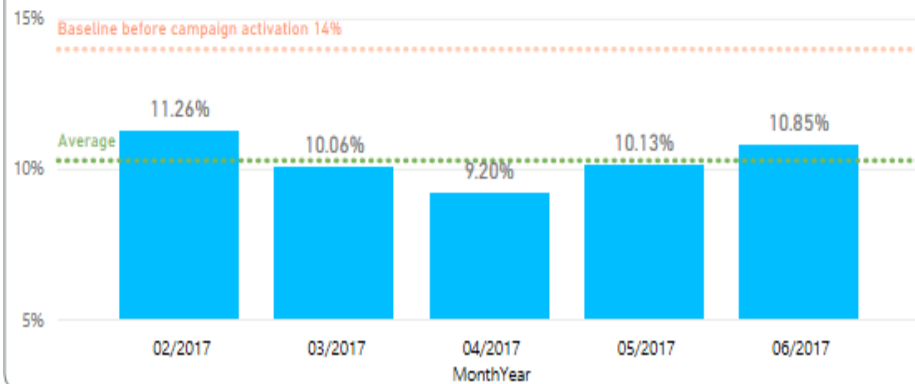
Overall Kept Appointment Trends
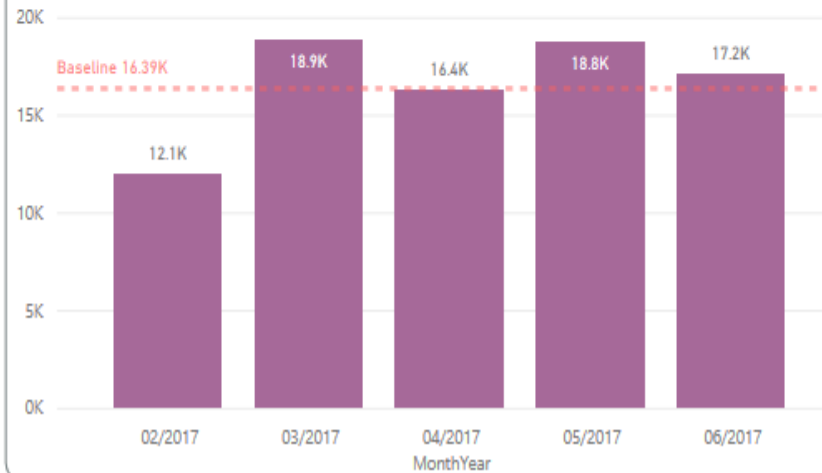
Baseline 16.39K

MonthYear	Value
02/2017	12.1K
03/2017	18.9K
04/2017	16.4K
05/2017	18.8K
06/2017	17.2K

Post Care Summaries

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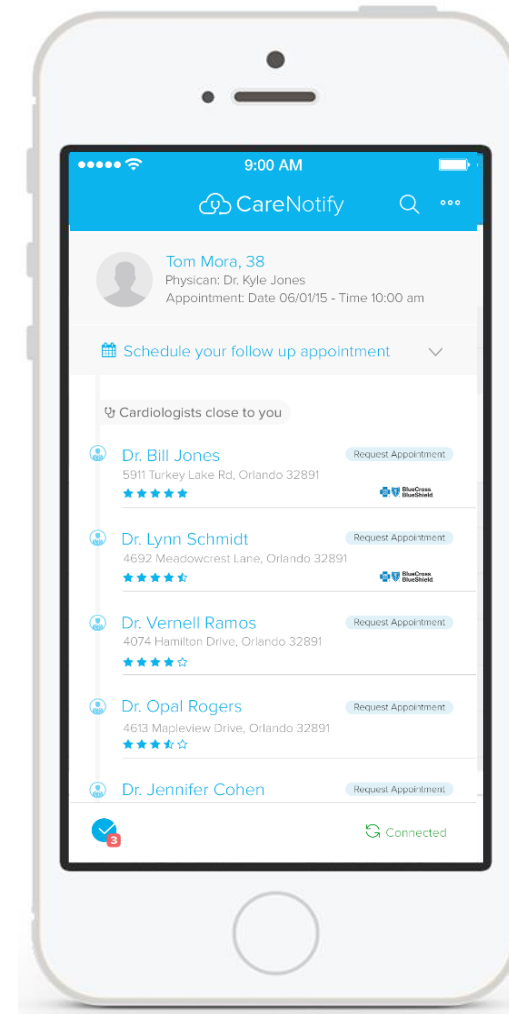
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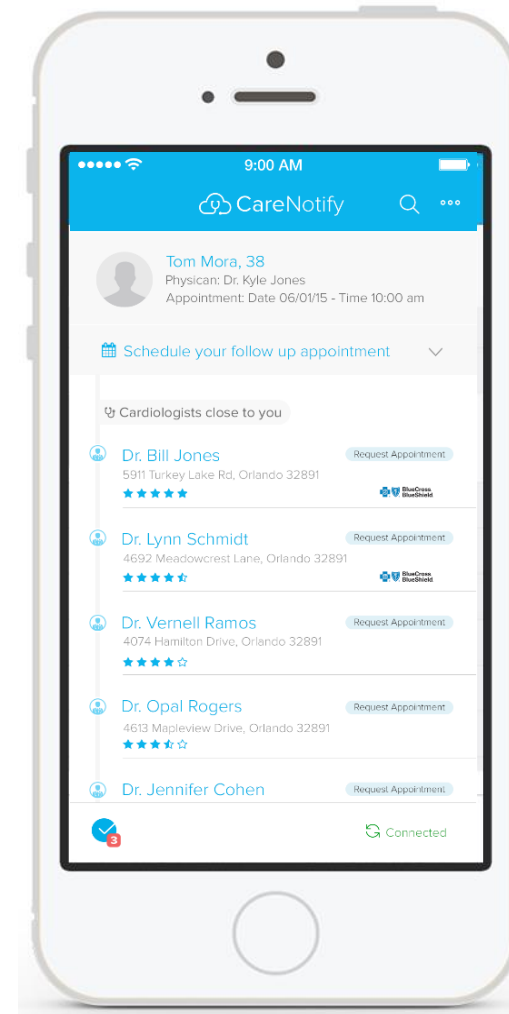
Provider Utilization - Appointments

Reporting Period

January 3, 2016
Begin Date

September 20, 2017
End Date

4
Divisions

5
Markets

165
Providers

90
Number of Weeks

Provider Metrics By Week

Average Visits

0   63   135   (100)

Average Billed Visits

0   68   135   (100)

Utilization Metrics

Total Available Hours

0   23   36

Scheduled Hours

0   20   36

* All Provider Schedule Time must be accurately notated in the Athena Scheduling Engine.
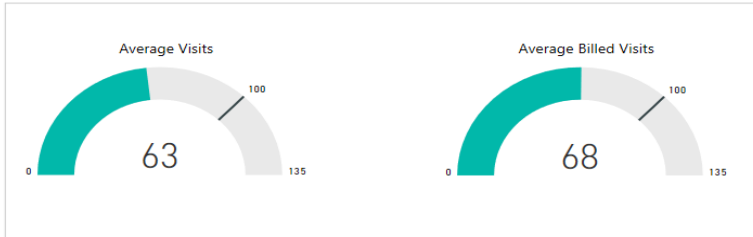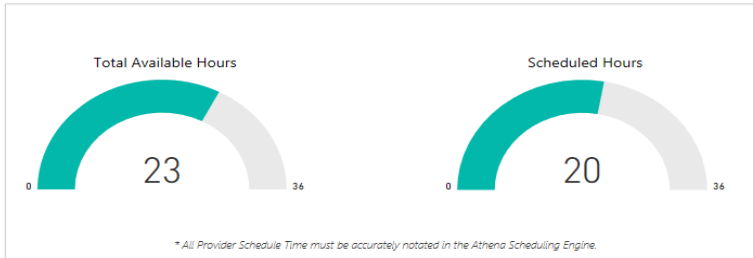
Open and Scheduled Slots by Week Day

● Scheduled (Hour)   ● Open (Hour)

Optimal Productivity 36

Mar 2016   May 2016   Jul 2016   Sep 2016   Nov 2016   Jan 2017
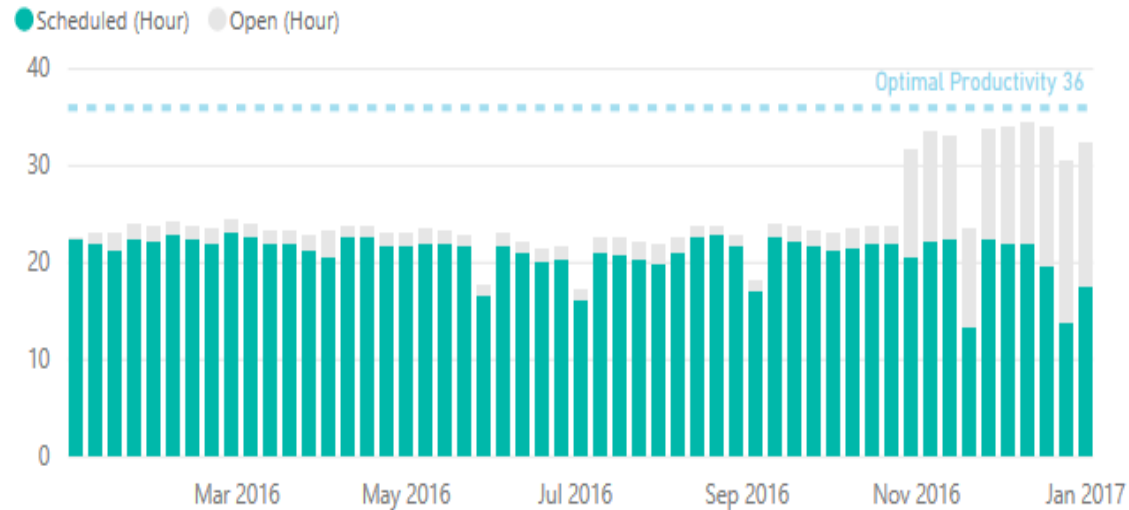
*Target Productivity varies by provider and specialty

TOC Campaign – Utilization
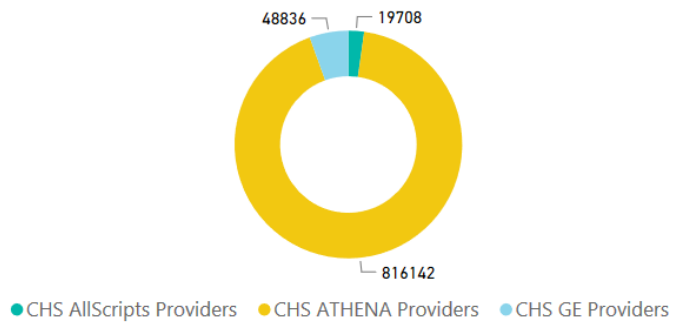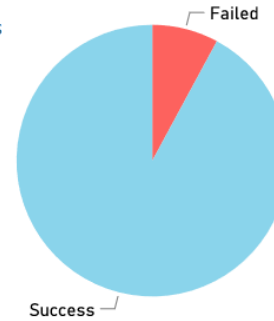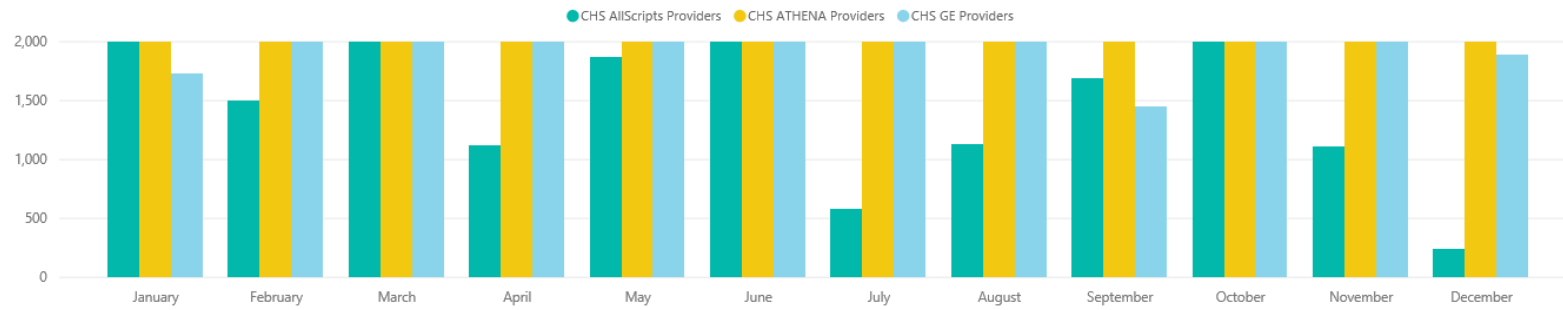
CHS Post Care Summaries Campaign

TOTAL Population

0.14M

1.21M

3.1M

● DELIVERED   ● INACCESSIBLE PATIENTS   ● UNDELIVERED
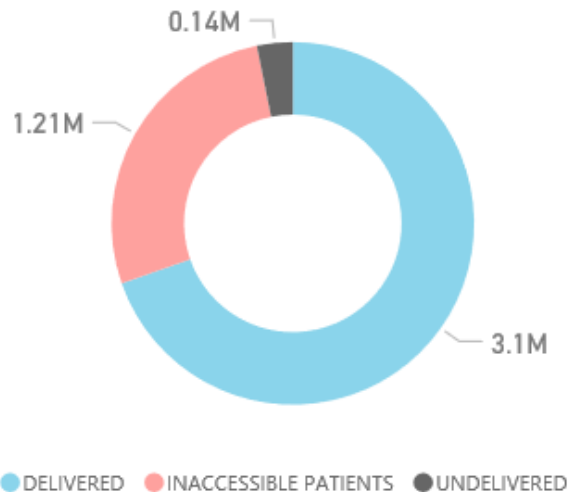
Weekly Utilization Trend

Jan 2017 Feb 2017 Mar 2017 Apr 2017 May 2017 Jun 2017 Jul 2017 Aug 2017 Sep 2017

Utilization

100%

Count of Patient   2M

Count of Reviewed   1M

42.2%

Accessed by Age

39K 17K 12K 15K 53K 65K 65K 65K 64K 78K 90K 103K 104K 98K 71K 39K 18K 9K 5K

[00-5] [05-10] [10-15] [15-20] [20-25] [25-30] [30-35] [35-40] [40-45] [45-50] [50-55] [55-60] [60-65] [65-70] [70-75] [75-80] [80-85] [85-90] [90+]
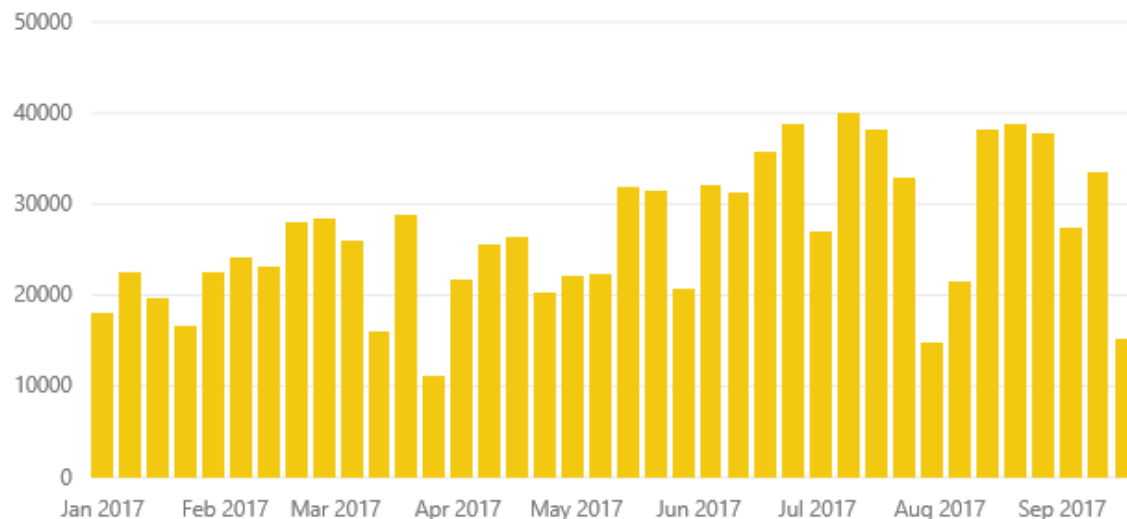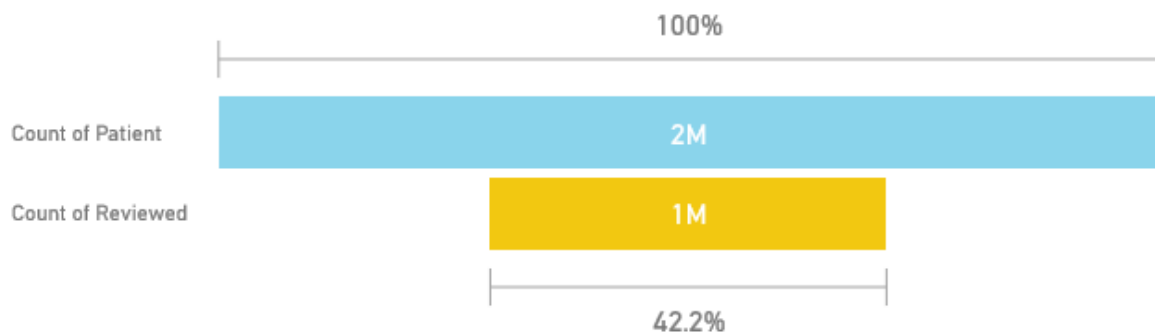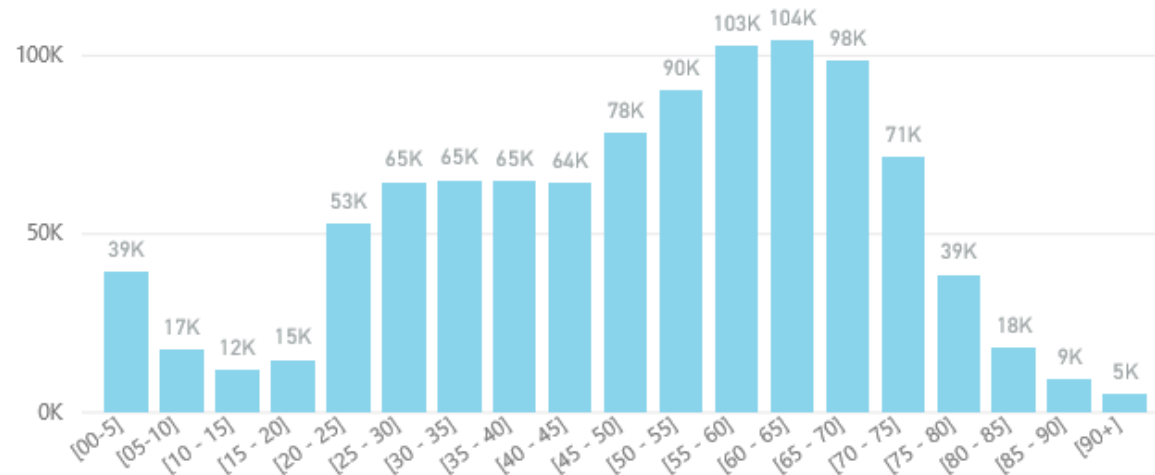
Care Summary Utilization and Response Rates
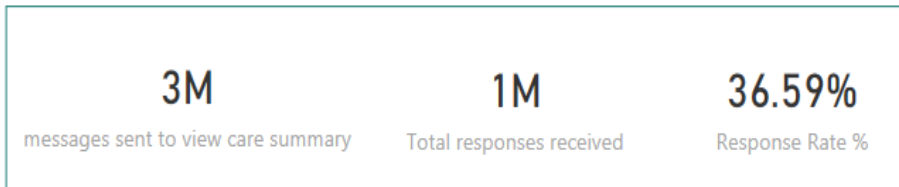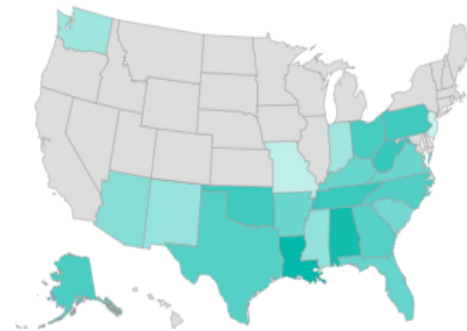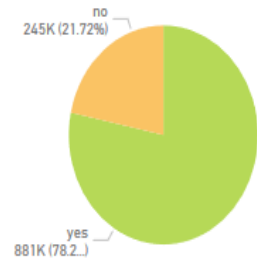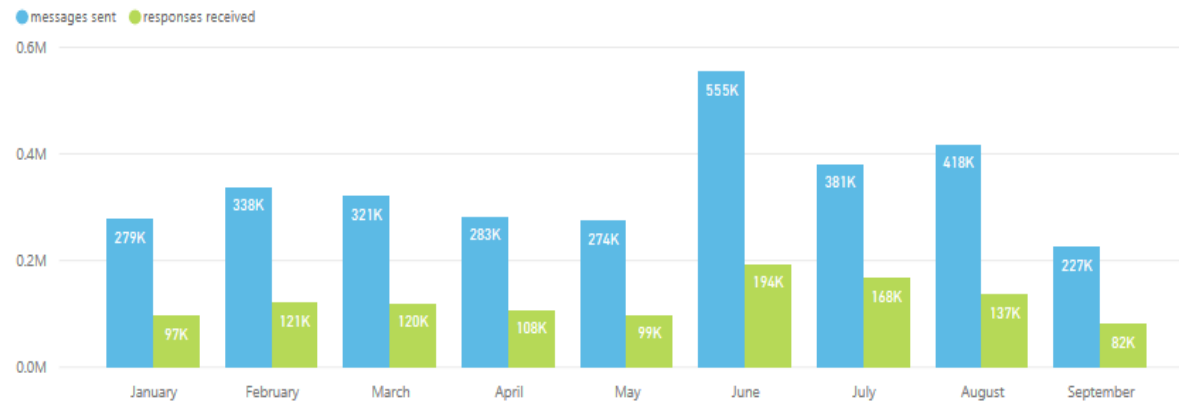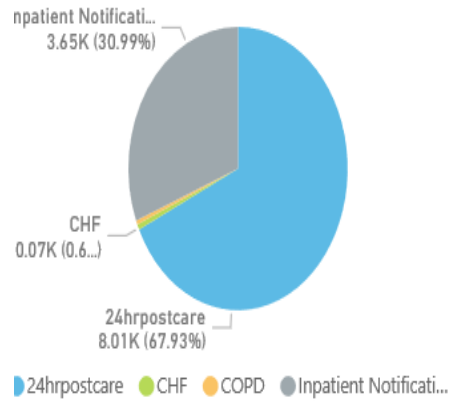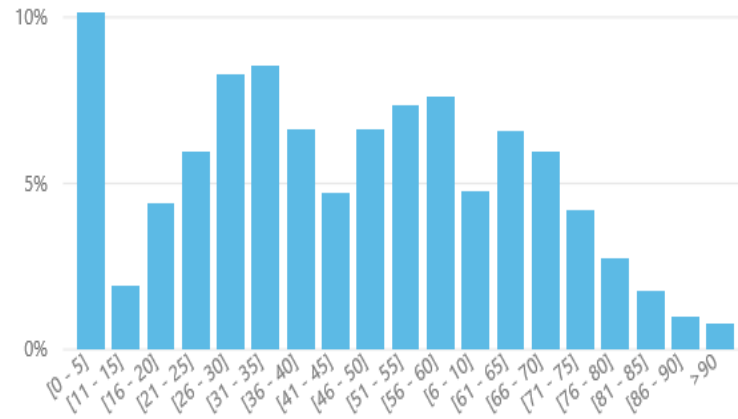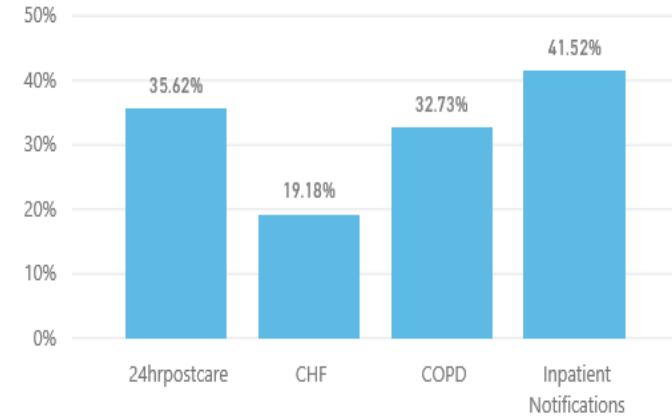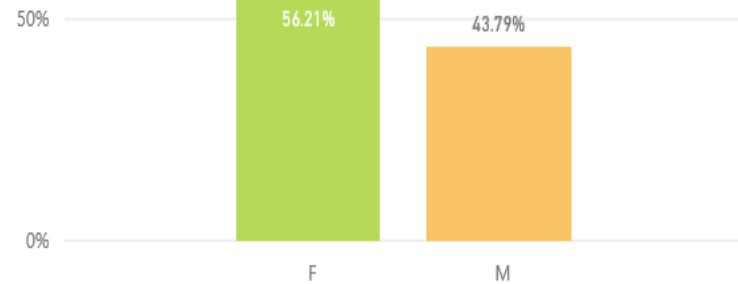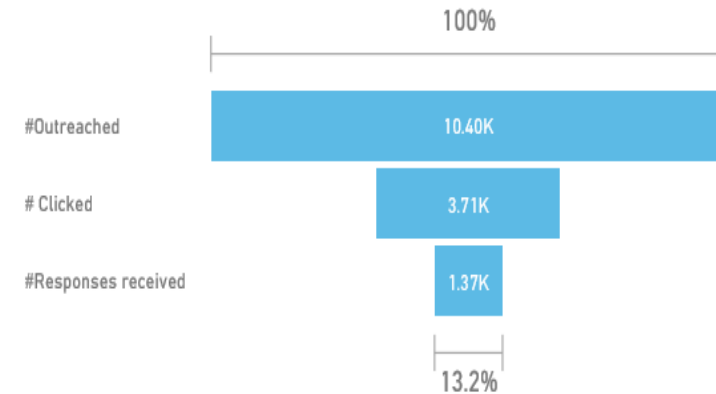
Inpatient and Care Plan

Inpatient Surveys

Do you understand your care plan?
- No 4.9%
- Yes 95.1%
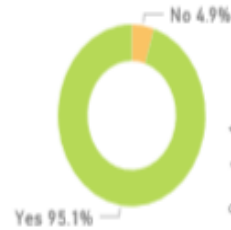
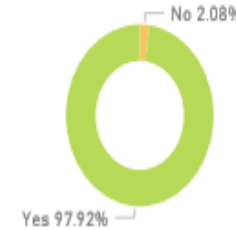* Average HCAHPS scores for 'Discharge Information' category for Oct 2015-Sept 2016: 86.5%

Have you visited with your care team?
- No 5.05%
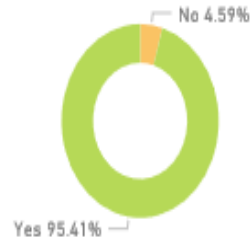- Yes 94.95%
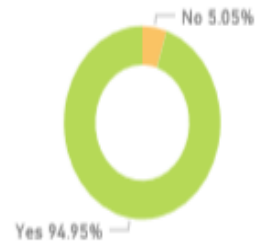
Are you satisfied with the condition of your room?
- No 2.08%
- Yes 97.92%

* Average HCAHPS scores for 'Hospital Environment' category for Oct 2015-Sept 2016: 63%

Post care Followup Surveys

24 hour followup type
- ☐ CHF
- ☐ COPD
- ☐ General

Do you understand your discharge instructions?
- No 4.59%
- Yes 95.41%

Do you understand your medication education?
- No 1.4%
- Yes 98.6%
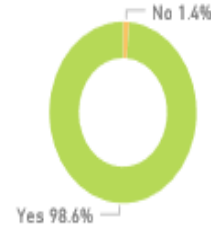
* Average HCAHPS scores for 'Communication about medication' category for Oct 2015-Sept 2016: 64%

Have you made follow-up appointment with your care p...
- No 38.61%
- Yes 61.39%

72 hour followup type
- ☐ CHF
- ☐ COPD

Are you taking your medications?
- Yes 100%

Have you made an appointment with your PCP?
- No 27.27%
- Yes 72.73%

Have you made appointment with your cardiologist/pul...
- No 9.09%
- Yes 90.91%

Return on Investment Summary

HealthGrid Functionality	Demonstrated Value and ROI
Gaps in Care, Appointment Reminders, & Pre-Care Prep	• 31% Quality Improvement from closing Gaps in Care • 2 new appointments/ day • 25% reduction in No Shows
Mobile Check-in & Bill Pay	• 8-10 min. saved per patient • 80% reduction in Paper • 42% improvement in data quality • 25% increase in collections • 90+% collection in Copay • 4 day reduction in A/R
Screenings & Assessments	• 22% improvement in Quality • 9%-14% Increase in Reimbursement
Inpatient Notifications, Satisfaction Surveys & Post Care/Discharge Follow Up	• 15%-20% Increase in HCAHPS scores • 1.3 day reduction in Length of Stay • 8% reduction in readmission • 40% increase in Med Adherence
Care Plan & Referral Management	• 10% reduction in readmission • 35% increase in Primary Care Follow Up