

Type

Non-profit Health network

Region

Southeastern

Size

- 12+ hospitals
- 6000+ physicians
- 19 specialties
- Serving a patient population of over 2 million

The Challenge

A medical group identi ed nearly 3,000 chronic disease patients across two markets whose A1C was not checked in the last 6 months, or the result was greater than 9, which indicates that the patient is non-compliant with the self-management of their disease. Quality HEDIS measures were at risk.

The Discovery

During the discovery process, it became apparent that the medical group was missing the essential infrastructure to proactively manage or coordinate the needed volume of preventative care communications. In addition to the lack of patient-centric technologies necessary for an effective modern outreach strategy, they could not scale staff at the same rate their patient population was growing. This contributed to the issue of patient activation as any non-essential tasks were put off and there was no staff to maintain the phones outside of office hours.

The Solution

A Patient Activation Campaign in partnership with Access Healthcare was instituted to close the gaps in care. Through a multi-channel strategy, automated technology notified the chronic disease patients who were due or overdue for care through text and/or IVR phone calls—driving patients back into the system for routine appointments and ongoing health management. A team of dedicated Patient Access Coordinators (PACs) managed the response, freeing the medical group’s internal resources to focus on more personal outreach efforts for higher-risk populations. Additionally, partnering with Access Healthcare not only allowed the medical group to reach a broader patient population but it provided a bigger window of service, fielding calls outside of regular office hours; a measure that improved scheduling volumes and the patient experience at the same time.

The Results

Within the first 90 days of implementation



Chronic Disease Can’t Wait

Proactive activation and engagement campaigns can ensure the best outcomes for patients with chronic conditions. In addition to impacting health outcomes, chronic disease management can help to minimize costs of care, a key consideration for medical groups with demographically diverse patient populations. A comprehensive engagement partner, like Access Healthcare, can manage and execute campaigns on behalf of your health system, freeing existing resources and ensuring health engagement for the patients that need it the most.



The Access Healthcare approach includes an in-depth discovery process that studies the physicians and processes unique to your organization to develop a fully customized engagement solution.