how to engage your patients

citra health solutions
care and cash flow: together at last

Healthcare may be complex, but the business of healthcare should be simple. Staying focused on the patient experience and operating efficiency while increasing financial return is one of the biggest challenges facing health systems and health plans today. Many systems have a few years of ACO experience but little or no shared savings to show for it. Despite the proliferation of Big Data, lack of analytics often plagues the healthcare industry making it difficult to expand patient outreach and engagement. There has to be a better way.

With the right care programs and smart technology, your organization can balance healthcare service utilization, increase quality of care and patient engagement and improve revenue. With the right processes and technology in place your organization can implement the following:

- Accountable care contracting, compliance, coordination and management
- Patient engagement solutions that build trust and improve compliance
- Patient-centric campaign planning and management using integrated, multi-channel communications
- Clinical and non-clinical live-agent outreach services with flexible, customizable scripting and logic
- Interactive voice services with supplemental automated voice and immediate escalation flows
- Incorporation of alternative communication vehicles like mobile applications
- Real-time reporting to keep a close eye on program performance

The following brief provides more detail on the steps your organization can take to start improving your clinical and financial outcomes.
patient engagement solutions

Successful ACOs stratify the clinical risks associated with attributed patients and engage effectively through virtual, telephonic and in-person channels. Multi-channel programs foster high engagement rates, guide patients to appropriate healthcare decisions, and ensure patients remain satisfied with their care.

Effective patient engagement solutions enable an ACO to address the unique needs of each patient. By aligning targeted messaging with the appropriate clinician or healthcare representative, groups create solutions for closing gaps in care or reroute patients to an appropriate care site. Your outreach methodology should allow for continuous improvements to your campaigns—ensuring you meet all your program goals.

Your strategy for outbound programs should scale to your needs by:

✓ Managing complex campaigns
✓ Maximizing each engagement
✓ Making continuous improvements
✓ Measuring real-time performance
✓ Removing resource constraints
✓ Obtaining engagement metrics
✓ Improving care performance

The result is a service ideally suited to engage patients, build trust, and achieve desired patient or quality outcomes.

plan

Develop the appropriate outreach plan and segmentation model based on targeted quality metrics or care outcomes.

engage

Connect with patients via live agent calling, automated voice, email, and direct mail.

improve

Analyze performance throughout each campaign, making adjustments as needed.
campaign planning and management

When calling patients, clinicians only have about 30 seconds to connect with the patient. Most patients need a compelling reason to stay on the phone—otherwise attention and trust are diminished immediately. No matter which communication channel you are using—email, mail, print, web site—messages must be targeted and meaningful.

Base all campaigns on your unique patient population, historical data (if available), and campaign goals. Leverage experienced client support teams that can provide you with day-to-day service support, along with strategic guidance on how to achieve your outreach and engagement goals.

From list segmentation, call prioritization, call flows, scripting, and scheduling, to alerting rules before any campaign launches, solutions for campaigns must provide clear and accountable oversight. As each campaign progresses, focus on real-time analysis and provide insight and suggestions for improvements to ensure campaigns perform to your expectations.

tailoring our programs to meet your unique requirements

✓ List segmentation
✓ Communication methods
✓ Scripting / written copy
✓ Agent training
✓ Outreach scheduling
✓ Number of contact attempts
✓ Campaign length
✓ Key performance indicators
✓ Alerting rules
integrated, multi-channel communications

Patients are overloaded with telemarketing calls, SPAM, junk mail and general, unfocused communications. Campaigns must connect with them at the right time using a channel aligned to their preferences. It is important to understand that a ‘one size fits all’ approach does not work, and to effectively engage your patients, you need to offer highly personalized, highly-relevant outreach campaigns.

Use a variety of proven strategies to reach your patients including options from the following list:

- ✓ Private branding
- ✓ Smart dialing solutions
- ✓ Multiple language support
- ✓ Variable call scheduling
- ✓ Custom caller ID
- ✓ Personalized scripting

Build clinical expertise, technology solutions, and operational experience to enable the launch and management of many programs including the following:

- ✓ Enrollment
- ✓ Health Risk Assessments (HRA)
- ✓ Disease Specific Coaching
- ✓ Custom Survey
- ✓ Quality Metrics
- ✓ Welcome Calls
- ✓ HME / DME Support
- ✓ Quality Measures Improvement
live agent outreach services

Every patient conversation is an opportunity to encourage individuals to make smart choices or see their targeted physicians/providers.

To accomplish that, each conversation must reflect competency, caring and permission. As such, the cornerstone of a successful engagement strategy is a seasoned, live agent outreach team.

registered nurses (clinical)

Nursing staff should be among the most seasoned in the industry, ideally averaging more than 10 years of clinical experience. Nurses should receive extensive training on how to effectively engage and support patients over the telephone—including the use of motivational and evidence-based interviewing. As part of an integrated team, a best practice is to have a registered nurse available to support non-clinical agents during any outreach call.

care representatives (non-clinical)

Recruit them for their ability to communicate clearly and compassionately over the telephone. Care representatives provide services for programs that do not require a clinician. However, they should all receive program-specific training, ensuring that patients receive exceptional service at all times.
interactive voice services

In addition to comprehensive live agent outreach programs, interactive voice services should be considered as an add-on capability for situations where this technology provides patient engagement or operating efficiency benefits.

When deployed with live agent programs, these solutions can reinforce messaging and remind patients of any follow-up actions required. All interactive voice services need to be HIPAA-compliant and should be customizable to the needs and preferences of each constituent.

immediate escalation to a live agent

At any time during an automated call, the patient will need an escalation path to a nurse or care representative. Escalation may occur when the patient opts to speak with an agent or can be triggered when the patient provides a specific response. Escalation not only ensures patient safety, but removes potentially frustrating experiences for patients who prefer not to use automated services.
supporting your programs with the right technology

Technology enables outreach teams to provide consistent, personally relevant interactions and information to your patients—making sure the appropriate messaging is delivered, and relevant data is collected.

customized scripts and branching logic

In addition to using campaign-specific scripting, solutions need to bypass unnecessary questions, keeping calls focused and succinct. Systems should allow for quick changes to agent scripts, call flows and notification rules without negatively affecting service quality or reporting integrity.

Systems should use real-time scoring to identify patient risk status, escalate calls to relevant resources, and schedule additional follow-up as appropriate.

seamless referrals and process enrollment

You can increase first-call resolution rates by integrating all services into one complete solution—so that you may process referrals, assessments, and appointments during any outreach call.

alert specific departments and staff members

Based on patient responses and predefined call flow rules, solutions should automatically trigger notifications (telephone, email, text, or page) to appropriate resources within your organization.
reporting and performance improvement

Improving patient engagement starts by understanding how well your campaigns are performing. Solutions must provide access to metrics that measure the effectiveness of each campaign—outlining campaign status, outcomes, and success trends.

HIPAA / HITECH-compliant service infrastructure is a requirement, and reports should support detail of every interaction between the engagement campaign and patients—helping you analyze what information and tactics are driving positive outcomes. It is a must to record and save all calls indefinitely, which can be accessed at any time for review, or for training or audit purposes.

dashboards and custom reports

Data is important, and data dashboards provide immediate insight so that your team can quickly see what's working and what needs improving. You should also have flexibility to run custom reports and share data easily within your organization. With program-specific reporting, secure email delivery, CRM/EMR integration, and analysis, you can provide information to all your constituents to support the performance of all programs.

mobile applications

Solutions for engagement should include web-based symptom checkers that provide access to health information and nurse advice line services from any mobile device. With the right solution, your patients will have the option to escalate to the most appropriate healthcare resource.
why Citra Health Solutions

Our patient-centric technology platform aggregates clinical, financial, and patient information from multiple sources to create a holistic perspective of a provider’s panel and individual patient interventions within the health care ecosystem.

Citra ensures that the right information is available to the care team and provides care capabilities to support the patients’ engagement in issues related to optimal health outcomes.

- As additional services are anticipated, care extensions are available from Citra to schedule, redirect and / or service patient needs to improve patient satisfaction, quality of service and financial outcomes.
- Improved care and gaps (in care) closure rates
- Care plan development and management by the extended (Citra) care team
- Discharge plans are incorporated into longitudinal (chronic condition) care plan to avoid readmissions and associated costs/penalties

Learn more about how we make the business of healthcare simple: www.citrahealth.com
performance, not promises

We’re not boasting; our results speak for themselves. Using our programs and technology, two of our ACO clients generated $11.2 million in shared savings. These savings were achieved by reducing emergency department utilization, increasing primary care utilization, and focusing on closing gaps in care.

$11.2 Million
($11,232,701 to be exact)

Of the $806 Million saved nationwide for 2014...

....was attributed to 2 ACOs that are fully managed by Citra Health Solutions.

27% of ACOs nationwide received 2014 bonuses from CMS.

Primary Care Utilization
68% Increase

Emergency Department Utilization
25% Decrease

In a nutshell, we offer performance, not promises. Learn more about how we make the business of healthcare simple: www.citrahealth.com

Get real solutions now. Contact us to start your FREE consultation.

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