

Innovative Approach to Patient Experience Delivers 5:1 ROI

THE BIG PICTURE

- Improving Star ratings and patient satisfaction often requires a hard look at engagement complexity.
- A multi-tiered contact model can streamline processes and positively impact the patient experience.
- When designing how consumers will interact with your organization, demographics should play an important role.

When an expanding healthcare organization's growing pains began to affect satisfaction and efficiency, rethinking how patients navigate through the system became the ticket to success.

Thanks to acquisitions and consistent organic growth, a Medicare accountable care organization (ACO) had expanded to encompass a large network of clinics across several states. That positive growth, however, was coming at a cost. The ACO was beginning to experience a decrease in the Centers for Medicare & Medicaid Services' (CMS) Stars rating scores.

Big challenges, little consolidation

As the ACO grew over time, long in-office and on-phone wait times became more prevalent. Patient care was often interrupted with phone-based clinical questions, especially when staff members were challenged with inquiries beyond their knowledge or license scope. Plus, each clinic was approaching processes and patient experience differently.

The organization's leaders turned to Carenet Health to develop a solution based on its proprietary Intelligent Engagement™ model. The model combines data, technology, talented teams and consumer engagement best practices from outside of healthcare to drive results.

No easy answers

The most obvious solution was to use Carenet's infrastructure, workforce management resources and technology to scale up quickly and centralize incoming calls into one service center. But that wouldn't solve all of the issues.

The group still needed a way to navigate patients to the appropriate level of care, whether it was in-office physician care or at-home care guidance that didn't necessarily require doctor involvement. Plus, the solution had to keep overhead low and cater to the communication needs of an older patient population. That's where Carenet's engagement experience and clinical capital came into play.



A consumer-centric navigation model

The ACO and Carenet worked closely to take a conventional call center approach in a different direction. With the flexibility and depth of Carenet solutions and the organization's existing resources, teams created an experience-focused consumer navigation center to assist patients with different types of calls.

The navigation center would be available 24/7/365, tailored to the ACO's Medicare patient demographics and clinically supported by registered nurses (RNs). Team training would include empathy-focused listening and addressing senior-specific special needs.

Staff would use Carenet's advanced customer relationship management (CRM) platform, combined with access to the ACO's electronic health records, appointment scheduling tool and transportation service scheduling platform, for a seamless experience and continuous data integration.

Innovation, with results

The ACO saw progress in a variety of areas:

- Increase in patient satisfaction in every measured category
- Efficiencies gained for clinic staff and operations
- Millions of dollars saved from matching patients to care level needed
- Decrease in medically unnecessary ER utilization
- Reduced liability
- Decrease in number of on-call providers needed to support the market

What's next

The ACO plans to continue to improve the navigation center by finding ways to close gaps in care, proactively enroll patients into care management programs, provide virtual physician consults and more.

"This was a process of addressing a complex situation and finding the just-right solution for our client. We learned from every step of the implementation and worked closely together to design something that worked not just in theory, but in practice."

– Vikie Spulak, Chief Client Officer, Carenet Health

Types of 24-Hour Engagement at a Glance



Type 1

Answered by non-clinical care coordinators

Handle administrative requests and provider-to-provider needs.



Type 2

Vocational nurses

Handle basic clinical requests, such as Rx refills and lab results.



Type 3

RNs

Triage acuity as a nurse advice line and handle all clinical care support calls using industry-leading, evidence-based care guidelines to determine proper level of patient care needed and schedule the patient accordingly.

ABOUT US

Caret Health is a leading provider of healthcare engagement services, clinical support and 24/7 access to medical care. Our engagement specialists, care coordinators and registered nurses support more than 65 million healthcare consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations. Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement model— an approach made up of 22 finely tuned elements that strategically align for exceptional results.

HOW CAN WE HELP YOUR ORGANIZATION?

Email us today at marketing@carethealthcare.com, call 800.809.7000 or learn more at carethealthcare.com.