

Advanced patient engagement, for increased ROI

How direct, mobile-first patient contact drives better outcomes



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The right technology is critical to engaging patients in their own care.

Value-driven healthcare demands improved outcomes. Everything from successful marketplace competition to reimbursements, to provider ROI depends on them. To achieve the results required by the modern healthcare landscape, providers must offer a patient experience that is unlike anything that has been demanded of them before. That experience must be about more than just access; patients must be engaged with the relevant call to action at just the right time. Better patient engagement leads to improved satisfaction and quality, which ultimately leads to increased provider revenue.

Over the years, the healthcare IT community has developed many point solutions to engage patients in their own care, including telephone appointment reminder systems, online scheduling assistants, and payment sites. The challenge with these solutions is that they are disconnected, indirect, and overwhelming. They're having the reverse impact on patients—instead of making it easier for them to engage in their care, patients are finding these systems cumbersome.

Take traditional patient portals, for instance. In hospital-owned medical practices, the portal usage rate is 30%; and in physicians' offices, it drops further to 10-15%. Even though portals give patients more access to their information, they don't use them as much as you'd think.

Portals provide access to information that patients otherwise wouldn't have. However, patient information is still often stored in multiple portals that aren't coordinated—one portal for their physician, one for a hospital network, and so on. This makes it hard for patients to navigate.

FollowMyHealth is the only engagement platform with a connected portal that truly embraces the patient-ownership concept. By integrating with any EHR—not just Allscripts—FollowMyHealth aggregates the information into one login for the patient. With this approach, patients own their universal record in a separate, secure, encrypted piece of the cloud.

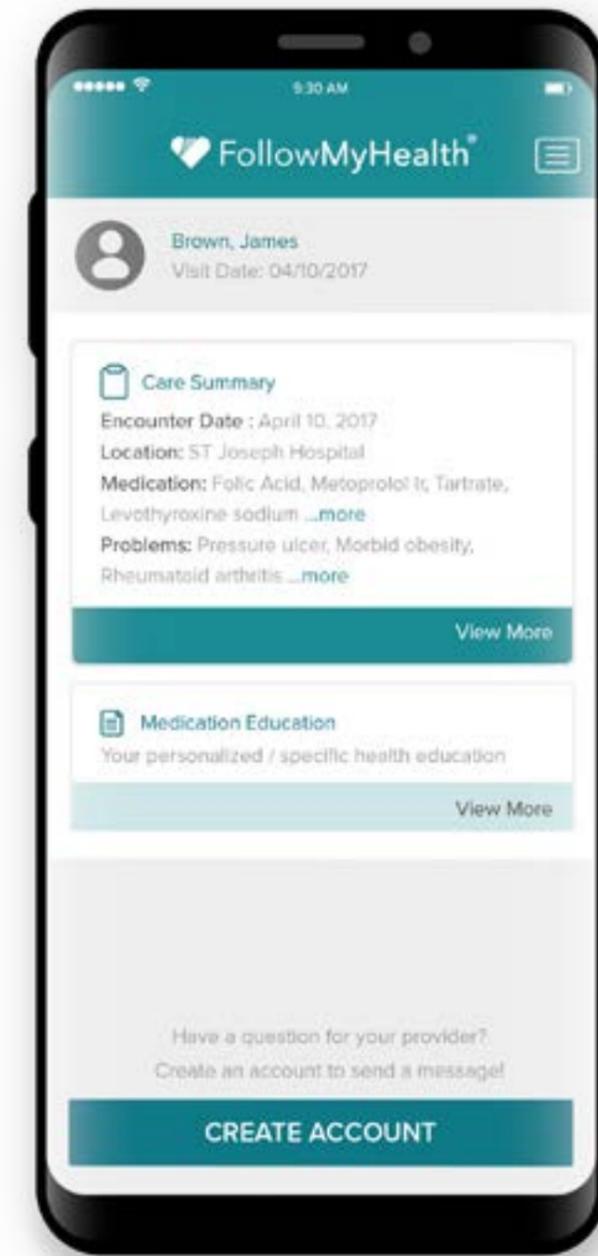
The FollowMyHealth approach is vastly different from the "silo" approach that other vendors in the industry use and marks a critical step forward when talking about disjointed point solutions. Although point solutions can deliver information to a patient's laptop or mobile device whenever and wherever needed, with FollowMyHealth the patient is enabled and encouraged to act on their own behalf, and they're guided along the way, which improves satisfaction.

The goal is to engage your patient population effectively with relevant communications, at exactly the right moments during their care journey. The industry is at an exciting inflection point with the new advancements in patient engagement technology. Today's next-level technology takes a direct, mobile-first approach to engaging patients at just the right time, putting the precise information at their fingertips, guiding patients through their care process.

The key to 100% engagement: Deliver relevant, unified information at the optimum time.

Giving patients a variety of powerful tools that are not connected and expecting them to figure them out for themselves does not enhance patient experience. To get patients to act consistently, you need to deliver relevant information directly to them at exactly the moment it's needed in their care journey. Then, you need to guide them through the correct actions. If you don't, they won't be active participants in their own care. To pinpoint when that moment comes, and what information they need, you need a unified enterprise system that identifies, extracts, and delivers the right data in easy, accessible increments. On top of that, you need to deliver this single experience to the places patients really look. That demands a mobile-first approach.

Allscripts FollowMyHealth has partnered with Microsoft Azure to launch an enterprise mobile-first platform that leverages cloud technology to directly engage patients in their own care, taking them to exactly the right data/information that we know will improve engagement and outcomes.



Meeting patients where they are on the healthcare continuum

FollowMyHealth enables patient engagement that is timely, actionable, and simple. We personalize content and deliver it via text at the most appropriate time to the patient's mobile device. Delivering information to patients at the moment they are most likely to act on it— that's a total game-changer.

This right-time, right-information delivery enables improved collaboration in real time at critical moments across the entire care continuum. Through FollowMyHealth, patients receive:

- Gap-in-care outreach, which reminds a patient when they are past due for a particular service or appointment
- Access to self-scheduling, which enables a patient to book appointments online at a time that is convenient for them
- Pre-appointment reminders, which include important information regarding what is required for their upcoming visit
- Mobile check-in, which allows the patient to bypass the front desk
- Point of Care Assessments, which provide access to the details of the provider's diagnosis
- Post-visit summaries and post-procedure instructions
- Referral management to help patients get consistent care
- Tailored follow-up based on individual patient needs
- Patient satisfaction surveys that are designed to improve satisfaction and make providers aware of any potential satisfaction concerns

To drive all these touch points, FollowMyHealth links the patient directly to a personalized, mobile website that integrates data from multiple sources and gives them easy access to information. No searching or opening multiple portals. The process is so simple, it has improved everything from patient satisfaction to readmission rates.

Better connection— from the patient point of view

From acute to ambulatory care, FollowMyHealth helps ensure patients stay informed, engaged, and on-track throughout their care.

Pre-care

Before a visit or procedure, FollowMyHealth delivers specific, useful instructions and information at the right time. For ambulatory care visits, patients get a text reminder 24 hours before their appointment. If the visit is more serious (such as a surgical procedure or overnight stay), they receive a reminder with pre-arrival instructions sent directly to their mobile number through a link to a secure, personalized web page. This same mechanism delivers educational materials about their visit or procedure.

Point-of-care

On the day of the appointment, patients can check in for their appointment and complete any necessary paperwork from their mobile device. This way, when they arrive, there is no need to visit the front desk. In advance of their visit, the patient can sign e-forms and take care of copays—all through a tablet or mobile device.

Post-care

On discharge, acute care patients can be sent links that take them directly to important post-operative information and follow-up appointments. Ambulatory patients are sent care instructions and receive summaries and updates about treatments and medications, as well as direct links to any referrals or prescriptions they may need. They also receive other important care plan management tools and follow-up tailored to their diagnosis. Beyond the care facility, FollowMyHealth can provide remote patient monitoring and telehealth services simply through a single mobile app.

From the patient's standpoint, it's easy—and it works. Through the FollowMyHealth push engagement strategy, providers have seen the addition of 2.5 new appointments per doctor, per day, and a 20-30% reduction in no-shows. That translates into improved outcomes.

Improved outcomes and higher revenue—a win-win

Providers using the FollowMyHealth approach have seen measurably improved results for both their patients and their organizations:

Improved quality of care

- 35% more closed care gaps
- 30% improvement in quality
- 30% increase in primary care follow-up

Improved outcomes lead to higher satisfaction

- 15%-20% increase in HCAHPS/CG-CAHPS scores
- 8% reduction in readmissions
- 40% increase in medication adherence

Increased efficiency and revenue

- \$1,400 cost savings per provider per month
- 8-10 minutes saved per patient with mobile check-in
- 80% reduction in paper use
- 50% improvement in clean claim rate
- 30% increase in collections
- 9%-14% Increase in reimbursement



Mini case study: Bridging the health gap for children and families

Situation: Start with a great children's health institution

Nicklaus Children's Health System (NCHS) is South Florida's only healthcare system exclusively for children, and it's also the top teaching hospital in the Southeast US. Their vision? Be where the children are—whether they're sick or healthy. To do that, Nicklaus needed strong connections with the children and families they served throughout their health journey.

Challenge: Forge deeper connections

Closer patient connections required that Nicklaus do more than track individual records. Nicklaus would need to engage patients with information relevant to their specific care journey. For that, they needed the help of families—parents, guardians, and caregivers. They would all need to be actively engaged with their children's care, receiving and acting on real-time status, scheduling, and treatment updates to paint an accurate health picture of every child they cared for.

Solution: Make information and action easy for families

By turning to FollowMyHealth, NCHS started connecting directly with their patients' families through the industry's most comprehensive engagement platform. Families began receiving information, assistance, and tools at every phase of care, from acute to ambulatory, when they needed it, including:

- Reminders of appointments with detailed instructions
- Pre-check-in information and help before any procedures
- Education about any appointments or procedures
- Mobile check-in for appointments
- Care summaries and post-procedure instructions after hospital visits or appointments
- Help with referral and care plan management

Through FollowMyHealth, NCHS now sends these and other types of information, services, and tools, with easy links, directly to mobile devices at the moment of relevance. They can identify care gaps specific to a patient's condition and provide direct solutions that are simple to understand and act on. Something any busy parent can appreciate.



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The Result: Better care. Better outcomes. Happier patients (and providers)

FollowMyHealth has enabled NCHS care teams to manage populations by exception, effectively intervening to reduce complications and hospital readmissions. Direct contact through text has also increased patient awareness and led to more appointments scheduled. That means more care where it's needed. It has also led to higher revenue, including:

Higher profits,
with margins increased
from 2%-4% to 10%-13%
over several years

Paperless processes
that save \$4 to \$8
per visit at clinics

Happier patients,
with 94% of respondents
saying digital communications
were helpful

When patients are happier with their care, they are more likely to engage with their health, and the more positive engagements and outcomes, the happier—and healthier—they get.

Connecting for better health

Allscripts is the original open, connected health program. Partnering with Microsoft Azure, Allscripts FollowMyHealth connects 333,188 physicians and 2,340 hospitals with over 16 million patients. Together, we're leading the healthcare community to the next level of connected, targeted engagement for improved health outcomes.

Connect with Allscripts
FollowMyHealth



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