OUR FOCUS ON PATIENT SATISFACTION

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1. **Using the control panel** - Use the control panel on the right side of your screen to minimize and expand this panel by clicking on the arrow in the upper right corner.

2. **Ask Questions** - You can submit questions using the Question section located near the bottom of the control panel. We will take time to answer as many questions as we can during Q&A at the end of the presentation. If your question was not answered, we will respond to you individually after the event.

3. **After the webinar** - We want your feedback! Please take the short survey at the completion of the webinar. Also, all registrants will receive a copy of the presentation, and the recording for on-demand replay.
OBJECTIVES

• Best practices for improving patient satisfaction

• Bassett’s experience with data integrity

• Solutions that have helped with closing care gaps
Background

Bassett Healthcare Network is an integrated healthcare system that provides care and services to people living in an eight-county region covering 5,600 square miles in upstate New York.

Mission – “Who we are…”
Bassett Medical Center is an academic medical center that exists to advance the healthcare of rural populations through:

- Providing excellence in the continuum of care
- Educating physicians and other healthcare professionals
- Pursuing health research

The organization includes:

- Six corporately affiliated hospitals
- Skilled nursing facilities
- Community and school-based health centers
- Home health
- DME companies
- Medical school
- Health partners in related fields
The Need

- Effectively engage patients to return to the office
- Support the right volume of patients
- Manage the health of the population
- Maintain patient satisfaction scores
- Ensure providers were happy with the solution processes and results
Implementation

- **Product:** IBM Phytel Outreach

- **Pilot Group:** started with a pilot group of 21 physicians

- **Engagement:** providers were involved in the implementation and protocol decisions

- **Preparation:** engaged staff months before go-live with demos, education, and training

- **Focus:** heavy on data validation during implementation

- **Results:** Smooth implementation and rapid roll out that has brought our active provider count to 118
Patient Outreach Campaign: Pre Go-Live

• Distributed local press releases

• Placed radio ads

• Created pamphlets and exam room posters

• Added an announcement to the landing page of the patient portal

• Trained staff to explain the new service and route questions or concerns appropriately
HANDLING PATIENT FEEDBACK

• Give the patient opportunities to provide feedback/make a complaint

• Listen to the patient feedback and make changes

• Customize messages to fit patient preferences

• Establish an internal process to handle complaints

• Follow up to let the patients know issues were resolved
DATA INTEGRITY PRACTICES

- Complete data validation during implementation
- Investigate any inaccurate calls
- Understand data mappings
- Standardize provider coding
- Ask questions
PHYSICIAN ACCEPTANCE

- Secured buy-in with product demos
- Included providers in vetting protocols
  - Evidence-based protocols were not controversial
  - Providers were accepting of the national standards
- Shared the outcomes with the providers
Finding the Right Volume of Patients

- Pediatric populations
- Patients between the ages of 50-69
- Patients with co-morbidities
- Patients in need of preventive services
- Patients in need of mental health services

All of these interventions are crucial to population health management and are being reflected in improved quality metrics.
Phytel ROI Analysis Dashboard

Payments related to Phytel Outreach Contacts
Metrics of Successful Protocols

• Depression Protocol: 1,894 patients came in for a depression follow-up visit between September 2015 and August 2016

• Mammogram Protocol: 3,141 patients came in for breast cancer screening exam between September 2015 and August 2016

• Pediatric Wellness Protocols – 2 mo – 18 yrs: 3,683 patients came in for well child/teen care between September 2015 and August 2016

• At the end of 2015, we received a significantly larger payment from our Medicaid Managed Care Insurance Carrier for completing preventive pediatric services. We attribute this $200,000 increase due to the Phytel Outreach program calls
Working with IBM Post Go-Live

- Communicate with your IBM Phytel team
  - The IBM Phytel team made message modifications after we learned how patients were responding.
  - The team’s reliability and communication were strong when we ran into technical problems

- Evaluate configuration settings regularly

- Review value reports and understand outcomes
Engage Patients with Different Forms of Communication

• **Patient Advisory Council**
  - The council meets quarterly, and we’re present at their meetings
  - We ask for their feedback on messaging to patients

• **Update the patient portal landing page**
  - Share current metrics or updates with patients

• **My Healthy Decisions**
  - Quarterly newsletter to patients
  - Mailed to households
  - Simple way to distribute information and share results
Keeping Patients Informed

- My Healthy Decisions is a quarterly newsletter to patients
- Highlight Bassett’s clinical improvements
- Features metrics on preventive services, immunizations and women’s care
- Helps demystify population health for the general public
Latest My Healthy Decisions Article

• Provides detail on the gap in care calls

• Shares metrics with patients

• Explains what a patient can expect from a visit

• Lets patients know they can expect a feedback survey

What’s New in Primary Care
Innovations to help keep you healthy

Basset has long been at the leading edge of what is now a national trend toward a medical team approach to keeping you and your family healthy. The medical home model, which includes teams of physicians, nurse practitioners, physician assistants, nurses and office staff, is being used throughout Basset Healthcare Network’s primary care practices and school-based health centers. Your primary care office is now using innovative ways to keep your health on track.

“The focus on your health doesn’t end at the end of your office visit to your primary care provider,” says Jennifer O’Reilly, MD, a family physician at Norwich Health Center. “Your care continues behind the scenes to keep you and your family on track for
good health, whether you are young and healthy or have a chronic illness or a hectic life that sometimes means you get off-schedule for your annual checkup or immunizations.”

What’s Changed?
• When you are due for recommended preventive care, such as screening tests or immunizations, or chronic care follow-up, you may receive a friendly reminder phone call. Since fall of 2014, reminders have helped 23,000 people

CONNECT WITH PRIMARY CARE
Do you need to find a primary care provider for you or your family? Call 800-BASSETT (227-7388).
Results

• **Appointments Booked:**
  Between the September 2014 go-live and April 30, 2016, more than 43,000 additional booked appointments were tied back to automated calls.

• **Low opt-out rate:**
  7% opt-out, 4% have left the area, 2% object to being called for care reminders and <1% are deceased.

• **High booking ratios:**
  Physicians who have used the solution the longest continue to achieve mid- to upper-90 percent booking ratios, compared to mid-80 percent for non-users.

• **Six month comparison:**
  In March 2016, Bassett registered the highest level of available hours in its history at approximately 28,000 booked hours (87% booking ratio). Six months earlier the figures stood at 26,855 hours and an 85% booking ratio.

• **Financial Impact:**
  Total net collections 1 to 1 attribution to IBM Phytel Outreach patients is $2.6 Million from initial pilot in September 2014 to August 2016.

• Total net collections direct and indirect attributed to IBM Phytel Outreach patients is $10.4 Million for September 2014 to August 2016.
QUESTIONS?