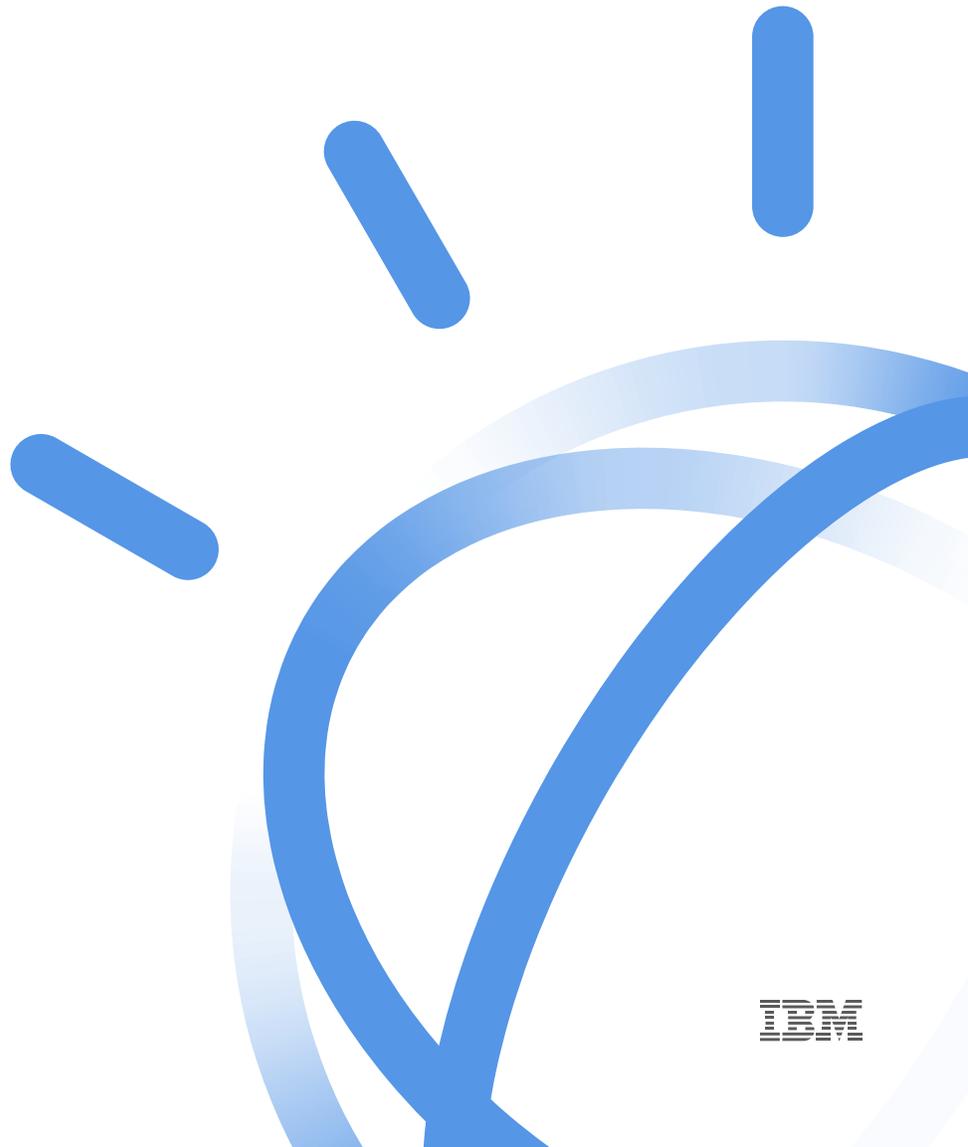


IBM Phytel Outreach Plus

The big picture for addressing
care opportunities



Key benefits

New patient communication and enhanced reporting

Outreach patient demographic and appointment data now go a lot further; quickly engage patients for goals such as:

General services

- Post-visit thank you
- Annual service exams
- New services or providers

Preventative awareness

- Flu/pneumonia vaccination
- Mammography screening
- Colorectal screening

General conditions

- Diabetes
- Retinal eye exam
- Hypertension

IBM® Phytel Outreach now offers an upgrade delivering on-demand care opportunity reports, pre-visit prep support, and ad hoc patient communications – improving your ability to identify care opportunities and engage your patients. Time-saving features help you build on your existing investment to raise quality performance and improve health outcomes.

Know more about patients

IBM® Phytel Outreach Plus opens the door to the wide range of patient data in your patient management and clinical data systems. Data is automatically integrated and visible within the Phytel Outreach Plus registry, with simple viewing in versatile, easy-to-read displays. Convenient features capture up-to-date information on each individual, so that you can make the right decisions for the right patient at the right time.

Engage patients more easily

Phytel Outreach Plus makes it easier to proactively interact with your patient population and adjust your outreach efforts to reflect more current information. Simple options let you stratify patients according to care opportunities, create patient panels, send ad hoc phone or email communications and conduct effective visit preparation to optimize appointments.

Close care opportunities faster

Phytel Outreach Plus gives you more flexibility, speed, and accuracy in identifying and engaging patients. Potential benefits include improved quality performance, higher patient satisfaction, and increased ability to optimize financial incentives and align with value-based initiatives.

Patient Name	Payer	Priority	Follow-up Due	Alerts & Recommendations	Phone
Doe, John	Cigna	High	10/1/2012	Asthma	(111) 111-3232
Barker, Wendy	Cigna	Medium	10/1/2012	Annual Visit OB-GYN, PAP Screening - Adult, Mammography Screening - Adult	(555) 444-4444
Black, Frank	Aetna	Low	10/1/2012	Coronary Artery Disease, Wellness - Bi-Annual: Male	(800) 223-1111
Smith, Howard	BCBS	High	10/1/2012	Endo-Thyroid Disease, Severe Thyroid Disorder	(566) 555-5555
Barret, Amanda	Cigna	Medium	10/1/2012	Annual Visit OB-GYN, PAP Screening - Adult, Mammography Screening - Adult	(888) 333-4444
Werner, Wolfgang	Aetna	Low	10/1/2012	Pediatric Asthma	(333) 233-8956
Smith, Harry	BCBS	High	10/1/2012	Diabetes, Diabetic Retinopathy Screening, Hypertension	(801) 323-5890
Snyder, James	BCBS	Medium	10/1/2012	Wellness - Annual: Male	(777) 323-4875
Isaac, David	Cigna	Low	10/1/2012	Asthma, Wellness - Tri-Annual: Male	(927) 215-4989
Carter, Ken	Medicare	High	10/1/2012	Medicare Initial Preventive Physical Exam (IPPE)	(222) 222-2555
Cary, Steve	Cigna	Medium	10/1/2012	Diabetes, Diabetic Retinopathy Screening, Hypertension	(822) 223-4888

Figure 1: Prioritize patients and track needed follow ups

Appointment Date/Time	Patient Name	Appointment Type	Alerts & Recommendations
5/7/2012 7:45 AM	Doe, John	Annual Physical	Asthma
5/7/2012 8:15 AM	Barker, Wendy	Annual Physical	Annual Visit OB-GYN, PAP Screening - Adult, Mammography Screening - Adult
5/7/2012 8:30 AM	Black, Frank	Physical	Coronary Artery Disease, Wellness - Bi-Annual: Male
5/7/2012 9:15 AM	Smith, Howard	Follow-up Visit	Endo-Thyroid Disease, Severe Thyroid Disorder
5/7/2012 9:45 AM	Barret, Amanda	Annual Physical	Annual Visit OB-GYN, PAP Screening - Adult, Mammography Screening - Adult
5/7/2012 7:45 AM	Werner, Wolfgang	Office Visit	Pediatric Asthma
5/7/2012 7:45 AM	Smith, Harry	Office Visit	Diabetes, Diabetic Retinopathy Screening, Hypertension
5/7/2012 7:45 AM	Snyder, James	Annual Wellness	Wellness - Annual: Male
5/7/2012 7:45 AM	Isaac, David	Wellness	Asthma, Wellness - Tri-Annual: Male
5/7/2012 7:45 AM	Carter, Ken	Annual Wellness	Medicare Initial Preventive Physical Exam (IPPE)

Figure 2: Identify high risk patients with appointments today

Overview

1 Population ✓
2 Message ✓
3 Delivery ✓
4 Summary ✓

Message Template

Subject/Body

November is National Diabetes Month. Did you know:

- Nearly 28 million Americans have diabetes.
- Another 79 million adults in the United States have prediabetes, a condition that increases their chance of developing type 2 diabetes.
- If left undiagnosed or untreated, diabetes can lead to serious health problems such as heart disease, blindness, kidney disease, stroke, amputation and even death. With early diagnosis and treatment, people with diabetes may prevent the development of these

Figure 3: Easily generate an automated communication to any patient

Note: The names and information that appear in the figures in this paper are used fictitiously for sample purposes only, and any resemblance to a actual persons is entirely coincidental.

Care opportunities visible instantly

Phytel Outreach Plus allows you to quickly stratify your entire patient population and view the specific individuals who may have care opportunities. With automated data aggregation, provider attribution, and mapping across all of your patients, services and providers, Phytel Outreach Plus helps you to ensure that data is current and accurate.

Visit prep made simple

New features also include a summary listing of patients coming in for appointments, with clear information on priority/risk level, along with alerts and recommendations indicating the patient's care opportunities. Detailed displays allow care managers and coordinators to prepare ahead of time to verify that all care opportunities are addressed during the patient's upcoming visit. Effective visit preparation can improve efficiency, raise patient satisfaction, and help boost quality performance.

Automated communications

With Phytel Outreach Plus, you can reach patients by phone or email, with faster, easier setup, and implementation at the touch of a button. Automation takes the burden off your staff, makes it easier to strengthen the relationship between patients and providers, and quickly motivates patients to come in for routine checkups and critical follow-up appointments.

IBM® Phytel Atmosphere platform

One scalable, integrated population health platform for your entire care team

The IBM Phytel Atmosphere platform allows you to use clinical information and evidence-based guidelines to gain insight and help your care teams efficiently identify variances and care opportunities. It also allows you to take action by automating care management, allowing you to more effectively improve health outcomes.

About IBM Watson Health

In April 2015, IBM launched IBM Watson Health and the Watson Health Cloud platform. The new unit will work with doctors, researchers and insurers to help them innovate by surfacing insights from the massive amount of personal health data being created and shared daily. The Watson Health Cloud can mask patient identities and allow for information to be shared and combined with a dynamic and constantly growing aggregated view of clinical, research and social health data.

For more information on IBM Watson Health, visit:

ibm.com/watsonhealth.

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