

# IBM Phytel Outreach

Proactively reduce  
gaps in care



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## Key benefits

### Empowers you to:

#### Improve quality of care

- Enhance both chronic and preventive care
- Reduce variances in care
- Help maximize patient engagement

#### Improve financials

- Optimize medical staff time
- Boost quality-based payments
- Qualify for PCMH auto credit

#### Lower administrative costs

- Increase efficiency and productivity
- Reduce expensive manual errors and oversights

#### Increase patient engagement

- Strengthen the patient-provider relationship
- Promote a positive patient experience

## Introduction

In today's value-based healthcare environments, revenues often depend on how fast and how effectively you can identify and engage at-risk patients in order to close gaps in care. IBM® Phytel® Outreach helps users deliver automated, evidence-based communications and enables providers to focus on promoting better health outcomes with their top-priority patients and simply alignment with quality measures and initiatives.

## Identify care opportunities

The vast number and complexity of healthcare guidelines makes it impossible to successfully monitor patients' status manually, or to conduct targeted outreach using conventional methods alone. To help you solve this problem, Phytel Outreach automates the entire process—leveraging technology to help users proactively identify patients who need recommended care, and initiate customizable notifications regarding visits, tests, procedures or other follow-up care.

## Connect with patients

Working behind the scenes to automatically act on your customized communication settings and schedules, Phytel Outreach allows you to implement up-to-date, evidence-based protocols to help you identify and contact patients who require care—motivating them to stay connected and follow through with critical medical appointments.

## Demonstrate results

Comprehensive summaries and reports provide detailed information about the progress of patient communications, allowing you to more easily track and document the success of your outreach efforts.

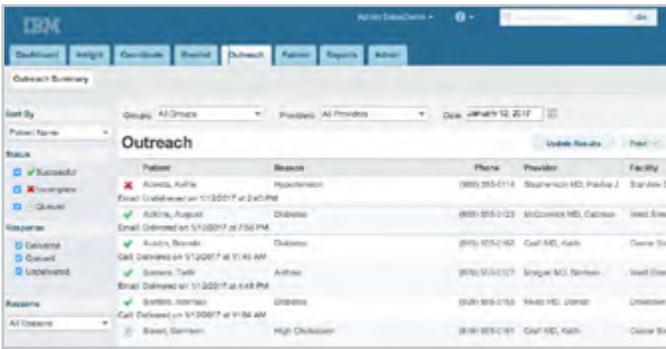


Figure 1: Automate the entire process to identify care opportunities

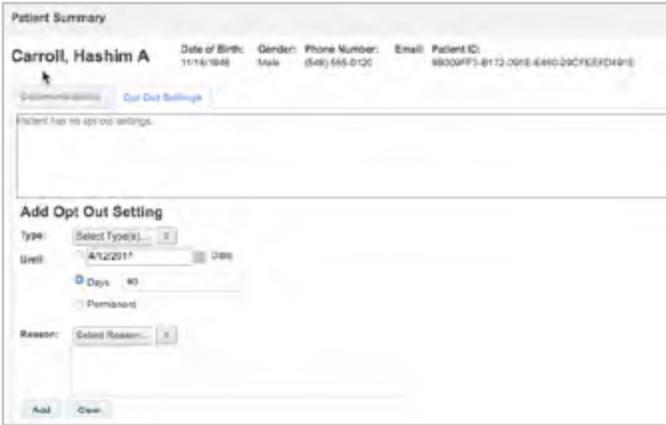


Figure 2: Patient opt out options are available



Figure 3: Track and document the success of your outreach efforts  
 Note: The names and information that appear in the figures in this paper are used fictitiously for sample purposes only, and any resemblance to actual persons is entirely coincidental.

## Built-in protocols, automated notifications

Hundreds of continually updated, evidence-based protocols are available for you to link with your PMS data to identify gaps in care and the patients who need attention. You choose the protocols to implement, and specify outreach frequency and content. The available protocols can be applied across all primary care settings, specialties and ancillary services, enabling staff to address multiple gaps in care when patients contact you for follow-up. We also have enhanced outreach options which will combine clinical findings from your EMR.

## Personalized messaging

Patient-friendly options allow you to create effective messages appropriate for your patient population. Features include voice, email or text modes, a natural language voice that helps personalize calls, and a provider phone number display. Regularly generated reports detail patient response, offering summary views as well as specifics on the status of each individual. Communications and reporting are customizable to match your workflow needs, and to reflect your core business strategies.

## Safeguarded web access, rapid implementation

The hosted SaaS environment offered by IBM Watson Health™ provides faster, protected access to patient data over the Internet—without additional burden on your IT staff. ISO 9001:2008 certified, Watson Health’s high-performance systems include rigorous security protections, and are highly scalable, versatile and reliable. Simple implementation includes expert setup of automated data aggregation and mapping across your entire organization, and enables deployment in approximately 60 days.

## Watson Health Patient Engagement

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

The IBM Watson Health patient engagement solutions allow solution 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 enables you to take action by automating care management, allowing you to focus on promoting better health outcomes with your top priority patients.

The IBM Phytel portfolio also includes IBM® Phytel Coordinate, IBM® Phytel Remind, and IBM® Phytel Transition.

## 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](http://ibm.com/watsonhealth).

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IBM Corporation  
Route 100  
Somers, NY 10589

Produced in the United States  
of America  
January 2017

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