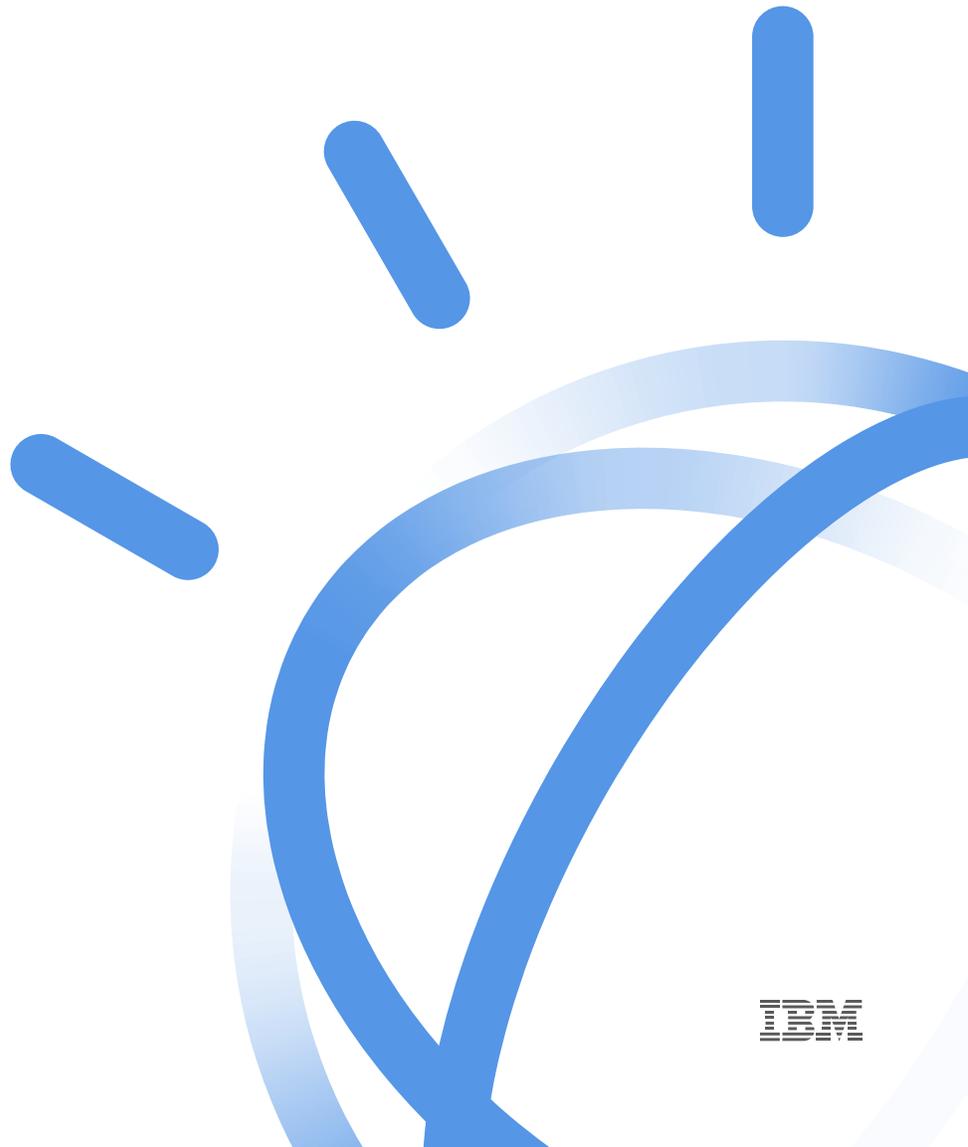


IBM Patient Engagement solutions

Motivating patients to
participate in their own care



Highlights

- Improve the overall quality of care emphasizing preventive, as well as chronic care
- Reduce potential risk by accelerating the delivery of care to at-risk patients
- Strengthen the patient-provider relationship
- Lower your administrative costs using automation to reach your entire patient population

IBM Patient Engagement solutions

- IBM® Phytel Coordinate
- IBM® Phytel Outreach
- IBM® Phytel Remind
- IBM® Phytel Transition

IBM Patient Engagement solutions cultivate a collaborative relationship between health care providers and teams, and patients and their families, to enable patients to make good choices and sustain healthy behaviors. Its powerful, intelligent process helps identify patients with care gaps, automates personalized interventions, and helps patients manage their own care between visits.

Problem

Studies demonstrate that patient engagement is essential to improving health outcomes and that the lack of such engagement is a major contributor to preventable deaths. In fact, the Centers for Disease Control and Prevention estimates that up to 40 percent of deaths in the US are caused by modifiable behavioral issues, such as smoking and obesity.¹

Getting patients with chronic diseases engaged in their own care has been a goal and a challenge for providers across the care continuum. But the vast number and complexity of healthcare guidelines make it practically impossible to successfully monitor patients' status manually, and impractical to conduct targeted engagement using conventional methods alone.

To be effective, population health management should include a variety of interventions – some of them automated – to keep patients engaged and help them manage their own care between visits.

Solution

IBM Patient Engagement solutions use intelligent, automated technology to help healthcare organizations reach their patient population and motivate patients to participate in their own care. By integrating clinical data with a powerful engine, based on evidence-based protocols that you determine, you can set up automated communication tools. Automating the process enables care managers to devote themselves to the patients requiring interventions first.

Enable your organization to analyze population data and stratify patients by risk, and let care managers design engagement strategies tailored to particular subgroups of patients.

Address gaps in care

One of the first steps in a proactive patient engagement strategy is to group patients, according to specified conditions and clinical protocols. The intelligent, automated technology of the IBM Patient Engagement solutions, allows you to quickly and proactively establish patient cohorts among your entire patient population, identify care opportunities using your evidence-based guideline selections, and execute focused campaigns that help you to lower risk and improve patient care.

Hundreds of continually updated, evidence-based protocols are available to be automatically linked with your EMR and Practice Management System (PMS) data to identify gaps in care and the patients who need attention. Protocols apply across your primary care settings, specialties and ancillary services – enabling your staff to review multiple gaps in care when patients contact you for follow-up. You choose the protocols to implement. IBM Patient Engagement solutions generate automated, multi-modal communication campaigns designed to reach patients in an effective, persistent manner by phone, email, or letter based on the patient's preference.

Personalize interventions

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 Patient Engagement solutions generate automated, communications (again, based on your evidence-based protocol selections) that focus proactively on top-priority patients, promoting better patient health outcomes and simplifying alignment with quality measures and initiatives.

Proactively identify patients who need recommended care and initiate customizable notifications regarding visits, tests, procedures or other follow-up care. Working behind the scenes to automatically act on your customized communication settings and schedules, IBM Patient Engagement solutions use up-to-date, evidence-based protocols you've selected to achieve timely contact with patients who may need care — providing motivation for them to stay connected and follow through with critical medical appointments.

Strengthen patient relationships

One key to patient engagement is the physician-patient relationship. IBM Patient Engagement solutions provide intelligently organized patient information – including patient care plans and clinical trending data, which allows physicians, care managers, and coordinators to prepare effectively for follow-up patient visits, increasing efficiency, patient satisfaction, and quality performance.

Patient Engagement solutions: Features and potential benefits

- Automates the process of conducting targeted outreach to proactively identify patients who may need recommended care.
- Initiates customizable notifications regarding visits, tests, procedures, or other follow-up care.
- Groups patients according to specified conditions and clinical protocols.
- Uses up-to-date, evidence-based protocols you've selected to help ensure timely contact with patients who may need care — providing motivation for them to stay connected and follow through with critical medical appointments.
- Generates automated, multi-modal communication campaigns that reach patients in an effective, persistent manner by phone, email or letter, depending on the patient's preference.
- Increases staff efficiency with intelligently organized patient information, including patient care plans and clinical trending data, that allows care managers and coordinators to prepare effectively for follow-up patient visits.
- Tracks and documents the success of your outreach efforts with detailed summaries and reports that provide detailed information about the progress of patient communications.

Motivating patients to participate in their own care

Helping enable patients to make good choices and sustain healthy behaviors requires a collaborative relationship, between healthcare providers and teams, and patients and their families; a collaboration that supports patients in building the skills and confidence they need to maintain a healthy lifestyle. The actions patients take to improve their own health between visits can have a huge impact on their health outcomes. By using data-driven tools to assess and improve results, you can make significant strides in overall population health.

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.

Footnotes

1 The Healthcare Imperative: Lowering Costs and Improving Outcomes: Workshop Series Summary, Institute of Medicine (US) Roundtable on Evidence-Based Medicine; Yong PL, Saunders RS, Olsen LA, editors, Washington (DC), National Academies Press (US), 2010, <http://www.ncbi.nlm.nih.gov/books/NBK53914/>

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IBM Corporation
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Produced in the United States of America
June 2016

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