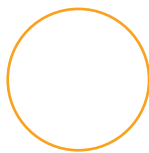


CASE STUDY

Optimizing adherence and care teams' workflows with Innovaccer's one-stop patient engagement solution





Overview Amidst the rapidly changing American healthcare, care teams are subjected to overwhelming administrative burdens. Directly or indirectly, they are required to work on quality, but somewhere experience of this entire process is not as enriching as one would hope for. Following up on patients, retrieving lab tests, scheduling appointments, tracking upcoming visits and discharged patients, among others, have made the process cumbersome. But all of this is critical for optimizing utilization, closing care gaps, and ensuring that the patients receive timely care.

A CIN with over 3,200 physicians spread across more than 85 practice sites had to engage more than 210,000 attributed lives. The network needed seamless communication channels for care teams to save a considerable amount of their time and spend it in ensuring medication and appointment adherence. Further, patients had little awareness regarding their treatment and relied too much on the time they spent within the care facility. The CIN was looking for a solution to empower their care teams and at the same time educate their patients so that they become capable of self-care management.

A leading CIN based out of Nebraska deployed InConnect to unburden its care teams from manual patient outreach. With InConnect, the CIN was able to reach out to a broader set of patients and educate them on the go. The solution was instrumental in plugging care gaps and improving the patient experience. As a result, the organization saw a 39% reduction in 48-hour readmissions and generated \$1.9 million in savings.



Care team challenges

In their bid to improve patient engagement, care teams ended up manually calling and following-up on each patient each day. On the one hand, it was an extremely time-consuming process, and on the other hand, it was not very efficient. Throughout the process, care teams faced several challenges, including:

- Care teams spent numerous hours each day compiling reminders or confirmation texts, listing down patients, and finally shooting those messages to them individually.
- Heavy dependency on spreadsheets and manual interventions to send bulk outreach campaigns. A major part of their time went in handling data and ensuring better compliance with the treatment cycle.
- A high rate of patient no-shows. Additionally, care teams found it hard to eliminate communication hurdles for patients based out of rural/remote areas. Combined with the unavailability of proper transportation facilities, it resulted in lower adherence to clinical appointments and medication cycles.
- Awareness was an issue as the lack of it resulted in drastic episodic and clinical variances at different facilities which impacted the CIN's overall utilization levels and quality of outcomes.

Improving patient engagement with physicians' robust communication support

inconnect

The CIN deployed Innovaccer's robust communication support solution, InConnect. The one-of-a-kind patient engagement solution for provider and payer organizations is built to increase patient engagement and treatment adherence, while making the lives of the care teams easier at the same time.

The organization already had a data activation platform in place. The platform integrated organization's data spread across EHRs, ADT feeds, claims files, and many others, thus creating a centralized data repository. Coupled with an analytics platform, the CIN was able to generate actionable insights into their data and boost their care initiatives with the right approach and contextual information into each patient's health. However, they found it hard to reach out to their patients promptly to ensure better patient engagement across the care continuum.

Automated bulk outreach campaigns By leveraging InConnect, care teams were not only able to send and schedule thousands of automated outreach campaigns, but were also able to send them in desired formats- emails, text messages, and even letters. Through messaging campaigns, they empowered their patients with contextual information into their health and optimized clinical visits. They were also able to limit the time spent in reaching out to their patients from multiple hours to a few clicks. The care teams could also verify the efficacy of reach out and accordingly optimize the campaign based on the response/open rates.

follow-up rate went up

11.3%

within

60-days

Improving patient engagement with physicians' robust communication support cont'd



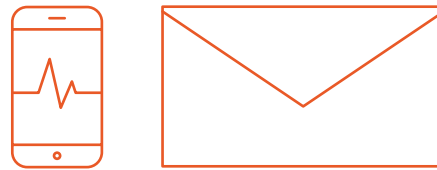
Enhanced omni-channel communication support

One of the critical areas that the care teams were able to improve on was how they communicated with their patients. With two-way secure texting and curated video messages, the organization increased patient engagement and satisfaction levels substantially—all with a few clicks. The CIN also boosted its telehealth initiatives with automated and pre-recorded voice messages along with real-time interaction support.

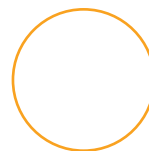


Educating and engaging patients on the go With the ability to push educational videos and descriptive documents, the CIN made major advancements in their patient education initiatives with InConnect. Providers were able to dispatch appointment and screening reminders in a timely fashion to encourage participation among the masses. Care teams were also able to send relevant content in a centralized manner, while also giving them the choice of limiting their audience as per the requirement. Taking the patient comfort one level ahead than others, InConnect allowed providers to send a ride for their patients living in far-off places or patients

who found it hard to commute to the care facility owing to transportation issues. This approach helped them in drastically reducing patient no-showed and skipped appointments.



Revolutionary mobile app to drive health ownership InConnect mobile app comes with pre-built APIs and two-way text support so that each patient's needs are taken care of in an effective manner. With the mobile app, the organization enabled their attributed patients to book and pay for their appointments, refill their medications, and much more. Further, with InConnect's inbox, both providers and patients could look into their to-do lists, medical history, lab reports, upcoming appointments, messages sent in the past, and many other relevant details to ensure there were no gaps in care. Additionally, care managers could send and receive health surveys from patients in a fast and secure manner.



Outcomes achieved to date

With InConnect, the CIN was able to achieve the following outcomes, along with enabling preventive health strategies to improve population health:

5.9%

decrease in admissions

13.7%

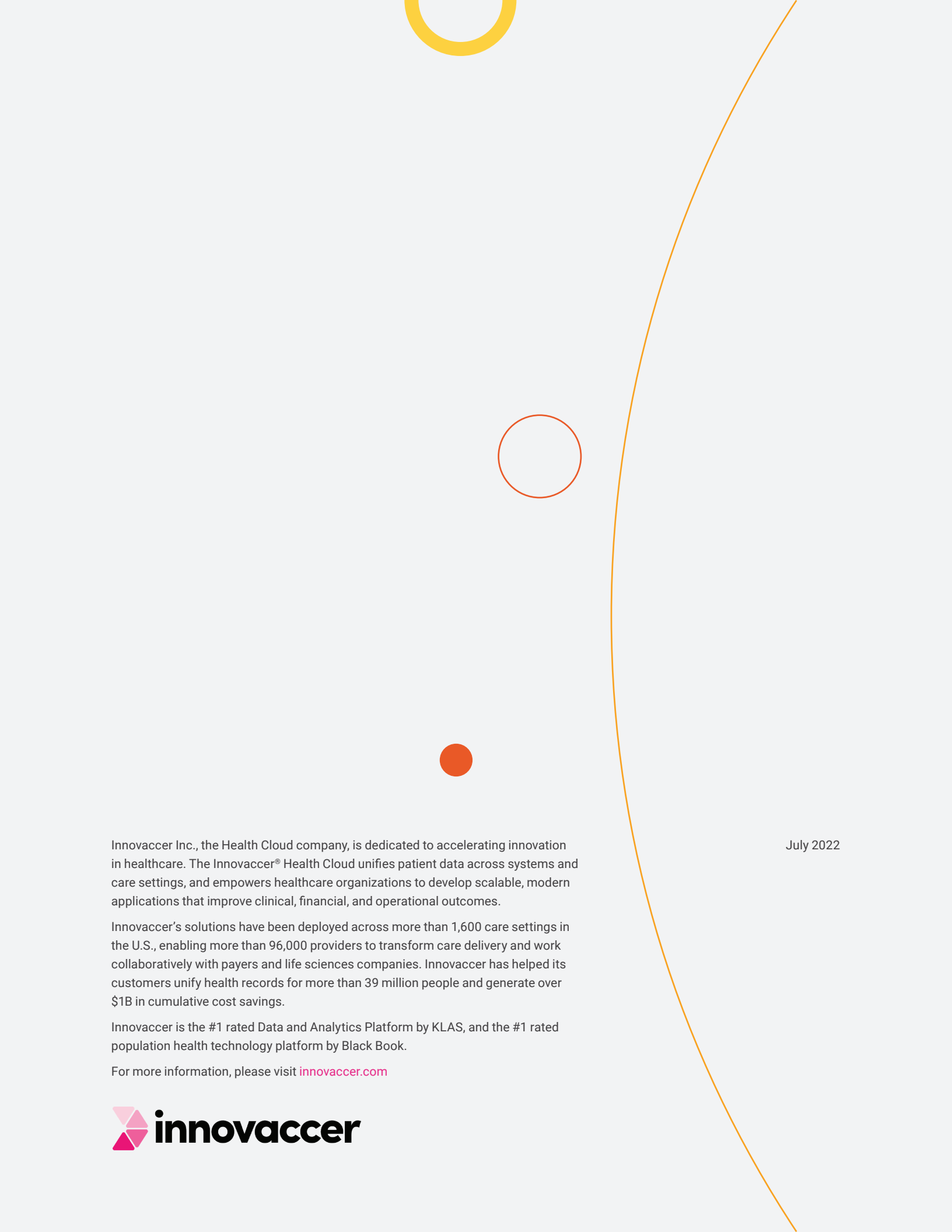
increase in patient
satisfaction rates

\$1.9M

in generated savings

63%

overall engagement rate



Innovaccer Inc., the Health Cloud company, is dedicated to accelerating innovation in healthcare. The Innovaccer® Health Cloud unifies patient data across systems and care settings, and empowers healthcare organizations to develop scalable, modern applications that improve clinical, financial, and operational outcomes.

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Innovaccer's solutions have been deployed across more than 1,600 care settings in the U.S., enabling more than 96,000 providers to transform care delivery and work collaboratively with payers and life sciences companies. Innovaccer has helped its customers unify health records for more than 39 million people and generate over \$1B in cumulative cost savings.

Innovaccer is the #1 rated Data and Analytics Platform by KLAS, and the #1 rated population health technology platform by Black Book.

For more information, please visit innovaccer.com

