

## CUSTOMER SUCCESS

# Improving care management through CRM technology

Headquartered in Englewood, Colorado, one of the nation's largest healthcare systems needed to improve its technology setup for better care management. Its mission is to provide high quality, cost effective care to enhance community health. It operates in 19 states and is comprised of 105 hospitals, including four academic medical centers and teaching hospitals; 30 critical access facilities; community health services organizations; accredited nursing colleges; and home health agencies; and other services.

The Colorado-based system upgraded from its existing technology provider and moved to the Innovaccer Health Cloud to implement better transitional care management (TCM) protocols and improve its customer relationship

management (CRM) efforts. The solution closed care gaps and reduced readmission rates by about 10% and helped save \$180,000 from July to November 2020.

10

reduction in the 30-day  
readmission rate

180K

in savings



care gap closure

#### At a glance

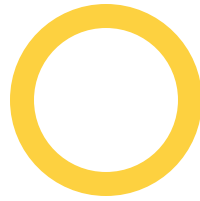
- 19 states
- 105 hospitals
- 30 critical access facilities

#### Challenges

- Disparate data sources
- Lack of a unified patient view
- Decentralized care coordination
- Redundant technology and manual interventions
- Time-consuming outreach
- Lack of proper communication with patients

#### Solutions

- Automated workflows
- Smart transitional care management
- Automated outreach and follow-ups
- Integrated data and unified patient records
- Point-of-care insights
- Risk stratification for patients



## Challenges faced by the care providers

The health system sought to improve overall post-discharge care and provide consistent patient-centered care. The network needed to replace manual tasks with automated technology.

It faced the following challenges:

---

The lack of a common standard for storing and sharing data resulted in siloed data and operational inefficiency.

---

Care teams spent hours compiling reminders and confirmation texts, finding patient information, and sending messages manually.

---

Care teams depended heavily on spreadsheets and time-consuming manual interventions for bulk outreach campaigns.

---

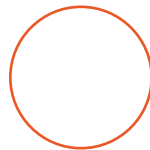
Due to time constraints and insufficient technology, care teams struggled to eliminate communication barriers for patients.

---

Patients failed to adhere to medication cycles, clinical appointments, and annual wellness visits.

---

Poor patient engagement strategies negatively impacted care experiences.



# How did it overcome these challenges to increase efficiency and close care gaps?

The provider displaced their past technology solutions and switched to the comprehensive suite of solutions on the Innovaccer Health Cloud to ensure that patients received appropriate post-discharge care. It implemented the following solutions:

Innovaccer's Data Activation Platform securely integrated patient data and created unified patient records from disparate healthcare sources—clinics, claims, labs, and pharmacies—and created a holistic view of patients.

---

The network used point-of-care insights from patient data to close care gaps and provide more informed post-discharge care.

---

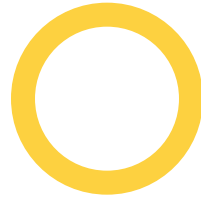
It made communication more efficient with the Patient Engagement solution by automating patient outreach workflows, scheduling follow-ups with primary care providers, and sending reminders and push notifications.

---

The network improved communication with omnichannel communication support for providers.

---

The Care Management solution on the Innovaccer Health Cloud allowed care teams to use TCM protocols to identify patients who were at high risk for readmittance.



## Results

With Innovaccer's technology, the large health system achieved the following outcomes:



Improved efficiency and communication between patients and providers



Closed care gaps through data management

Reduced the readmission rate from

15

in July 2020 to

5.6

in November 2020

Realized savings of

180K

in 5 months with projected annual savings to be about \$432,000

## Innovaccer by the numbers

600M

total medical  
expense reduction

12M

Value-based care  
lives managed

37,000

providers

7M

commercial

3M

Medicare

2M

Medicaid

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.

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](https://innovaccer.com)

July 2022

