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Personalized Patient Engagement

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Proprietary

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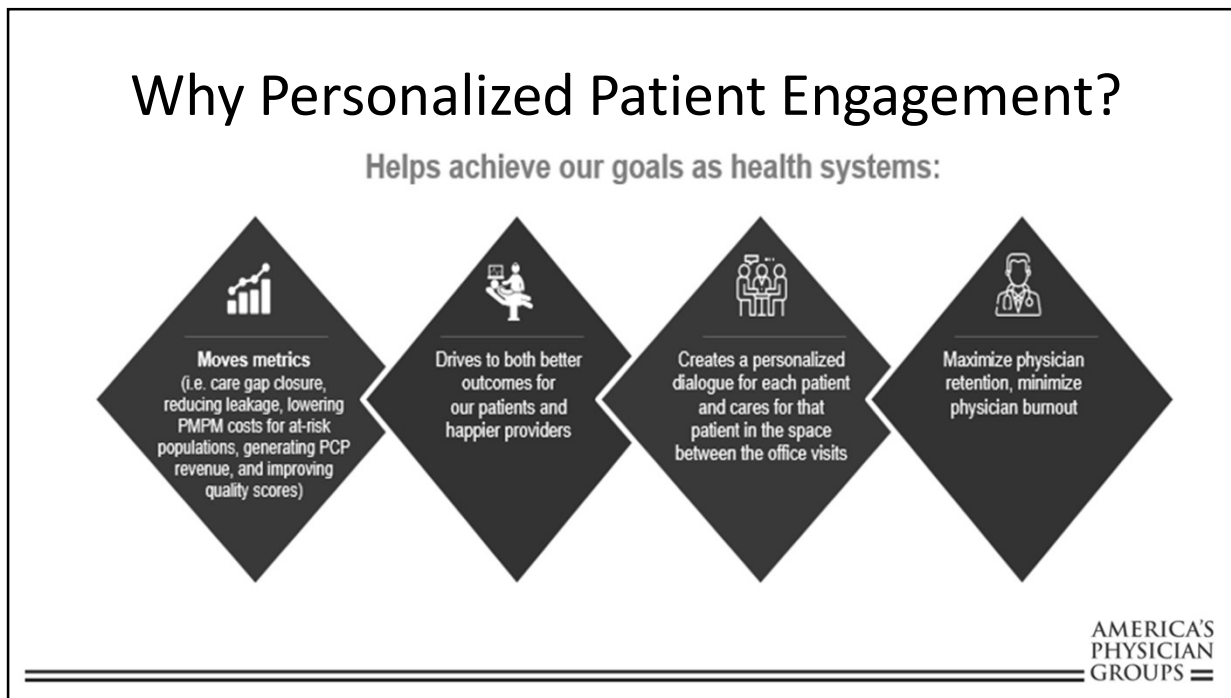
Personalized Patient Engagement

- We're here to discuss how to think differently about patient engagement
- When patients are actively engaged with their care, health systems enjoy improved clinician satisfaction, greater financial returns, and higher quality of care.
- Health systems can unlock their valuable data to help clinicians engage patients in their health journey. This data can be formatted into next best actions which are used to promote a patient dialogue beyond the office visit.

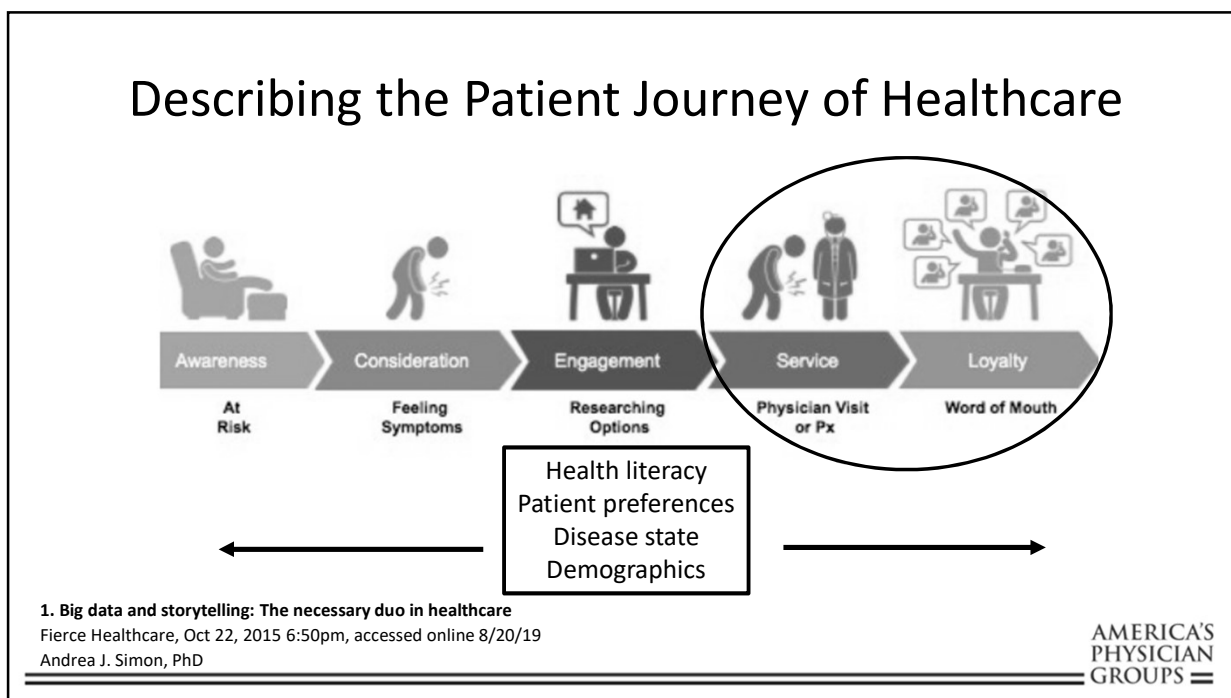


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Goal: Engagement, Service, and Loyalty

	<p>A lifetime of patient value. This is not a one-off patient experience</p>	
	<p>Delight the patient, who is also a consumer</p>	
	<p>2 personal examples:</p> <ul style="list-style-type: none"> • Minor 1-day surgical procedure requiring general anesthesia: no follow up from surgeon, "call us when you need us" • Flu 2017 Urgent Care Center visit: received a phone call the next day from the treating clinician 	

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Is our health care system set up for patient loyalty?

	<p>Interest in, and demand for, urgent care clinics is growing rapidly.</p> <ul style="list-style-type: none"> • The number of clinics has ballooned from 6,946 in 2015 to 8,285 as of June 2018 • \$18 billion industry experts predict will grow 5.8% yearly 	
	<p>Urgent care clinics handle:</p> <ul style="list-style-type: none"> • 89 million patient visits each year, or more than 29 percent of all primary care visits in the country • Nearly 15 percent of all outpatient physician visits 	

1. The Essential Role of the Urgent Care Center in Population Health
2019 Association Report

Laurel Stoimenoff, CEO of the Urgent Care Association (UCA)

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So why do patients stay with their PCP?



- Convenience: Nearly two thirds of patients would switch providers for the ability to get an appointment quickly when they need it, according to Accenture.
- Patient experience: Connecting with patients
- Redefining quality: Quality may mean short wait times and walk-in hours
- Empowering consumers with wellness offerings



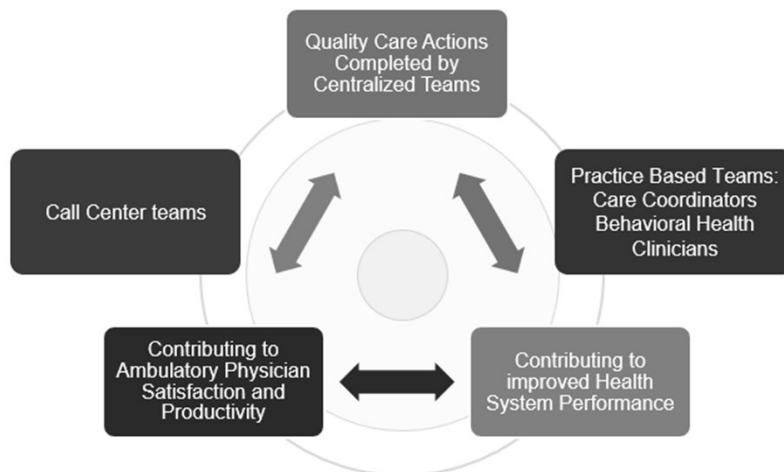
- Attributes of current PCP and clinic (including access, service, quality, and reputation factors)
- Strength of current relationship (consumer likelihood to stay, follow, and recommend PCP)

1. Becker's Hospital Review July 2018: <https://www.beckershospitalreview.com/patient-engagement/how-to-build-loyalty-and-retain-patients-for-your-healthcare-system.html>
2. Advisory Board Study in 2015: 1843-consumer nationwide survey

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Engaged patients are required for improved health

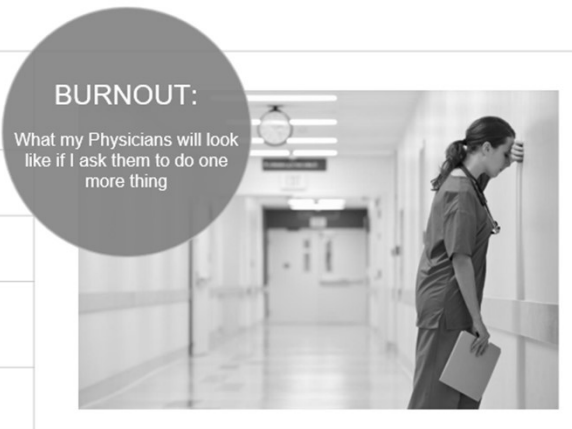


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Extending the PCP: Right Work for the Right Staff

- We can't continue to ask PCPs to chase lists of preventive care gaps and other measures that insurers throw at them in value-based contracts
- Need to consider productivity of workforce, clinicians and non-clinicians
- Right – sizing of the work to be done, by whom, using what channel
- Invigorated clinicians, who can rely on the team to achieve health goals = better morale, better reputation, stronger patient relationship
- Value is more than revenue - health, delight, loyalty



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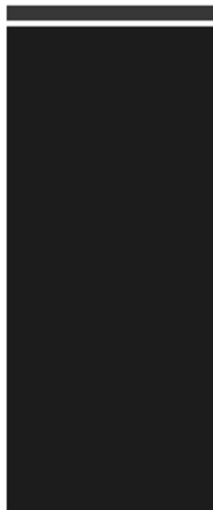
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End
Questions?

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