Motivating People to Take Action:
## Improving Population Health with Technology

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Executive summary

Preventive health services, such as routine screenings and immunizations, are among the most powerful ways to help patient populations stay healthy. The potential cost savings are staggering. In a recent report, the Trust for America's Health stated that a greater use of 20 proven clinical preventive services could result in savings of $3.7 billion annually.[1] And the U.S. Centers for Disease Control (CDC) has estimated that increasing the use of just nine clinical preventive services could prevent up to 100,000 deaths per year.[2]

Yet the CDC reports that less than half of the U.S. population takes advantage of commonly recommended preventive services.[2] As any healthcare provider will confirm, without regular, ongoing communications, most patients will fail to pursue the preventive care necessary to maintain their health.

To address this challenge, healthcare providers are turning to enabling technology to help them efficiently and effectively engage and manage the health of their patient populations.
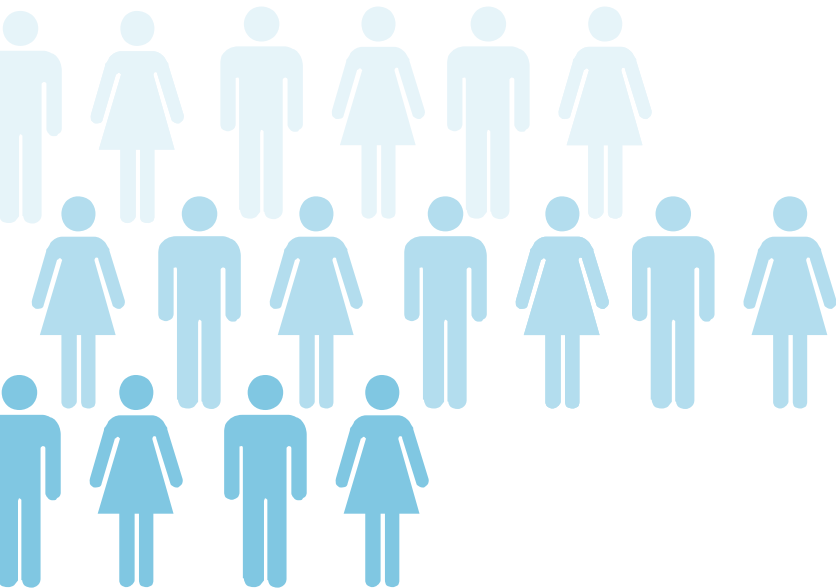
[1] Trust for America's Health, "A Healthier America 2013: Strategies To Move From Sick Care To Health Care In The Next Four Years." January 2013.
[2] Centers for Disease Control and Prevention, "Use of Selected Clinical Preventive Services Among Adults — United States, 2007–2010." Morbidity and Mortality Weekly Report, June 15, 2012.

Supporting population health

Managing a population's health means more than helping people when they are sick. It means driving behaviors that will keep them healthy. From flu shots to cancer screenings, most adults need education and reminders to take the preventive steps needed to avoid longer-term health issues. As we all know, early detection saves lives and avoids preventable costs to the healthcare system.

Further, the Centers for Medicare and Medicaid Services (CMS) and health plans are sharing more risk with providers through new models of care, such as accountable care organizations, patient-centered medical homes and bundled payments. As a result, a more proactive approach is needed to engage patient populations.

Finally, traditional fee-for-service providers also benefit when patients proactively complete routine screenings, immunizations and preventive appointments.

The challenge of driving patient action

Health care organizations use a variety of reminder techniques to encourage people to pursue the preventive care necessary to maintain their health.

Yet traditional reminders – postcards and mailers, newsletters, and even personal phone calls from staff members – fall short in important ways:
+ Letters, mailers and newsletters are costly. Beyond postage, expenses include design, printing and fulfillment.
+ In today's mobile world, traditional mailings miss the mark. As a result, response rates often fall below 1 percent, and they are difficult to link to measurable population health improvements.
+ Personal phone calls by staff members consume the valuable time of medical professionals. In addition to the expense, they pull busy healthcare professionals away from serving patients.

With the exception of personal phone calls, reminder techniques rarely motivate patients to take action and they don't provide patients with an immediate opportunity to schedule services.

Bottom line: traditional reminder techniques cost too much and accomplish too little.

Technology and trust

A growing number of healthcare providers are turning to enablement tools such as interactive voice response (IVR) technology to help them manage the health of their patient populations. IVR technology allows people to communicate with computer systems through spoken responses.

EmmiPrevent® call campaigns combine proven communication effectiveness with IVR to motivate patient action and address gaps in care. EmmiPrevent campaigns help organizations focus on the needs of patient populations and the demands of changing care models.

Here's how it works:

+ EmmiPrevent calls confirm patient's name, physician, health condition and required action. Additional information is provided for patients who want to learn more
+ Patients who wish to make appointments are transferred to scheduling, transforming the patient's interest into immediate action
+ Through detailed reporting, EmmiPrevent helps providers quickly and easily track results and focus resources on those patients that require follow-up

Although basic calling capabilities are available from IVR vendors and bundled into selected population health management systems, EmmiPrevent call campaigns are distinctive in several respects.

Unlike traditional IVR campaigns, EmmiPrevent call campaigns are built on the same foundation of research and expert review, and presented in the same everyday language, as Emmi's award-winning EmmiEngage® total patient engagement programs. Whether it's an EmmiPrevent reminder call or a comprehensive EmmiEngage program, we make complicated medical information easy to understand and manage expectations around diagnostic and surgical procedures, chronic health conditions, the hospital experience, and more.

How a call works

Patient confirmation
+ Confirm patient's name
+ Confirm health condition and physician on record

Body of the call
+ Provide targeted education and reminders
+ Assess compliance with recommended tests and screenings
+ Address known barriers

Call to action
+ Specific "ask" delivered to motivate action
+ Immediate transfers to scheduling within your organization

EmmiPrevent call campaigns are also delivered by the familiar voice featured in all Emmi Solutions programs. Patients feel they are receiving helpful information from a trusted source, not a computer, avoiding the negative reaction that people sometimes have to the computerized voices of many IVR calls.

Further building confidence, all calls are localized to reflect the health care organization's name and the patient's physician's name, and display the organization's designated phone number on Caller ID. What's more, EmmiPrevent calls are customizable to client needs, such as including questions to gather additional information or custom dialog to deliver provider-specific instructions.

Using data and patient responses from EmmiPrevent call campaigns, organizations can update medical records with timely, accurate information, and gain more intelligence and understanding of their consumers.

Finally, EmmiPrevent campaigns are highly cost-effective and responsive. For less than the cost of a postage stamp per target, campaigns can target an unlimited number of people. Compared to traditional mail reminders, health care providers gain the ability to deploy campaigns with virtually no production delay.

Proven Results

A number of healthcare organizations nationwide are using EmmiPrevent campaigns to activate patient populations, improve quality metrics and increase patient satisfaction.

Following are several real-life examples.

Activate patient populations
Inform patients about the value of being a partner in their care and provide clear, actionable directions for becoming immediately involved.

Improve quality metrics
Enlist patients to help meet measurable goals, whether it's to report a missed blood test or to schedule an upcoming appointment.

Increase patient satisfaction
Connect with patients when it's convenient for them, on the devices they prefer, and report on the quality and frequency of those interactions.

1.

Summa Health Network Diabetic Eye Exams

Summary

To assess the effectiveness of EmmiPrevent campaigns for improving population heath, Summa Health Network launched a pilot program to encourage diabetic patents to schedule eye examinations. The campaign targeted 289 patients and then measured the impact on increasing the HEDIS measure.

▶ **Results**

The EmmiPrevent call campaigns achieved a **13% HEDIS[3] improvement** within six weeks.

+ Confirmed eye exam for **43% of patients reached**
+ **Advised 23%** of patients reached to contact eye doctor for exam

2.

Presence Health Colorectal Cancer Screenings

Summary

Presence Health used EmmiPrevent calls to encourage patients to schedule colorectal cancer screenings. The 25-day campaign targeted 1,284 patients over the age of 50 who had not had a screening. The calls engaged patients with an empathetic voice and the importance of preventive screenings was explained. Patients were then motivated to take action and transfer to their provider to schedule a screening.

▶ **Results**

+ **31%** (397) of target patients reached
+ **28%** (87) of patients reached asked to connect to their doctor's office to schedule a screening
+ **314** of these patients had the correct doctor on file
+ Estimated economic impact of this outreach:
    – **$56,550** if every patient were Medicare (reimbursement of $650)
    – **$85,260** based on 60/40 payer mix ($1,200/$650)

3.

University Hospitals Colorectal Cancer Screenings

Summary

University Hospitals in Cleveland, Ohio wanted to expand their reach to members of their patient population who had not had a colorectal cancer screening and make it easy for them to schedule an appointment. They implemented a series of EmmiPrevent call campaigns and then measured the impact on increasing the HEDIS measure for Colorectal Cancer Screening.

▶ **Results**

+ Emmi contributed to UH's **13%** HEDIS[4] improvement over a five month timeframe (February 2013-June 2013) increasing the score from **46%** to **52%**
+ The campaign resulted in **improved healthcare** for patients and revenue for providers **without overextending staff**.

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[3] HEDIS measure for "had an eye exam for diabetic retinopathy"
  • HEDIS Measure: 39% to 44%. Improvement = (44 - 39) / 39 = 5/39 = 12.8 percent improvement
  • Patients who followed up with schedule or fax: 24 / 105 = 22.8%
  • Summa provided Emmi Solutions with patient data for 289 patients and Emmi was able to report that 57 of them had incorrect phone numbers and 34 had the wrong doctor, improving accuracy of the Summa data base. (57 + 34) / 289 = 31.4% of patients
[4] HEDIS measure for "had a colorectal cancer screening"

About Emmi Solutions

Emmi offers a complete solution that engages patients and has repeatedly shown that it can improve clinical and financial outcomes. Emmi uses a multimodal platform to deliver actionable information to patients while supporting the goals of traditional and emerging models of care. Emmi® programs have been prescribed to more than eight million patients — using language they understand, at their convenience, and on devices they already use. Emmi enables providers to track compliance and measure the outcomes of effective patient engagement.

A sampling of EmmiPrevent topics

EmmiPrevent interactive call campaigns include such topics as:

+ Appointment calls for patients with health conditions to see their primary care physicians
+ Women's health – mammogram and cervical cancer screening
+ Medicare annual wellness visits
+ Colon cancer screenings – fecal immunochemical testing (FIT) and colonoscopy-related messages
+ Diabetes care – A1C checks, cholesterol, eye and kidney check
+ Many other call campaigns, such as hypertension and glaucoma screenings, and flu and pediatric vaccinations