# Best practices that lead to better patient engagement

How one leading healthcare provider enhanced patient experience and improved key metrics

### Challenge

 Simultaneously improve patient engagement and missed appointment rates while further increasing quality measure compliance.

### **Solution**

 Orchestrate voice and text channels to improve patient reach, ensure each message is immediately actionable to improve engagement, leverage high quality voice talent, personalization and patient preference to improve patient experience.

### Results

- 126% increase in patient engagement
- 25% reduction in missed appointments
- \$2.3M in revenue value from freed-up appointments
- Up to 9% improvement on CQM results
- -2% improvement in patient satisfaction scores

The move to tie financial reimbursements to key clinical quality measures (CQMs) is driving healthcare organizations to engage patients in new ways. The emphasis is no longer on the volume of patients seen, but on the quality of care provided.



# **Customer Service Solutions**Patient engagement solution for healthcare

"We are getting the most amazing feedback from our patients. We used to get a couple of comments a month [about the quality and helpfulness of the automated messages], now we get several per day."

Call Center Director, Leading Pioneer ACO

For this Pioneer ACO, with more than one million clinic visits annually and nearly two million calls into their contact center, successfully interacting with patients was already a priority. The organization had previously embraced automation to help manage appointment-related outreach, but they still felt the need to do more.

Specifically, the provider group needed a solution that would allow them to achieve better patient reach, drive increased engagement around key CQMs and, most importantly, improve health outcomes. To achieve these goals with a solution that was both cost-effective and scalable, the organization teamed with consumer engagement expert, Nuance Communications.

### Why Nuance patient engagement?

The Nuance solution allows hospitals and physician groups to intelligently engage healthcare consumers through text, voice, email and smartphone push notifications. This Baldrige Award-winning provider deployed an orchestrated strategy of voice and text outreach to reduce missed appointments, increase engagement and drive patients to schedule important services and screenings like diabetic eye exams, mammograms and flu shots.

### Harnessing industry best practices for better results

To enhance results and help the provider realize their vision of better patient engagement, Nuance introduced best practices for leveraging personalization, channel preferences and actionable engagement.

According to the director of the organization's patient contact center, one of the first tactics they learned was to ask their patients how they wanted to be engaged with. "We learned a lot through this one simple question," acknowledged the executive. "We've already had 15,000 patients opt in and consent to receive text messages. We're looking forward to engaging with our patients more on this channel."

Nuance also worked with the provider to enhance the quality of their patient interactions, including script enhancements and warm transfer options over any channel

"When our patients get a call now, they're not listening to a robo-call. They hear this beautiful message and have the ability to transfer to the contact center or lab and speak to someone if they have a question. We are able to greet them by name and respond in a way that is most meaningful to them and that will drive them to take action."

# Improved patient engagement reduces missed appointments

The cost of missed appointments can be significant for any provider. At this organization, approximately one million appointments are scheduled each year. With each appointment valued at about \$300, just a 10 percent no-show rate can add up to approximately \$100,000 per day in lost revenue.

Unfortunately, the existing solution for appointment reminders was unsophisticated and unreliable, making it difficult for the organization to maximize their investments in staff and equipment. Working with Nuance, the provider was able to orchestrate outreach via voice and text messages, confirm multiple appointments in one communication and easily transfer patients to an agent if rescheduling was necessary. As a result, the organization reduced their no-show rate by 25 percent in the first three months and has cost-effectively maintained an incredibly low missed appointment rate of three percent. Additionally, since the technology allows for real-time integration into the organization's system of record, cancelled appointments are immediately freed up for other patients. "With a cloud-based solution, we have the ability to react quickly and address our business need in real time," aays the contact center director. This efficiency has enabled them to quickly re-book appointments and capture an estimated \$2.3M in otherwise unrealized revenue value from these appointment times.

Patient engagement solution for healthcare

## Smarter patient engagement technology improves CQM compliance

In a world of evolving reimbursement models, knowing how to successfully engage patients and maximize quality measure compliance is critical.

This Pioneer ACO leverages the Nuance intelligent engagement solution to encourage patients to schedule key screenings and services, including hierarchical condition categories (HCC) appointments, diabetic lab tests and colorectal cancer screenings.

Though already achieving very high compliance rates with an engagement strategy that relied heavily on live agent outreach, the new strategies enabled by Nuance have helped improve quality measure performance by up to nine percent year over year. In addition to improving health outcomes, the provider has been able to reduce costs, estimating that the Nuance solution was one-quarter the cost of using live agents.

### Achieving greater contact center efficiencies

As with most healthcare organizations, measurable results matter. "If you run a contact center, you know that it's all about the math. We want to quantify the efficiencies we're gaining and understand what that meant to patients and patient engagement," reports the executive.

Previously, the provider hadn't extensively leveraged automation for patient outreach related to clinical quality measures. Instead, they often attempted to reach patients the old-fashioned way – through agent dialed phone calls – which could take anywhere from a couple of minutes to more than five minutes. Whether or not the patient answered the line, agents still had to look up the patient's information and make notations of the outcome of the call. This was an extremely time consuming process.

After working with Nuance for just seven months, the provider experienced a 126 percent increase in patient engagement. In total, the solution reached 63 percent of the organization's patient base and engaged with 74 percent during that period. With a more efficient way of reaching patients, the provider saved \$1.9 million in equivalent contact center agent productivity value.

Comfortable with the quality of the Nuance-delivered patient experience, the provider automated outreach related to several key quality measures, freeing up agents to engage with patients who needed or wanted to speak with a live person.

Additional outcomes included a two percent lift in CAHPS patient satisfaction scores. "We are getting the most amazing feedback from our patients. We used to get a couple of comments a month [about the quality and helpfulness of the automated messages], now we get several per day. And that is significant to us."

### About proactive engagement

Nuance works with the nation's leading brands, improving the reach and effectiveness of their customer service and collections campaigns. We deliver results by blending the scalability and efficiency of cloud-based automation with sophisticated personalization based on known preferences and previous response patterns. Orchestrating the use of channels most preferred by consumers – voice, text, email, mobile application and live agent– further ensures cost-effective results. Fortune 500 companies who build loyalty based on their service, trust Nuance to proactively engage one in five Americans each year with the right information at the right time. Follow us on Twitter: @NuanceEnt

### **About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

