

Innovative Communication Strategies to Close Care Gaps

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Introductions

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Strategies to Close Care Gaps

Multi-Faceted Approach to Care Gap Closure



**EVERY PATIENT,
EVERY TIME!**



**MULTIDISCIPLINARY
APPROACH.**



**DATA-DRIVEN
DESIGN.**

Our Strategies



- Utilize a blended approach that leverages centralized and guided practice-based outreach.
- Offer multiple communication channels (phone, portal messaging, and SMS texting) so patients can engage in the way that works best for them.
- Leverage convenient screening locations (i.e., bring the screening to the PCP practice).
- Provide tools and workflow support to ensure that gaps are addressed with every patient, every time.

Electronic Communication Campaigns

Electronic Communication Campaigns

Annual Birthday Message

- Portal message during birthday month to review status of important health screenings

Annual PCP Visit

- Portal or SMS text/e-mail messaging to patients with no PCP appointment in the last 12 months. Encourages patients to self-schedule or call to schedule.

Well-Child Visits (*3 years and up*)

- SMS text/e-mail messaging to parents/patients who have not had a well-child visit in the last 12 months. Encourages parent/patient to self-schedule or call to schedule.

Patients New to Primary Care

- Mailer to patients who are attributed but never seen in primary care. Encourages patient to establish care with a PCP and also provides information about urgent care and virtual visits.
- Working to send a follow-up SMS text nudge to patients 30 days after the mailer.

AUTOMATED

Epic - Sent about 28,000 messages/month

Epic - Sent 26,000
Cerner - Sent 18,000

Cerner - Sent 22,000

Epic - Mailed 2,000

Electronic Communication Campaigns

Eye Camera Exams in PCP Practices

- SMS text/email messaging to request a call back to schedule or communicate to us that the eye exam was completed.

AUTOMATED

Cerner - Sent 1,000 with an 8.6% response rate

Colorectal Cancer

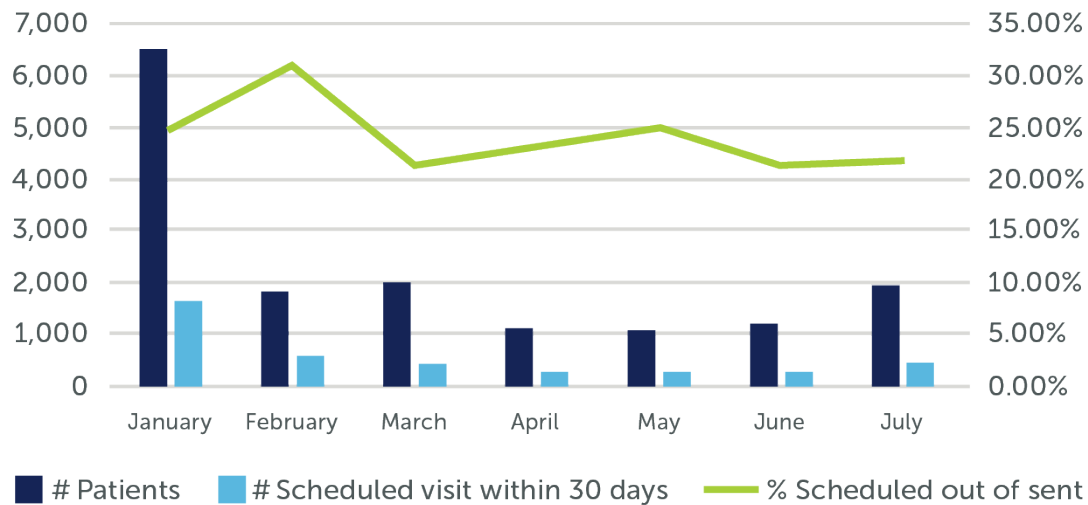
- Bulk portal messaging to patients who are overdue for colorectal cancer screening to offer a home test. When patients reply, we offer Cologuard if patients are average risk for colorectal cancer.

MANUAL

Epic - Sent 10,000 with an estimated 8% response rate

Annual PCP Visit Campaign Data

Annual PCP Visit Portal Messages Avg. Schedule Rate = 24%



A higher schedule rate is noted with text/email messages (33%) over portal messages (24%).



Annual PCP Visit Text/E-mail Messages

TOTALS	CAMPAIGN SUCCESS RATE	SCHEDULED RATE
Messages Delivered: 17,783 Patients Who Received Messages: 8,967 Patients Who Scheduled Appointments: 3,028 Patients Seen: 1,868 Patients Not Seen: 936 Patients Who Opted Out: 0	20.8%	33.8%

Well Child Visit Campaign Data

Well Child Visit Text/E-mail Messages

TOTALS

Messages Delivered: **22,004**
Patients Who Received Messages: **9,467**
Patients Who Scheduled Appointments: **1,477**
Patients Seen: **905**
Patients Not Seen: **352**
Patients Who Opted Out: **0**

CAMPAIGN SUCCESS RATE

9.6%

SCHEDULED RATE

15.6%



Targeted Centralized Outreach

Targeted Centralized Outreach

Patient engagement in primary care drives the path for outreach.

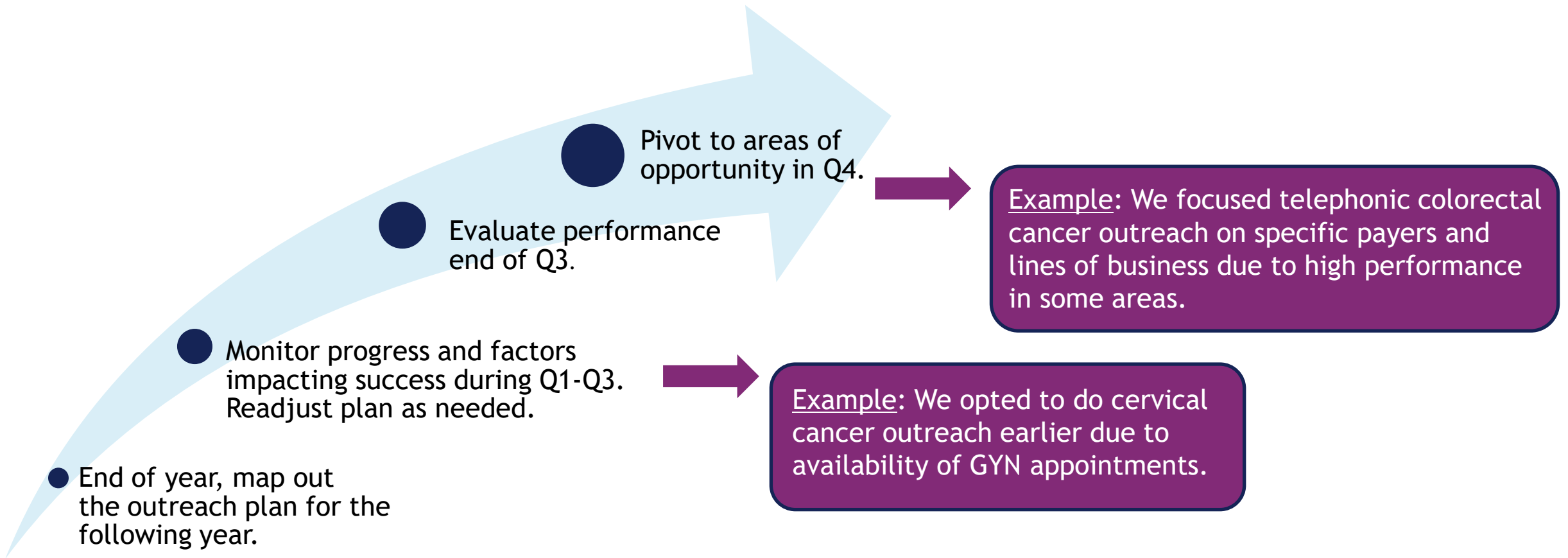
Not seen in
primary care
in the last 12
months.

Goal of outreach is to schedule PCP visit.

Had a PCP
visit within
the last
12 months.

Focus is on addressing the care gaps.

Targeted Centralized Outreach



Guided Practice Outreach

Guided Practice-Based Outreach

Team effort for the best patient engagement

- Practice access
- Familiarity of staff
- Continuity of care

Best approach

- Provide targeted lists to managers
- Suggested # of calls per day/week based on staffing
- Request outcomes to be shared

Successful collaborations

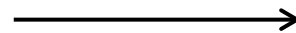
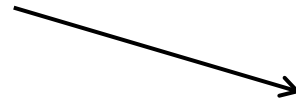
- Pediatrics/Primary Care - well child visits
- GYN - cervical cancer screening
- Primary care - do not call lists



Convenient Screening Locations

Convenient Screening Locations

Diabetes Wellness Days	<ul style="list-style-type: none">• Retinal eye screenings• Lab collection• Foot exams• Blood pressure measurement
Mobile Services	<ul style="list-style-type: none">• Mammography van• Dental van• Retinal eye screenings
Cancer Screenings	<ul style="list-style-type: none">• Women's Health Days - PAP• At-home tests for colorectal cancer screening



Primary Care Office

Practice/Provider Workflow Optimizations

Practice/Provider Workflow Optimization



Observe

- On-site observation of all staff
- Review of practice level data
- Practice feedback on process improvements
 - Workflows
 - EMR
 - Equipment



Report

- Post-visit summaries
- Quarterly quality meetings
- Practice scorecards
- Use of analytic tools
 - QLIK
 - EMR data
 - Payer reporting

Practice Transformation Team



Support

- Optimize workflows
 - Rooming
 - PVP
- Centralized collaboration
 - Timed focused metric outreach
 - HMT clean up
 - Report gathering
- Improve EMR functionality
 - Billing automation

Health Partners Plans' Well Child Visits

Early Data Indicates Improvement in Well Child Visits

Health Partners Plans' Well Child Visits Ages 3-21			
Division	Performance Thru Mar-2024	Performance Thru Apr-2024	Supplemental Performance Thru Aug-2024 Rate
ABINGTON	9.19%	16.81%	32.08%
CENTER CITY	12.31%	19.43%	30.39%
EINSTEIN MONTGOMERY	10.32%	16.12%	24.78%
EINSTEIN PHILADELPHIA	16.00%	22.87%	34.34%
NORTHEAST	7.98%	13.60%	25.82%
TOTAL	15.18%	21.86%	33.37%

Barriers

Gap Closure is a Journey...with Challenges Along the Way

BARRIERS

- Analytical Resources
- Multiple EMR Systems
- Staffing
- Patient Factors
- PHI and Texting
- Epic Build Resources
- Multiple Text Vendors
- Access to Services

Questions?

**Contact us via our Provider Services HelpLine:
1-888-991-9023**



JeffersonHealthPlans.com