

THE BIGGEST BARRIER TO PATIENT CHOICE... IS YOU

Harness the power of patient choice to improve outcomes,
satisfaction and maximize risk-based reimbursement.

There's news everyday about how healthcare in America is changing. With new patient discharge requirements, ACOs, readmission penalties, and bundled payments, our patients need the highest quality post acute care available. The only way to succeed is to harness the power of patient choice.

DAILY REGISTER

IMPACT Act Requires Hospitals to
Engage Patients With Quality Data

HEALTHCARE NOW

Hospital's Post Acute Care
Networks Are Failing

NATIONAL UPDATE

Hospital Must Improve as Readmission
Penalties Reach New Highs

HEALTHCARE FINANCE

Joint Replacement Bundles – Patients
Need the Best Post Acute Care Possible

That's why it's harder than ever to stand back and watch as patients choose providers who are *convenient* over providers who have the best *quality*. When patients choose *convenience* over *quality* everyone loses; patients have lower satisfaction and negative outcomes, hospitals have more readmits and leakage, and post-acute providers aren't held accountable for their performance.

WHY

are our patients choosing based on **convenience** and not **quality**?



Dr. Eric Coleman, MD, MPH
Director of the Care
Transitions Program

"It's time to move beyond lip service when it comes to patient engagement and patient choice. Where patients' post-acute care will take place and what outcomes they achieve is increasingly important. We have an opportunity - and a responsibility - to evolve to meet new goals to best serve our patients."



CHECK YOURSELF

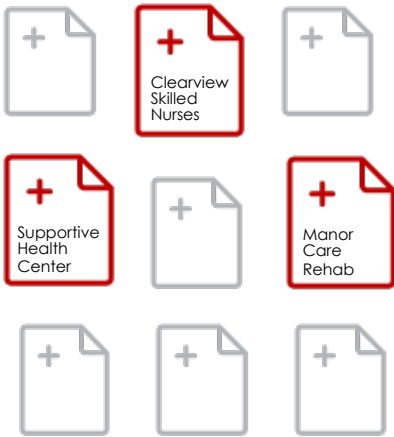
Is your hospital process and referral software system stuck on old habits?

HABIT 1

Patient Choice means a list and making 3+ referrals

Self Check: Do your staff give "choice lists" and ask patients to choose 3-5 for referrals?

YES | NO



Reasons to **STOP:**

- **WHY** ask patients to limit their options?
- **WHY** exclude provider partners from offering care?
- **HOW** can limited "patient choice" drive competition among providers?

OUTCOMES

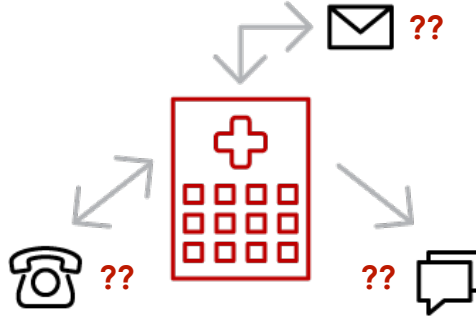
Patients artificially limit the competition for their choice

HABIT 2

Your staff manage post acute providers rather than spending time with patients

Self Check: Do your case managers waste time hounding post-acute providers for responses to referrals?

YES | NO



Reasons to **STOP:**

- **WHY** take on admin work for post-acute providers?
- **WHY** waste time chasing provider responses?
- **WHY** allow referral vendors to profit by making it harder for you to send referrals to non-paying post-acute providers?

OUTCOMES

We ship patients to the first bed offered, rewarding providers for the wrong things

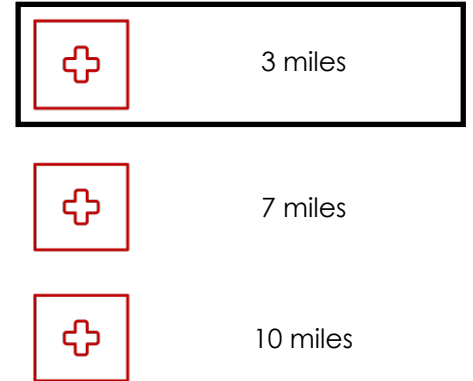
HABIT 3

You steer patients to convenient care (by accident)

Self Check: Does your "choice list" show addresses and encourage patients to focus on convenience over quality?

YES | NO

Distance from home



Reasons to **STOP:**

- **HOW** can patients steer themselves to the best care without help?
- **HOW** can hospitals incentivize providers to improve outcomes if they're hidden?
- **WHY** doesn't the supply of post-acute care meet the clinical demand?

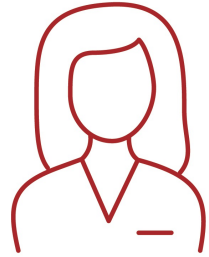
OUTCOMES

Patients use the information we provided and choose based on location not quality

When your processes and legacy referral software systems reinforce these habits your staff and patients suffer:

- ✗ Discharges are delayed when patients get their heart set on a provider who won't offer care
- ✗ Staff chase post-acute providers for responses, wasting valuable time calling and faxing
- ✗ Your high-quality in-network partners do not receive the right referrals and leakage is a problem
- ✗ Patients go to providers who are not the best match for their care and they readmit

"This requires a change in the way our staff think and act on a daily basis. We had to break a number of habits that, in practice, limited patient choice."



Laurie Sasso, LCSW
 Director of Case Mgmt,
 at ProHealth Care, WI

By applying the same old habits and expecting different outcomes, we're short-selling ourselves, our patients and our providers.

SHOULDN'T

SHOULD

Patience choice

limit patient options

keep providers competitive and honest

Electronic referrals

be limited to subscribers

be universal and secure

Choice lists

reward providers with good real estate and expensive marketing

highlight outcomes and quality

YOU HAVE THE POWER TO ENSURE PATIENTS CHOOSE QUALITY FIRST, CONVENIENCE SECOND...BUT IT STARTS WITH YOU.

You have an opportunity to build a new vision for patient transitions at your hospital.

- **RATHER THAN** limit competition, **YOU CAN** open competition and optimize your preferred providers by ensuring all the right providers get all the right referrals.
- **RATHER THAN** wasting time on administrative tasks, **YOU CAN** create a standard, transparent, hospital-centered referral process for every patient and every provider.
- **RATHER THAN** checking the compliance box, **YOU CAN** harness patient choice by helping patients to become informed so they consistently choose high quality, in-network care for themselves.

CREATE A MARKETPLACE FOR POST ACUTE PROVIDERS TO COMPETE FOR YOUR PATIENTS' CHOICES BASED ON QUALITY AND SATISFACTION

Patients make better choices and steer themselves to the top quality providers, improving patient outcomes and your bottom line.

Open Competition



Unlocks historic referral patterns maximizing choice for our patients

Standard Process

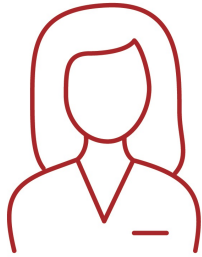


Enforce a transparent process for providers leveling the playing field

Informed patients



Engages patients around quality helping them become informed consumers



"By helping our patients be more informed and allowing post acute providers to openly compete for every patient's choice based on quality and satisfaction we are changing how we incentivize and work with our providers. Post acute providers are better partners in improving patient outcomes."

Marcia Colone, Ph.D., ACM

System Director of Care
Coordination at UCLA Health System

Hospitals and health systems who have created this marketplace and changed how patients choose post acute care are meeting the new challenges of healthcare today:



In post-acute readmits



Doubled capacity for case management staff



Top-quality provider chosen 90% of the time



Reduced length of stay

About Aidin:

Aidin is a healthcare technology company used by the nation's leading health systems to improve patient transitions by empowering patients to identify and select the highest quality post acute providers. Aidin creates a post acute marketplace for hospitals and health systems that improves patient outcomes, increases hospital staff efficiency and maximizes risk-based reimbursement.

Learn more at www.myAidin.com.