

# Nurse Advice Line

Guiding patients to the most appropriate level of care.

Citra's caring and compassionate registered nurses are available when help is needed — day or night.

## Care and Education

For symptomatic calls, registered nurses (RNs) use current evidence-based guidelines and sound clinical judgment to determine the next level of appropriate and safe care. The results are improved healthcare outcomes at lower cost.

For health education calls, registered nurses use an extensive health topic database and years of clinical experience to discuss chronic conditions, treatment options, and patient-physician communication advice that improves health literacy and caller satisfaction.

## Deep Experience in Telehealth

Citra has an established reputation for delivering acute care in a telehealth setting for well over a decade. We were the first organization to deploy remote nurses with a full suite of collaborative tools and statistical quality oversight, which we continuously improve.

## Proven Clinical Competency

Citra's medical director and pediatric advisor are on the guideline review board, often contributing to key evidence-based changes learned from our customers. Both teach emergency medicine at the university level and practice emergency medicine in leadership roles.



### Reduce non-urgent use of the emergency room

Registered nurses direct non-emergent patients to a more appropriate level of care, based on guidelines and clinical assessment.



### Increase referrals and appointments

Refer and schedule patients with care resources at the end of non-emergent calls.



### Prevent hospital readmissions

Provide disease-specific triage for patients recently discharged from the hospital



### URAC Accredited

URAC Health Call Center accreditation provides timely, confidential, and medically appropriate treatment advice. It also means we protect PHI under HIPAA / HITECH regulations.

### In-Network Referrals and Scheduling

Citra registered nurses refer patients to appropriate in-network physicians, facilities, or programs and schedule appointments as needed.

### Marketing Campaigns Driving Utilization

If healthcare consumers are unaware of a service, the service will be less utilized. A complete marketing catalog of materials is offered — each proven to increase awareness of services available to the healthcare population.



As a URAC Accredited Health Call Center, Citra Health Solutions has been verified to protect PHI.

## Service Highlights

Citra expands access to care, patient safety, and increased satisfaction.

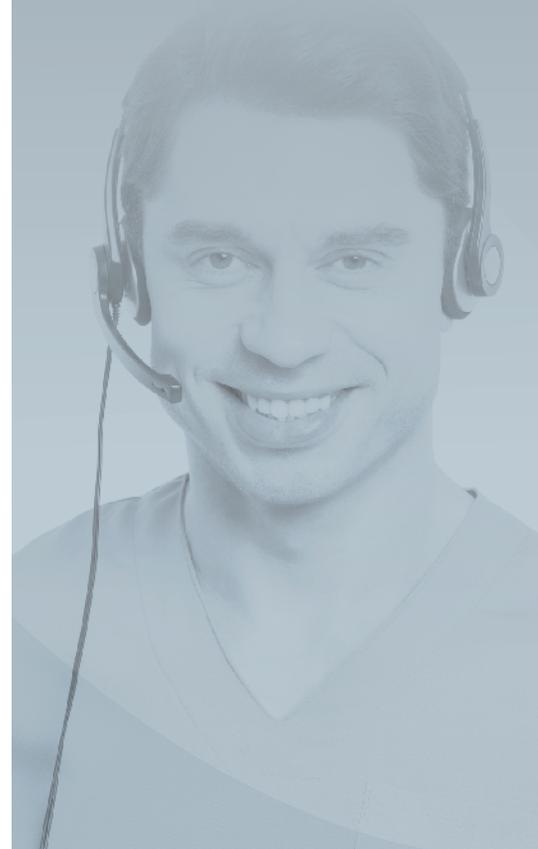
Our clients are experiencing:

# 54%

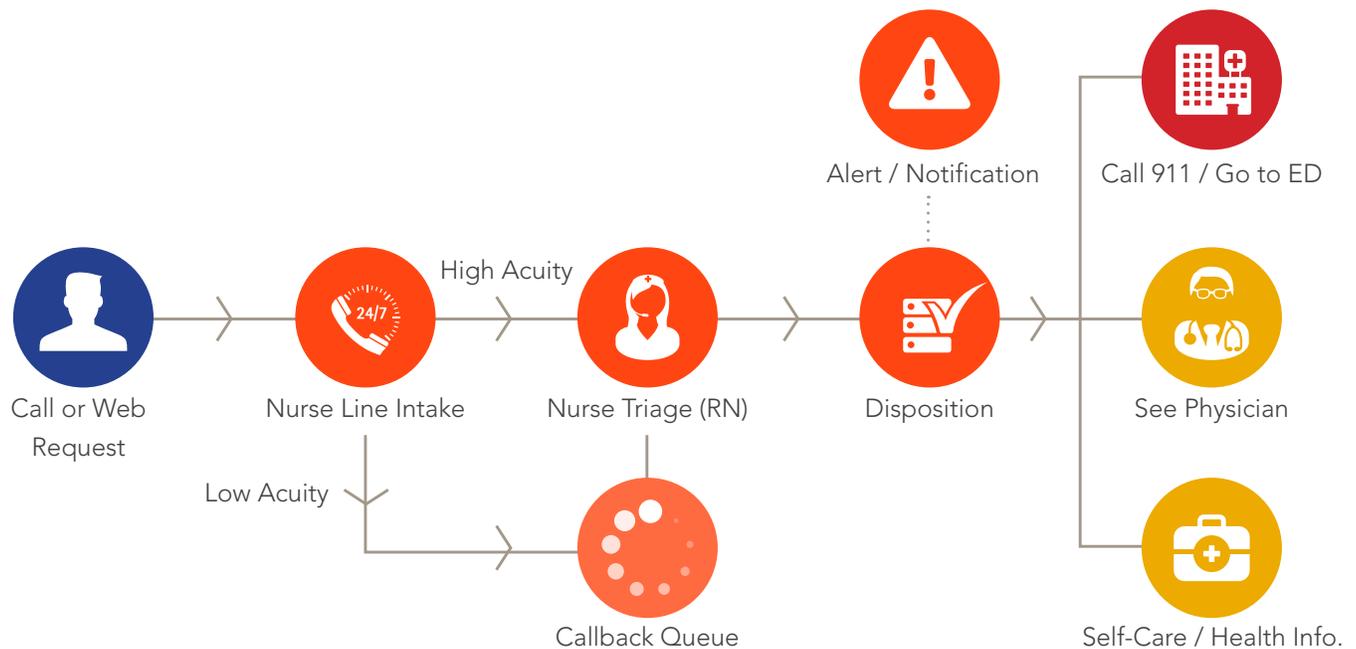
of patients redirected from ED to a lower level of care.

# 86%

of callers followed the nurses' triage advice.



## Nurse Advice Line — How it Works



**The goal of the nurse line is to ensure patients safety through a rigorous and compassionate assessment process using evidence based guidelines and sound clinical judgement.**

Patients can contact the nurse advice line 24 hours a day through a dedicated toll-free number where they are routed to a specially trained Medical Service Representative (MSR). The MSR gathers basic demographics, confirms eligibility and documents the caller's presenting problem, which is checked against a list of clinical "red flag" criteria that screen for emergencies.

If the call is identified as a potential emergency, it is immediately routed to an available registered nurse (RN). If the call is not a potential emergency, it is added to the RN callback queue. On average, the patient will be called back within thirty (30) minutes. This is a similar model employed by emergency rooms throughout the country where emergent patients are given priority. The lead nurse monitors the call back queue and has the ability to change the priority of a call.

For both non-emergent and emergent calls, the nurse will go through a formal triage process that addresses symptoms in order of acuity. This allows a nurse to either elect or eliminate an emergency disposition quickly.

The nurse will ask questions based on the clinical guideline selected and clinical judgement. The answers to these questions are important in determining the next level of care, which can include to: call 911, go to the emergency department now, see your doctor within a designated period of time, or follow home care instructions.

Some patients may not be symptomatic but have specific healthcare questions. The nurse can discuss the topic of concern with the patient. The nurse has access to the Healthwise information database. The system tracks topics covered, which can be e-mailed to the patient at the end of the call.

Not all emergencies are handled in the same way. Behavioral health emergencies are escalated according to client specific protocol while physical health emergencies will be directed to the closest appropriate care facility. The nurse has the ability to page an on-call physician or behavioral health professional to follow up with the patient.

At the end of each triage, an encounter summary is produced that can be securely transmitted to the patient health center.

Call histories are stored in the system and available on subsequent calls.



Launch a nurse advice line in as little as 60 days.

## On-Demand Reporting

Reports allow for complete visibility into the program. In addition to insightful metrics, the caller's identity, the reasons for calling, the registered nurse advice, and the clinical dispositions are documented.

## Responsive Client Support

Upon implementation, clients have access to Citra's experienced support team. Day-to-day service support is provided along with strategic guidance on how to meet service goals.