

Eskenazi Health

How award-winning Eskenazi Health was able to recapture millions while increasing patient engagement

Need

Eskenazi Health, one of the Midwest's largest safety net hospitals located in Indianapolis, cares for nearly one million outpatient visitors each year. Eskenazi needed to create new ways to engage with patients while simultaneously eliminating thousands of “no-show” procedures that cost the network millions of dollars annually. Many “no-shows” were attributed to the long wait times associated with day-of-procedure registration, while other surgeries were canceled due to patients arriving unprepared and with little knowledge of instructions — such as fasting — that were communicated via unanswered reminder phone messages.

In an effort to reach its goals, Eskenazi engaged with hc1.com to create a strategy to:

1. Encourage pre-registrations to alleviate same-day registration congestion
2. Communicate important reminders to patients in an efficient manner
3. Monitor its performance in real-time while leveraging critical intelligence in order to drive decisions

Solution

The Health System activated the hc1® Healthcare Relationship Cloud® in October 2014. The cloud-based solution — which is available to users throughout Eskenazi's network at any time and from any computer or mobile device — was activated and live within a few short months and



Quick Hits:
*Shorter wait times
increase patient
satisfaction*

A recent study by Press Ganey found that those who waited five minutes or less expressed 95% satisfaction with their experience; that dropped to 80% when the wait swelled above 30 minutes. About 63% of patients believe the amount of time spent in a waiting room is “very” or “extremely” important, according to Harris Interactive.

now streamlines patient experience reporting and patient communication processes. To deliver these capabilities, hc1 consolidates the hospital’s siloed data in real-time across the ADT, scheduling, and HIS systems and organizes this data into patient, provider, and service location profiles.

Today, with hc1.com, Eskenazi is able to:

1. Encourage pre-registrations and efficiently communicate with patients

Prior to hc1.com, patients scheduled for outpatient procedures received an auto-dial phone call 72 hours in advance advising them of important surgery preparation details. However, many of these calls and voicemails were ignored and did not make it easy for patients to reschedule their services if needed. This led to numerous “full stop” registrations in which patients had to complete the entire check-in process the same day of their procedure, driving up wait times and same-day cancellations, boosting the number of “no shows” that prevented procedures from being completed as scheduled.

Today, the health system’s patients can receive personalized mobile text messages (their preferred

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method of communication) or emails that encourage pre-registration, communicate preparation details, and provide the ability to easily reschedule at each step.

2. Automate text message flow prior to surgery day

By encouraging patients to bypass long registration wait times or easily reschedule an appointment, the organization is improving the overall patient experience while realizing major financial gains. With the average surgery cost estimated to be around \$15,000, a 9% decrease in “no shows” saved Eskenazi millions in just three months. At this rate, they are on pace to capture upwards of 10 million dollars in twelve months.



Figure 1: Automated text message flow prior to surgery day

3. Monitor real-time performance while leveraging critical intelligence

Before engaging with hc1.com, creating a view of Eskenazi's performance required time-consuming manual data compilation via several different systems. For example, hospital leadership could not easily view a real-time report demonstrating the quantity of "full stop" registrations or "no shows" associated with its various outpatient clinics.

Optimize the Patient Journey by:

1. Immediately assess patient facing performance and trends

With hc1.com, Eskenazi staff is now able to access a real-time, holistic view of registration outcomes — categorized as "full stop", "quick stop", or "expedited" — as well as "no show" volumes at the specialty and clinic level. Via intuitive, up-to-the-second dashboards, hc1.com users are also able to easily view historical volume and changes over a given period of time in order to pinpoint the impact of the hospital's new text message process or any other patient experience initiatives. Additionally, the staff has heightened visibility into expected patient volumes throughout the day to optimize staffing, increase employee job satisfaction resulting in reduced turnover, and improve the patient experience.

2. Take timely action on "red flag" patients

By accessing a real-time view of patient history and scheduling no show trends, Eskenazi staff members

*"Within three months of using automated text reminders, Eskenazi saw the patient no-show rate dip below **31%** with the help of hc1's engagement solutions."*

are able to proactively engage patients that have a high likelihood of not presenting for a scheduled procedure. For example, if a patient has missed three out of four previous appointments and is scheduled for surgery the following week, the staff is able to send the patient back to his or her primary care physician for another referral, therefore avoiding what could be an unprofitable "no show" that is disruptive and costly to the health system.

3. Segment and target patients in new ways

In addition to viewing registration and appointment results at the provider, clinic, and patient levels, the Eskenazi team is also able to better segment and target patients by coupling this intelligence with demographics such as age, race, gender, zip code, and the like. For example, after identifying a lack of pre-registration among a certain age group residing in a specific area of town, Eskenazi's outreach or marketing team may decide to specifically target this segment with other campaigns that may include incentives to encourage proactive pre-registration and appointment attendance among that specific patient segment.

Results

With hc1.com, Eskenazi is able to improve the patient experience while accessing real-time insight to drive the action and accountability necessary to create a more profitable organization. With detailed insight into the patient experience, the health system saw a **9% decrease in no-shows** from January through March of 2015. This is in spite of an increase of 1,750 more appointments scheduled in March compared to January of this year. With the average surgery cost estimated to be around \$15,000, a 9% decrease in no-shows recaptured Eskenazi millions in just three months. At this current rate, they are **on pace to capture upwards of 10 million dollars in twelve months.**

By treating patients as individuals instead of just a number, Eskenazi can now “mass customize” the care experience on a scalable level. Within three months of using automated text reminders, the hospital saw the **patient no-show rate dip below 31% for the first time ever** with the help of hc1’s engagement

solution. In addition, targeted marketing campaigns and expanded patient communication touch points build a culture of engagement, resulting in both a large near term return and a long term partnership that enables them to continuously enhance the patient experience moving forward.



About hc1.com

The hc1® Healthcare Relationship Cloud® personalizes the healthcare experience for providers and patients by optimizing the way health systems and diagnostic service providers manage the journey across the continuum of care. A winner of the Red Herring Top 100 Global Award, hc1.com is in use across 500+ healthcare locations around the globe.