BUSINESS CHALLENGE

Every day, more and more Americans are diagnosed with chronic disease. The majority of this population will attempt to self-manage their own conditions, and a large percentage is likely to experience poor health outcomes as a result of their lifestyle and healthcare choices. Consequently, hospitals and providers face overwhelming challenges to meet the needs of these complex patients.

Currently, most chronic conditions are managed on-campus during a medical encounter. However, studies have shown an increasing volume of emergent visits for treating chronic conditions. It’s the gap between medical visits which is at issue because healthcare organizations are very interested in being able to identify and respond to lack of patient adherence to recommended treatment regimens. In essence, the minute the patient leaves the physical boundaries of the healthcare system, off-campus interactions with a care provider concerning his/her chronic condition are often absent.

From the facility perspective: Hospitals would prefer to treat chronic conditions using lower cost, lower acuity encounters like routine medical appointments. High cost, high acuity encounters (i.e., emergency room visits) generate a greater negative impact to healthcare systems in terms of actual dollars spent as well as human and physical resources consumed. They are likely to strain the facility’s ability to deliver quality care in an emergent timeframe to more appropriate ED patients and receive appropriate reimbursement (from payers).

From the provider perspective: Providers are increasingly measured on their patients’ level of successful adherence to a treatment regimen. However, providers have noted that it is difficult to rely on a patient’s self-reported home care routine as the data is often incomplete or “optimistically” (not realistically) reported. The lack of engagement with routine visits may result in patients feeling distant or less involved with their overall care.

From the patient perspective: Patients want to feel good. Being diagnosed and living with a chronic condition can make that goal seem impossible. With appropriate interventions (i.e., timely communication via preferred communication vehicles), patients are receptive to home-based, self-monitoring messaging, appointment reminders, and other pro-healthy habits/interactions. Their sense of self-efficacy improves, and so does the likelihood of a more positive health outcome.

SERVICE DESCRIPTION

This drive for better overall wellness is not simply a matter of educating consumers; it is about providing tools that effectively and permanently change their behaviors. It is about substituting bad habits for good habits via tools, coaching, and targeted incentives. By using a smart combination of widely available technology, integration, customized event triggers, and patient engagement techniques, these healthcare organizations can make positive impacts on their patients’ health outcomes.
The EMC solution uses customizable event triggers, often based on HL7 messaging from other hospital information systems, to identify patterns and carry out specific, pre-designed outreach strategies. The solution leverages multiple communication vehicles (e.g., text, email, and phone) and can be localized to handle language requirements. These features allow the health coach or care coordinator to respond to targeted activity lists for timely and consistent follow-up. The EMC solution uses role-based security, leveraging active directory to ensure the safety of patient data and compliance with HIPAA regulations.

The concept of metrics within Patient Relationship management (PRM) will likely be customized for each healthcare client. Patient demographics for the area, types of patient engagement strategies established, and the nature of an intended patient interaction all combine with EMC’s technical and business process expertise to help develop a meaningful, actionable set of PRM-generated activities and their inclusion in PRM-generated reporting.

PRM is an initiator of patient interactions and an aggregator of disparate data sources to trigger a meaningful outreach. Please note that PRM is not a source for medical treatment decision making, nor meant to be a replacement for EMR or EHR systems. It is built to provide awareness of the right resource at the right time for the right reason to achieve the best result. This type of awareness can also have very positive health and financial impact with regard to patients, providers, and payers in today’s healthcare environment.

SERVICE VALUE

Healthcare providers who have deployed PRM find that enrolled patients promptly and appropriately respond to each medical measurement request. The significant uptake in this type of consistent participation will also drive notable improvements in medical appointment attendance. Compliance with appointments and regular health messaging lead to more prompt identification of a single patient’s trend toward out-of-range medical measurements.

In addition, another key benefit to wellness is the continued positive reinforcement of lifestyle and behavioral changes. Through their responses, patients can demonstrate adoption of better health habits in alignment with the cadence and content of messaging from PRM.

EMC Consulting helps you build a secure platform that reduces risks to patient data and improves workflows for care coordinators. By leveraging HL7 messaging within other hospital information systems, the costs associated with custom development and implementation are minimized. EMC Consulting helps you develop a platform for cost-effectively managing chronic conditions using the latest patient engagement tools.

EMC CONSULTING

As part of EMC Corporation, the world’s leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations’ businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.