

Center for Care Innovations

August 9, 2019



NYC Health + Hospitals Program Overview

Program	Goals	Dates	Target Population
Closing Gaps in Care	PCP Annual Visit Close Gaps in Care for: HbA1c Control, Diabetes Nephropathy Screening, Adolescent Well Care visits and Well Child visits	4/2017 – Present	PCP Annual visit: patients who have not had a PCP appointment in >12 months. Care Gaps: Patients who have a care gap for a specified measure and do not have a PCP appointment scheduled
Cancer Screening	Increase Mammograms and Colorectal Cancer Screenings	Colorectal Cancer: 12/2018, resuming Sept. 2019 Mammograms: 5/2019 – Present	Patients who have a care gap for Breast/Colorectal Cancer Screening and have an order placed but do not have an appointment scheduled
Medication Adherence	Improve Medication Adherence and Prescription Pick-Up	12/2018	Patients who have more prescriptions filled for rescue than controller medication and have a controller medication that is ready for pick-up



Choosing Automated, Telephonic Outreach

Considerations

- Able to conduct outreach to every patient within a designated population quickly, although a small minority of people will still hang up the phone when they hear a recording
- Effective outreach can reliably be conducted to patients with straight-forward needs; more complex patients may be harder to reach telephonically
- Initial outreach can be provided in a wide variety of languages; call-backs need to consider preferred language

Why CipherHealth

- #1 Vendor for Patient Outreach in the 2018 and 2019 Best in KLAS Reports
- Customizable and flexible platform that scales to our needs
- Proven outcomes with similar patient populations
- High-touch account management support



Sample Program Workflow: Closing Gaps in Care

Phase 1: Outreach

- NYC H+H analytic tools and registries provide the eligible patients, which are loaded to the CipherHealth platform. Patients are enrolled in automated outreach program for PCP outreach.
- Automated outreach calls reminding patients of need to schedule a PCP appointment are conducted to patients Monday through Friday between 9am and 7pm (timing varies depending on borough call center schedule)
- Calls are conducted in eight languages; patients select their preferred language at the beginning of the call.
- Outreach Content
 - Confirmation that the patient has an H+H PCP he or she sees for regular checkups
 - Indication of whether the patient has seen a PCP in the last 12 months
 - Indication of whether the patient would be interested in scheduling a wellness visit or additional visit



Sample Program Workflow: Closing Gaps in Care

Phase 2: Closing the Loop

- Patients indicating they wish to schedule a PCP appointment are informed that a non-clinical call center representative will reach out within 2 hours to schedule an appointment.
- Alerts are routed in real time to one of four Call Centers (Brooklyn, Manhattan, Queens, Bronx) based on patient's preferred hospital location.
 - Appropriate borough Call Center staff calls patient back within 2 hours to schedule a PCP appointment



Annual Wellness Visits at NYC Health + Hospitals

Closing Gaps in Care for High-Risk Patients



115,694
CipherOutreach
Calls Made



23%
Patients Reached



46%
Patients Answer in Non-
English Language

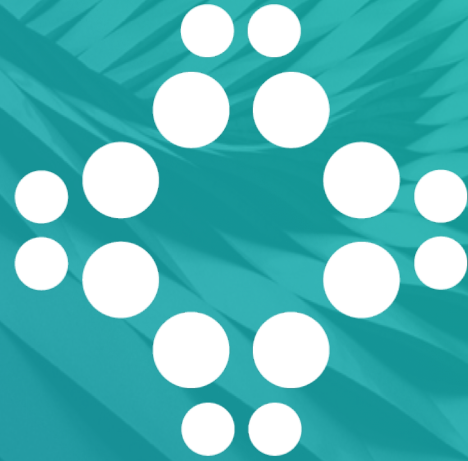


7,168
Requests for Appointment
Scheduling Assistance



2,059
Appointments Scheduled
(Based on Available
Appointments for Eligible
Patients)

Data Period: February 2018 – April 2019



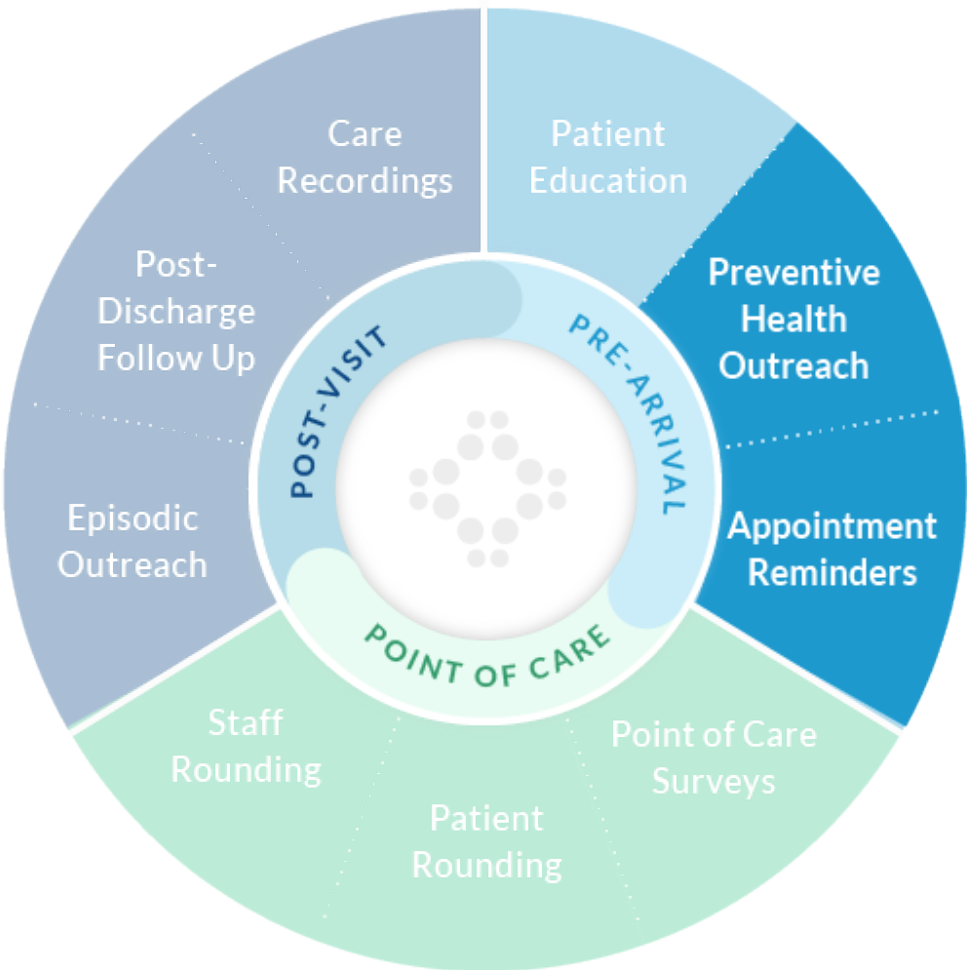
CipherHealth

The Patient Engagement Company

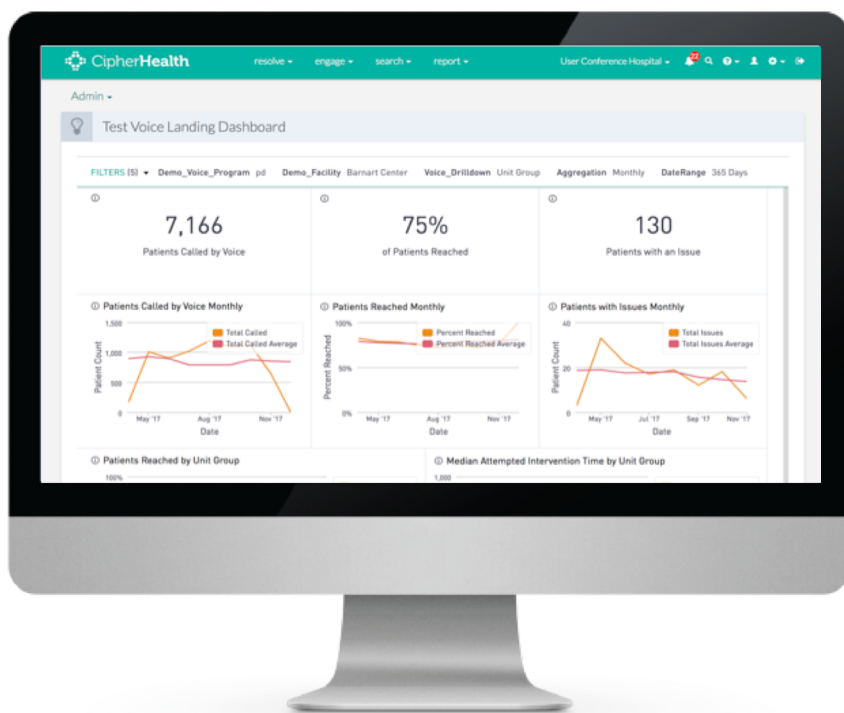
Pre-Arrival | Point of Care | Post-Visit



Superior Engagement on One, Flexible Platform



How Does Automated Outreach Work



*Use The Communication Method
Your Patients Prefer*



System Integration

Integrated with your EMR or scheduling system, auto-enroll outreach eligible patients



Patient Engagement

Once the patient is enrolled, he or she will receive relevant outreach



Care Team Intervention

If a patient indicates an issue, an automatic alert will be triggered to the appropriate staff member or team for resolution



Executive Reporting

In-depth reports are utilized to drive actionable improvements

Personalized Features Effectively Engage Patients

Caller ID

Make sure the phone displays that healthcare organization's branded program.

Timing of Outreach

Customize the times of day and days of the week that calls or texts will go out.

Multiple Language

Utilize multiple foreign languages to meet the needs of your patient population.

Local Area Code

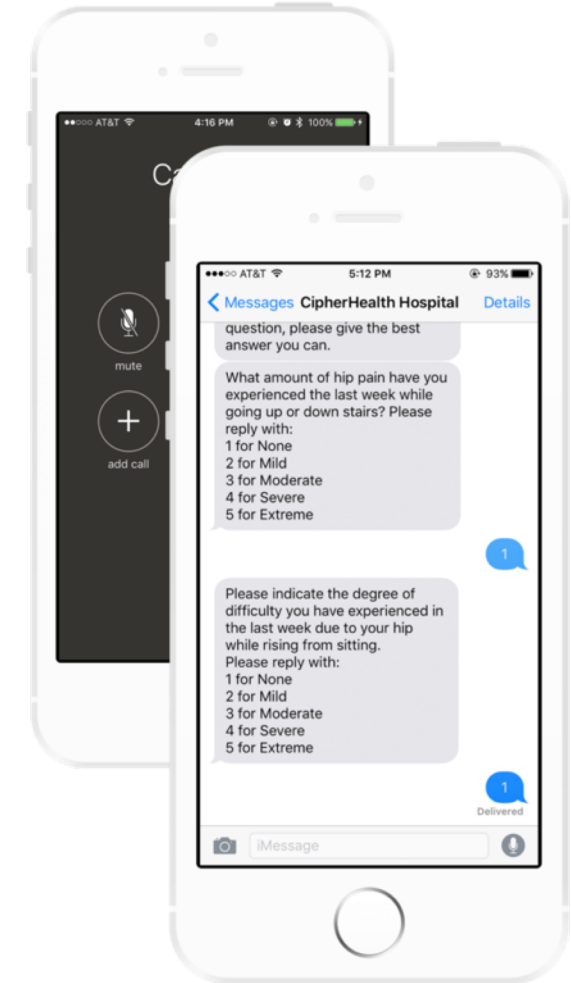
Call patients using a number with a local area code. Do not display 1-800, 1-555, etc.

Voice Talent

Record the voice of someone at your facility that is familiar to the patient.

Mode of Outreach

Call patients by phone or SMS. Allow patients the option for an inbound number as well.



CipherHealth's Integration Capabilities

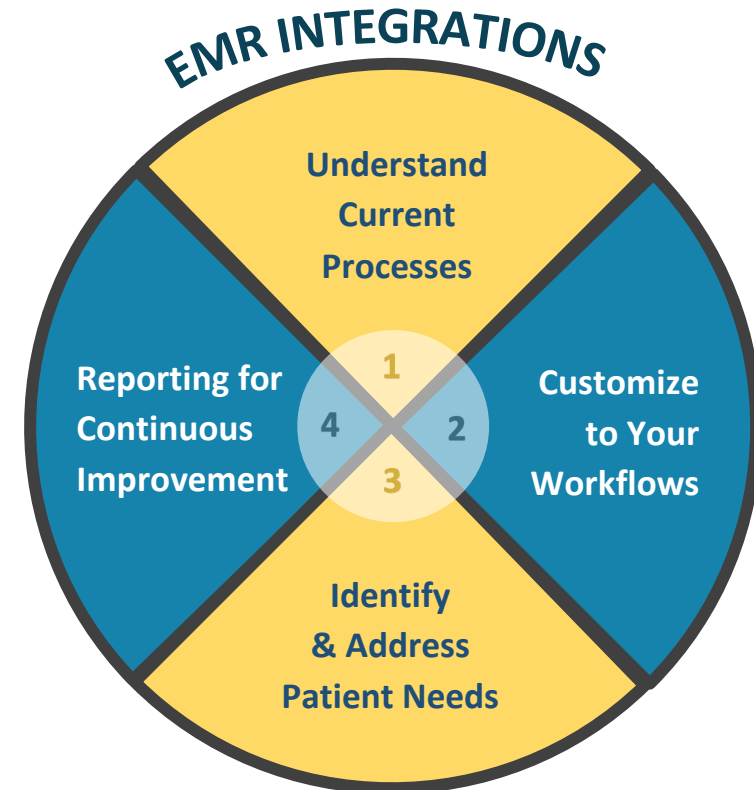
- **EMR Integrations (HL7 & Flat-file)**

- Epic
- Cerner
- Allscripts
- GE Centricity
- Corepoint
- Medhost
- Meditech
- Healthland
- McKesson / Paragon
- eClinicalWorks
- Siemens / Soarian
- NextGen Healthcare
- Intersystems / Ensemble
- & More

- **Single Sign-On (SSO)**

- **HR Integrations**

- **Other (Ticketing Systems, User Management, etc)**





Languages and Translations

Languages Offered

- Ability to provide outreach in any language
- Currently deploying Outreach Call Programs in English, Spanish, Russian, Polish, Mandarin, Cantonese, Haitian Creole, Bengali, and Burmese, etc. (based on current client need)
- Currently deploying SMS Outreach Programs in English, Spanish, and Chinese (based on current client need)

Translation Process

- For voice programs, the finalized outreach script is recorded by a professional talent in the appropriate language, or a member of the health center's staff if preferred.
- For SMS programs, the finalized text is translated by professional services.



Contracting and Pricing Structure

- Average Contract Length: 1-3 years
- Pilots and Proof of Concept Offered: Yes, depending on scope of program
- Price dependent on scope of programs. Factors may include:
 - Number of individual programs provided
 - Integrations required
 - Languages utilized
 - Approximate number of patients receiving outreach

Questions?



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