



Northeast Valley Health Corporation

a californiahealth⁺ center

Proactive Outreach Project



"Caring for our community's health since 1973"

Proactive Outreach

PHLN Year 2 Project Aim

- Increase the # of managed care and MHLA patients assigned to NEVHC that schedule appointments by 10%
- Increase outreach for clinical metrics

Measures for Success

- Peds, MHLA, High Risk Adults
 - % of outreach to New/Not-Engaged pts.
 - % appts. scheduled
 - % appts. completed
- WCE, WAE, CRC:
 - % texts sent
 - % appts. scheduled
 - % appts. completed

Changes

Tested Changes

- Use of new database to identify new/not-engaged members
- Outreach to members via text
- Outreach to patients due for clinical metrics via text

Implemented Changes

- Enrollment Manager implemented to create charts for new members
- Utilization of new text message platform-Care Message & NG Care
- Text patients due for clinical metrics using Care Message & i2iTracks

Changes – EM Configuration

EMedApps Enrollment Processing

EMedApps Enrollment Manager Config

Payer Mapping

External Payer Name

External Payer ID

Internal Payer Name

Group #

Policy #

Add Update

Delete

Clear All

External Payer Name	External Payer ID	Internal Payer Name	Group # Field	Policy # Field
ABCC		COMM Anthem Blue Cross HMO		Member ID
BCMC		Mcal Anthem Blue Cross	Member ID	Member ID
BLUE		COMM Blue Shield HMO	Member ID	Member ID
BLUP		COMM Blue Shield HMO	Member ID	Member ID
Car1		Mcal Blue Shield/Promise HP	Member ID	Member ID
CARS		Medi-Medi- Blue Shield Coordinated Choic	Member ID	Member ID

Additional Payer Mapping

Payer Name

Group #

Policy #

Add Update

Delete

Clear All

Payer Name	Group # Field	Policy # Field
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Nextgen Matching Rules

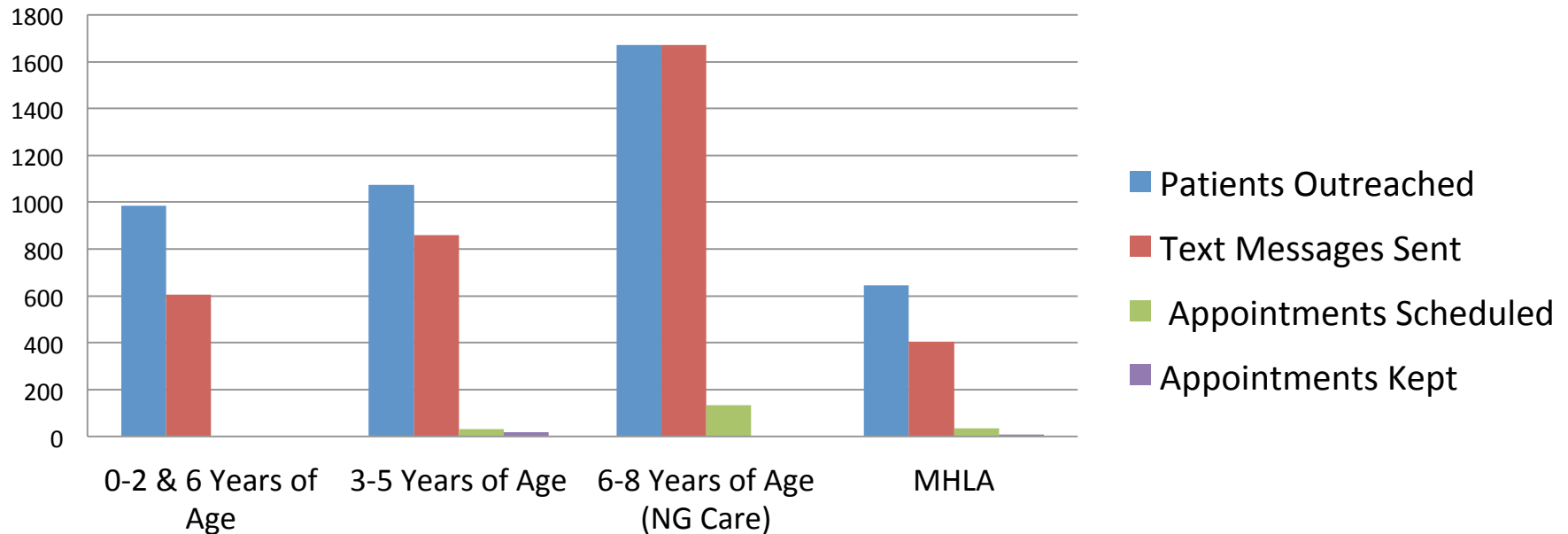
☒ Match

☐ Potential Duplicates

Using Data for Improvement: New/Not-Engaged pts.

- Team decision to transition to a new outreach platform due to low engagement results of the 0-2 & 6 yrs. campaign.

Outreach Efforts



Using Data for Improvement: Clinical metrics

	Q1	Q2
<u>Well Child Exam</u>		
Numerator	410	0
Denominator	3766	0
Of Texted, % Sched. for Appt	11%	
Numerator	252	0
Denominator	410	0
Of Sched. For Appt % Completed	61%	
<u>Well Adolescent Exam</u>		
Numerator	0	740
Denominator	0	3685
Of Pts Texted, % Scheduled for Appt		20%
Numerator	0	454
Denominator	0	740
Of Sched. For Appt % Completed		61%
<u>Colorectal Cancer Screening</u>		
Numerator	436	426
Denominator	1533	1874
Of Pts. texted, % Completed	28%	23%

Strategies for Success



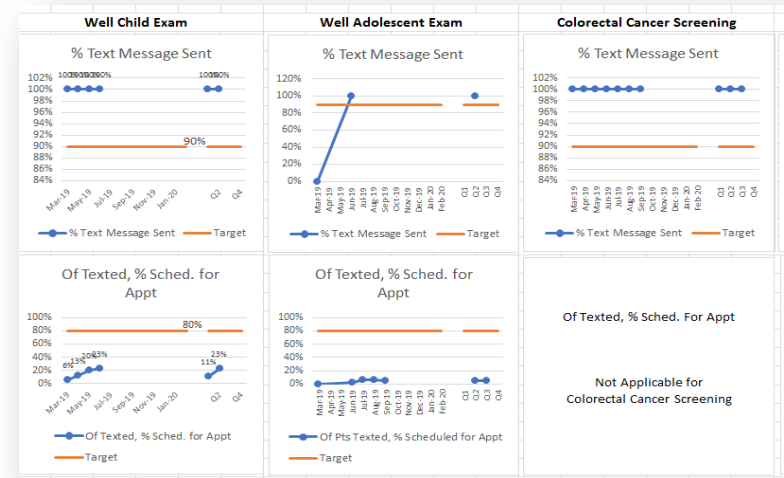
Regular meetings (PHLN NEVHC team, software developer)



Monitoring of internal dashboard to track duplicate patients from Enrollment Manager




PHLN Run Charts (new members and clinical metrics)



Key Tools & Resources - Enrollment Manager Dashboard

EMedApps Enrollment Processing x EMedApps Enrollment Manager Config



Enrollment Manager Member Processing

File Source: ⓘ

Panel Control: Toggle ↺ ↻ Cycle ↗

Member Statistics ⓘ ⬆

Members by Current Status Total: 83288

Status	Count
EM_Active Member	48525
EM_New Enrollment	24585
EM_Not Engaged	3951
EM_Scheduled Member	600
EM_Termed Member	5627

File Processing Status ◆ ROI Report ◆ Dashboard

Source	Processed Date	Total	Added	Existing	Exceptions	Termed
Medpoint Membership	09/26/19 5:12:36 AM	74504	1572	67544	5341	47
Medpoint Membership	09/25/19 8:59:58 PM	75302	901	68721	4075	1605
Medpoint Membership	06/27/19 1:10:07 AM	75309	1153	69792	2672	1692
Medpoint	05/25/19 1:09:38 AM	73982	1412	68446	2638	1486

Member Processing ⓘ ⬆

Member Processing Filters

Status

Sub Status

Days Since Outreach

Days Since Followup

Days Since Eff Date

From Eff Dt.

To Eff Dt.

☐ Peds Only

Key Tools & Resources - Population Health Outreach Campaign

The screenshot shows the 'Reports' section of the PopHealthProd application. The breadcrumb trail is 'Home > PopHealthProd > Population Health'. The 'SQL Server Reporting Services' folder is expanded, showing a list of reports. The 'ROI' folder is highlighted with a red box. The 'Booked Appointments by Outreach Cam...' report is also highlighted with a red box. Other reports visible include 'Expected Revenue by Appointment Type', 'Flu Season Comparison', 'Monthly Comparison of Procedure Counts', 'Outreach Analysis Dash', 'Outreach Campaign Return Analysis', 'Outreach Performance by Contact Method', 'Outreach Performance by Provider', 'Patient Response Time Details', 'Procedure Charges by Outreach Campaign', 'Revenue by Practice', and 'Universal Footer'. All reports are versioned v1.8.1.26.

Reports

Home Database User Guide

Reporting Services

Home > PopHealthProd > Population Health Home | My

SQL Server Reporting Services

ROI

Search

New Folder New Data Source Folder Settings Upload File

Booked Appointments by Outreach Cam... v1.8.1.26

Expected Revenue by Appointment Type v1.8.1.26

Flu Season Comparison v1.8.1.26

Monthly Comparison of Procedure Counts v1.8.1.26

Outreach Analysis Dash v1.8.1.26

Outreach Campaign Return Analysis v1.8.1.26

Outreach Performance by Contact Method v1.8.1.26

Outreach Performance by Provider v1.8.1.26

Patient Response Time Details v1.8.1.26

Procedure Charges by Outreach Campaign v1.8.1.26

Revenue by Practice v1.8.1.26

Universal Footer v1.8.1.26



Key Tools & Resources – Text Messages

Tue, Nov 13, 11:35 AM

NEVHC clinic. Doctors suggest adults 50-75 yrs to have a colon cancer test. Get tested! Video on how to do the FIT test: <https://bit.ly/2DoF3uG>
STOP to end txts

Colorectal Cancer Screening



Well Child Exams

Today 12:30 PM

Hi from Northeast Valley Health Corp. Your 6 year old is due for an important checkup. Call today to schedule an appt. [818-270-9777](tel:818-270-9777). Reply STOP to cancel texts.



Next Steps

Spreading

- Expand outreach campaigns to additional age groups
- Additional staff training for EM
- Implement 2nd text and calls
- Expand text outreach to additional metrics (cervical and breast cancer screenings)

Sustaining

- Exploring options to continue funding for product (EM, CareMessage) and staff
- Search for health plan and foundation grant opportunities

Current Challenges or Barriers

1. How to reduce the number of duplicated charts in EM?
2. What methods to use to identify the high-risk adult population (members assigned to NEVHC)?
3. What other alternatives are available to obtain updated phone numbers? (outreach for members and metrics)