Case Study: Population Health

Medical Group 3.7X's their Flu Vaccinations in Two Weeks

Next Best Actions Help Contain the Flu

43%

of adults acquired flu shots in the 2016-2017 flu season

37%

of adults acquired flu shots in the 2017-2018 flu season preventing:

7.1M illnesses
3.7M medical visits
109K hospitalizations
8,000 deaths

6%

difference year over year is a matter of life and death for thousands of people

THE CHALLENGE:

With Fall comes the flu, and every year providers and insurers invest heavily to educate the public about how flu shots can keep the epidemic from spreading. Despite major efforts, including TV, print, digital, and mail campaigns, flu shot recipients declined last year. The CDC estimates* only 37% of adults acquired flu shots in the 2017-2018 season vs 43% in the 2016-2017 season.

Healthcare leaders at a major northeastern medical group recognized this. In order to prevent a potential crisis, they decided it was crucial to meet consumers where they spend the most time – their phones!

Tempting as it may be to blast a message to the entire market, this simply doesn't work in public health. Factors such as patient risk, provider capacity, and patient communication preferences such as time of day could make a one-size-fits-all approach a potential disaster. With such complex factors at play, could intelligent consumer Next Best Actions help get the right message to nearly 100,000 patients at the right time?

SRM SymphonyRM

SOLUTION:

It takes millions of details and patient data points to determine the best time to target messages to the right consumer. Factors such as risk, communication preferences, and operational capacity help determine the right people and times to engage patients and drive adherence. The Next Best Action approach increased engagement while maintaining an excellent patient experience. The medical group better served the community and saw significantly more patients without overloading capacity and wait times.
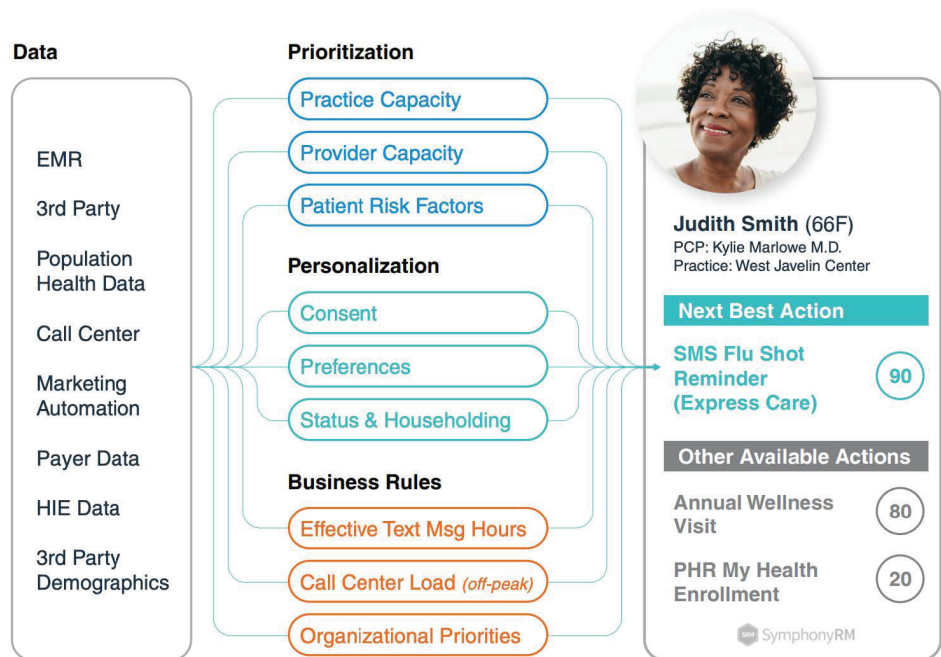
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THE RESULTS:

The Next Best Action approach more than tripled flu vaccinations versus the previous year. The medical group engaged 88,891 patients across 16 practice offices with communications personalized and timed to their specific needs.

88,891 — Patients engaged with SymphonyRM's HealthOS Next Best Action Platform via Bi-Directional Text Messaging

5,300 — Flu appointments scheduled using an easy to use click-to-dial feature directly into the Access Center – 3.7x the vaccinations from the previous year