

## Case Study

# Health System Drives 15% Increase in Patient Visits, 380% Annual Wellness Visit Growth; Improves Patient Access and Engagement

Large regional health system serving 500,000 patients uses SymphonyRM's AI-powered Next Best Actions and managed services to provide prioritized, proactive, and personalized patient engagement.

### Success Highlights

↑ **15%**

Increase in patient visits

↑ **\$1+ million**

Increased visits generated incremental value

↑ **380%**

Annual Wellness Visit Growth

## THE CHALLENGE:

### Making Data Actionable to Improve Patient Access and Engagement

A regional health system focused on improving patient access and the patient experience recognized the first step included gaining a deeper level of insight about their community.

Their current system of relying on individual practices couldn't generate a 360-degree view of patients or scale with their mandate to provide convenient care to access. They wanted to understand their customer's needs and use a modern, data-driven contact center with enhanced proactive outreach capabilities to improve the following metrics:

- Provider Utilization
- Decrease Abandonment rates
- Increase Patient Bookings
- Close Care Gaps
- Reduce Provider Burnout

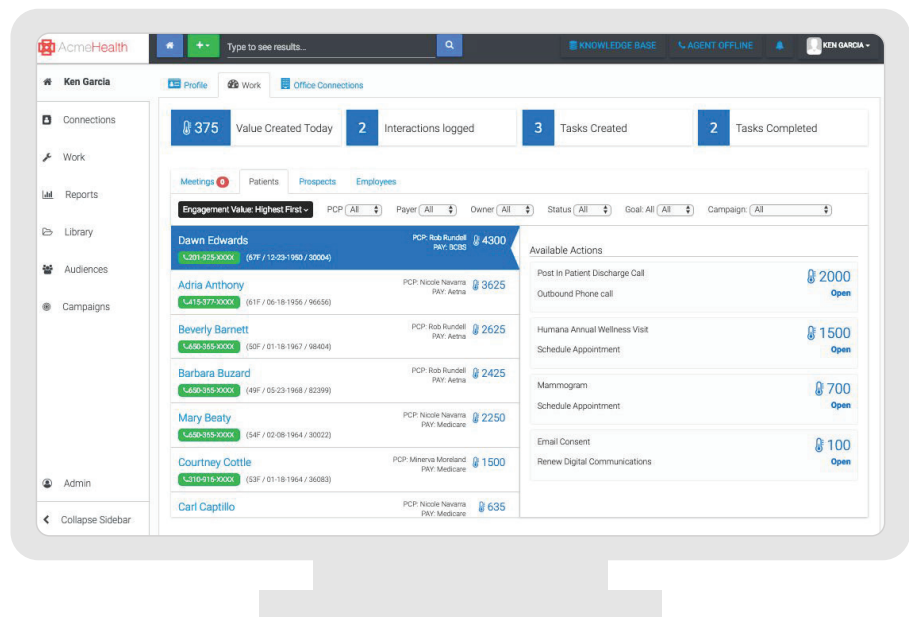
With a vision to provide a frictionless consumer experience, they realized they needed a unique healthcare technology partner and turned to SymphonyRM's AI-Powered Next Best Actions to provide the insights needed to influence consumer behavior and close care gaps with prioritized, personalized, and proactive patient engagement across all channels.

# SOLUTION:

## AI-Powered Next Best Actions

The health system chose SymphonyRM to use its HealthOS platform to gain a deeper level of insight about their patients and influence behavior across the consumer journey. They also leveraged the company's managed services to build a centralized contact center from the ground up, hire and train representatives, and launch both traditional and digital personalized outreach campaigns.

SymphonyRM's HealthOS platform pinpoints value-based care consumer engagement opportunities intelligently mined across multiple silos of data (EMR, payer, third-party data, etc.) to generate Next Best Actions for every patient - enabling the health system to proactively engage and focus on the patient's need at every point of care and automate personalized and targeted campaigns.



As a technology-enabled managed service, SymphonyRM provides a unique delivery model that includes data science and best practices to accelerate patient access, experience, and multi-channel engagement strategies to drive growth, quality, and loyalty.

### Get Started with SymphonyRM Today

Learn more at  
[www.symphonyrm.com](http://www.symphonyrm.com)

650.336.8430

[info@symphonyrm.com](mailto:info@symphonyrm.com)

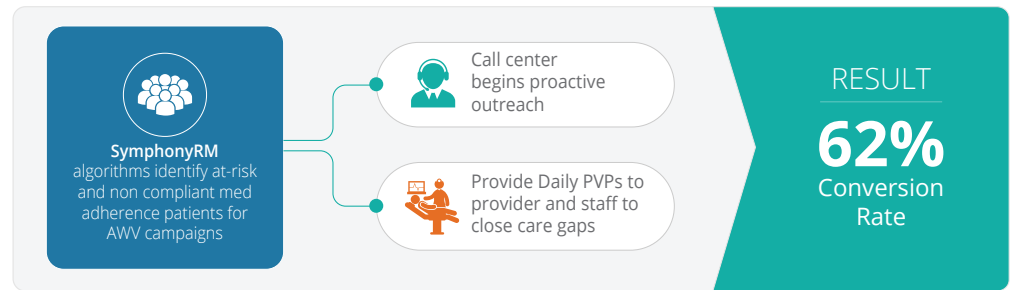
### *Data Science Fuels Consumer-Centric Engagement; Centralized Contact Center Success*

The centralized contact center (Implemented in six weeks) and SymphonyRM's HealthOS Platform delivered immediate tangible benefits for their primary care group - the centralized contact center, standardized scheduling templates, and pre-visit plans decreased abandonment rates and increased provider productivity while the AI-powered Next Best Actions enabled prioritized, proactive, and personalized patient outreach to drive patient bookings.

## Sample Schedule Before Call Center

	Monday 7/27/18	Tuesday 7/28/18	Wednesday 7/29/18	Thursday 7/30/18	Friday 7/31/18	Saturday 8/1/18	Sunday 8/2/18	Monday 8/3/18	Tuesday 8/4/18	Wednesday 8/5/18	Thursday 8/6/18	Friday 8/7/18	Saturday 8/8/18	Sunday 8/9/18	Monday 8/10/18	Tuesday 8/11/18	Wednesday 8/12/18	Thursday 8/13/18	Friday 8/14/18	Saturday 8/15/18	Sunday 8/16/18	Monday 8/17/18	Tuesday 8/18/18	Wednesday 8/19/18	Thursday 8/20/18	Friday 8/21/18	Saturday 8/22/18	Sunday 8/23/18	Monday 8/24/18	Tuesday 8/25/18	Wednesday 8/26/18	Thursday 8/27/18	Friday 8/28/18	Saturday 8/29/18	Sunday 8/30/18	Monday 8/31/18	Tuesday 9/1/18	Wednesday 9/2/18	Thursday 9/3/18	Friday 9/4/18	Saturday 9/5/18	Sunday 9/6/18	Monday 9/7/18	Tuesday 9/8/18	Wednesday 9/9/18	Thursday 9/10/18	Friday 9/11/18	Saturday 9/12/18	Sunday 9/13/18	Monday 9/14/18	Tuesday 9/15/18	Wednesday 9/16/18	Thursday 9/17/18	Friday 9/18/18	Saturday 9/19/18	Sunday 9/20/18	Monday 9/21/18	Tuesday 9/22/18	Wednesday 9/23/18	Thursday 9/24/18	Friday 9/25/18	Saturday 9/26/18	Sunday 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In addition, the health system leveraged SymphonyRM's Next Best Actions for their medical adherence outreach programs, bringing in non-compliant and at-risk patients for annual wellness visits and getting them back into compliance - ultimately achieving a 62% conversion success rate.



Now the health system has enterprise-level insight and a more efficient, scalable, and consumer-centric approach to maximize provider capacity and close care gaps, ultimately driving growth while improving quality scores and outcomes.

## NEXT STEPS: Using SymphonyRM's AI-Powered Next Best Actions for Specialty Care And Service Line Growth

As a result of the primary group's consumer engagement success, the health system is expanding the use of SymphonyRM's HealthOS platform across the organization, from specialty care to ancillary hospital services lines.

Adopting SymphonyRM's data-science driven HealthOS platform is providing the health system with the intelligence layer needed to identify the disease status of their community and immediately recommend the right wellness or treatment program, further strengthening their ability to more effectively engage patients and drive growth, quality, and loyalty.

Get Started with  
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Learn more at  
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