

hub

Reimagining Care Delivery





Introduction

Our healthcare industry is undergoing transformative change at a breakneck pace. With Value-Based Care (VBC) gaining prominence, along with other government mandated programs, the focus has shifted to delicately balancing **quality and cost**. The reality is, not all practices have made the transition from Fee-For-Service (FFS) to value. This, coupled with new challenges introduced by COVID-19, make it imperative that practices begin to reimagine how they will deliver patient care. In order for practices to thrive in this new environment, their care delivery and business models must become **patient centric**, optimized for **safety**, and hyper focused on providing the **right care**, in the **right setting**, at the **right time**.

- 03 Practice Marketing
- 04 Patient Intake
- 05 Telehealth
- 06 Decision Support
- 07 Remote Monitoring
- 08 Other Solutions

Reimagining care delivery starts with evaluating every component of a practice's clinical, financial, and operational workflow from the perspective of the patient.

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Practice Marketing

Attract New Patients

The patient journey starts with finding a healthcare provider. The way patients find providers has changed a great deal in recent years and your practice marketing must evolve to keep pace. Today's patients are tech savvy consumers, who turn to the internet when looking to fulfill any of their needs, healthcare services included. The practice website now serves as the **digital front door**, the first impression a practice can make with patients weighing care options. Similarly, it is important to proactively manage your online reputation. Although it is often difficult to delete bad reviews, you can increase the chances that positive reviews are posted reflecting the reputation you have worked so hard to build.

A much better investment of your time is to find a partner who understands the nuances of digital marketing, Search Engine Optimization (SEO) including how search engines award their rankings, and reputation management including a mechanism to increase the chances a positive experience will get posted. Practices should consider outsourcing this task to a company with the right expertise to build and manage a high performing website that depicts your practice in the best possible light.

How do you create and maintain an attractive website that can be easily found online, engage with patients, and proactively manage your online reputation?



Patient Intake

Automate the Patient Journey

Today's patients value convenience. In the past, the office visit usually started with filling out a set of forms on a clipboard while sitting in a crowded waiting room. This experience was frustrating for the patients and staff alike. On top of collecting and entering information from this paperwork, staff performed other tasks like scanning a patient's insurance and identification cards and collecting copays and outstanding balances. Although these tasks are important, the physical interaction between patient and staff create an opportunity for unnecessary exposure to pathogens which can be easily avoided.

To provide the highest level of service to your patients, each and every aspect of the patient scheduling and intake process should be automated.



Allowing for the **automation** of these processes increases patient **convenience, safety**, and overall **satisfaction**. As a bonus, these are great capabilities to highlight on your practice website to attract new patients.

Practices should consider:

- Patient self scheduling
- Appointment reminders through voice, text, and email
- Electronic collection of forms and questionnaires
- Importing data into PM/EMR systems
- Electronic collection of insurance information
- Collecting patient payments online.

Telehealth

Conduct Virtual Visits

The healthcare industry is becoming more patient centric with patients demanding care on their terms. As a result, practices should leverage technology to ensure patients receive the **right care**, in the **right setting**, at the **right time**. Telehealth **MUST** be a part of every practice's reimagined care delivery model in the future.

Common telehealth use cases:

- Anxiety and Depression
- Back Pain
- Conjunctivitis
- Diabetes
- Earache
- Heartburn and Reflux Disease
- Influenza and COVID-19
- Migraine
- Minor Cuts, Burns, and Rashes
- Nausea, Vomiting, and Diarrhea
- Sinusitis
- Sprains, Strains, and Swelling
- Urinary Tract Infection

Further analysis by Towers Watson, indicates that telehealth saves more than \$6 billion dollars each year in healthcare costs.² This is driven by the economics of the setting, a telehealth visit averaging \$79 dollars³, compared to an Urgent Care or ER visit which can cost upwards of several hundred to several thousand dollars.

Roughly 75% of visits to a medical practice, Urgent Care, or ER are "either unnecessary or could be handled safely and effectively over the phone or video."¹

Selecting the right telehealth partner will dictate the types of virtual services you can offer. Look for a company that provides the full spectrum of telehealth services including video encounters over the internet to medical carts with teleradiology as your practice needs will likely evolve over time.

1. American Medical Association and Wellness Council of America
2. Towers Watson
3. HighPoint An IQVIA Company



Clinical Decision Support (CDS)

Improve Diagnostic Accuracy

With more visits moving to a virtual setting, clinicians do not have access to the same data and resources they had in the past. In the future, there will be a greater need for clinicians to guard against bias and find new and innovative ways to engage and educate their patients. There is a wealth of **Patient Generated Health Data (PGHD)** becoming available from smartphones, wearables, and activity trackers. However, this data is growing exponentially, making it increasingly difficult for clinicians to efficiently and conclusively determine the **right diagnosis**. This is particularly important given the fact that the annual rate of diagnostic errors in the United States is quite high.

Nearly every person will experience a diagnostic error in their lifetime.⁴

This problem **MUST** be addressed, as there are a material number of diagnostic errors made each year resulting in a staggering amount of deaths.⁵ Given that Value-Based Care rewards quality in the form of patient outcomes, it's more important than ever to identify the right diagnosis from the start. Combining clinical decision support technology with telehealth, will further allow practices to provide the right care for their patients, in the right care setting, at the right time.

4. National Academy of Sciences, Engineering, and Medicine

5. Society to Improve Diagnosis in Medicine





Remote Patient Monitoring (RPM)

Manage Chronic Conditions

Patients struggling with chronic illness face a unique set of challenges, namely, they require a greater amount of care to maintain their health. It is also true that those with chronic illness are at greater risk for complications from other illnesses including influenza and COVID-19. For this reason, it is imperative to effectively **monitor and manage these chronic conditions**, from the safety and convenience of the patient's home. RPM software allows providers to proactively manage chronically ill patients by continuously monitoring key diagnostic readings. When a patient's readings exceed acceptable thresholds, the software generates a customized alert notifying the care team to intervene.

With the rapid rise of wearables, activity trackers, and personal diagnostic health devices, there will be an ever-increasing amount of **Patient Generated Health Data (PGHD)**. With this in mind, clinicians must be prepared to leverage RPM technology in order to improve patient outcomes for the populations they serve. This isn't just good clinical care, but also a core pillar of the **IHI Triple Aim**⁶ that ties directly back to the goals of Value-Based Care.

6. Institute for Healthcare Improvement (IHI)



Other Solutions

The new era of healthcare will require the seamless stitching together of technology and services in a way that automates the patient journey and creates a safe environment for patients and staff.

In other words, practices will need to have a robust and versatile **Practice Management (PM)** and **Electronic Medical Record (EMR)** system with an open architecture to accommodate different software applications.

Additionally, a practice's financial health is usually tied to the quality of its staff. Given the impending shortage of clinicians, the competition to hire highly skilled healthcare workers will be fierce. This problem is likely to worsen with provider burnout increasing because of COVID-19. Attracting the right personnel for your practice begins with having a differentiated **employment brand** and leveraging technology to find the **right personnel** with the necessary skill sets, who are also a good fit for the culture of your organization.

A practice's ability to execute on a new care delivery model will be governed by the quality of their foundational Health Information Technology (HIT) platform.

Conclusion

We are entering a new “normal” in the healthcare industry, one which is patient centric, driven by technology, and focused on delivering care in a safe and efficient manner. Moving forward, practices must be willing to streamline every aspect of the patient journey to deliver the highest quality care when and where it is needed.

Practices should start by building a Web presence to attract the right patients and procedures. The patient intake process should be automated regardless of whether the patient is being seen in the office or virtually. Telehealth should be used when appropriate to reduce expense and provide more convenient and timely care. Virtual encounters should be coupled with clinical decision support technology to increase the probability of identifying the right diagnosis, the first time.

Chronically ill patients should be managed with remote patient monitoring software helping them to slow, stop, or reverse the progression of chronic disease. All of these technologies should be seamlessly integrated with the right foundational HIT platform. Finally, practices should implement a system to hire the right personnel with the right skills set who fit the culture of the organization.

Although the process of executing a patient centric care delivery model is complex, you don't have to go it alone. SolutionsHub is here to help you vet the right partners for your reimagined practice.

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