



Digital Patient Experience Manager

# Acquire, Retain, and Convert Patients at Scale



# Inspiring a Better Healthcare System

In our digital world, consumers carry high service expectations for every arena of their lives. As healthcare consumers shoulder more of the financial burden for care, their demand for a quality experience intensifies. Providers who neglect ongoing patient engagement risk losing market share, as dissatisfied consumers will eventually choose other options—or forgo care altogether.

Frequently, patient communication is just as siloed as the health network itself. Patients become frustrated with redundant paperwork, poorly explained processes, and contradictory financial statements. It's often the patient's responsibility to navigate these experiences, gather information, and determine next steps.

Change Healthcare's Digital Patient Experience Manager replaces disjointed touchpoints with a deliberately structured, holistic patient experience. Digital Patient Experience Manager uses integrated data, personalized communication, and automated messaging to help you offer consumers an outstanding—and sustainable—care experience.

Creating a continuous engagement cycle helps you acquire new patients, reduce out-of-network leakage, and increase appropriate service utilization—driving volume and revenue.

# Gain Market Differentiation with Continuous Engagement Across the Care Continuum

Change Healthcare has collaborated with Adobe and Microsoft—leaders in consumer experience—to create a platform for sustained patient engagement

## Contact Targeted Populations

Many providers rely on patient portals to satisfy consumers, but only 30% of patients use them.<sup>1</sup> Digital Patient Experience Manager offers omni-channel message delivery via web, text, email, direct mail, voice, and call center—helping you reach your entire patient population.

Digital Patient Experience Manager orchestrates consumer interactions based on clinical, operational, and financial data powered by Change Healthcare's Intelligent Healthcare Platform, which stores data from more than 14 billion annual healthcare transactions.

Sub-populations can be organized by almost any differentiator—such as health risk scoring or propensity to pay—and then enrolled in relevant campaigns. For example, mammography preventative care can tailor screening information for various populations, such as those with a high genetic risk for breast cancer.

## Nurture the Patient Relationship

Consumers can shop for the right procedure and provider based on reviews, quality ratings, and pricing. As the patient pursues treatment, messaging is aligned with care progression. For example, a referral for an MRI might trigger an offer for a pre-service payment discount, or an invitation to speak with a financial counselor. Subsequent messaging might include pre-procedure directions and follow-up care reminders.

Throughout the care journey, the platform initiates revenue cycle touchpoints such as pre-payment clearance, enrollment services, and bill payment. eCommerce strategies such as procedure bundling, pricing transparency, and prompted shopping help increase your self-pay collections.

The platform also keeps consumers engaged outside of active care episodes, helping you expand patient loyalty, brand reputation, and revenue.

## Personalize Content Delivery

The platform builds patient profiles by aggregating data from disparate sources, including EHRs, registration, scheduling, and billing. As the patient's healthcare journey generates new data points, personalized messaging extends the relationship. For example, a patient recently diagnosed with Type 2 Diabetes might receive an invitation to attend a class with a certified diabetes educator.

Digital Patient Experience Manager leverages Adobe consumer engagement tools to orchestrate and personalize message delivery. Behavioral data, social determinants of health, socioeconomic class, and historical preferences help inform both content and message release. Follow-up is monitored to prompt provider and patient responses and encourage action.

<sup>1</sup> Sara Heath, "Patient Portal Use Lagging Despite Strong Provider Support," Patient Engagement HIT. March 16, 2017.

Digital Patient Experience Manager provides tailored use cases to help you quickly realize results. Packages include:

### Finding Care & Access

Create a consumer-centric care experience by providing self-service tools from awareness to arrival. Tools include provider directory search and comprehensive patient access features, including digital scheduling, appointment reminders, waitlist management, wayfinding, and pre-appointment forms. Providing patients with convenient service helps increase patient satisfaction, reduce no-shows, decrease manual administrative tasks, and impact both patient volume and retention.

### Connected Care

Improve quality outcomes by engaging patients both before and after their care. By notifying patients and referring physicians about incidental findings on diagnostic tests, you can help ensure follow-up care is completed while keeping patients in network. The service includes appointment scheduling and reminders, patient education, manager referrals, and more.

### Financial Care

Give consumers the information they need to choose your providers and accelerate the revenue cycle. Personalized, proactive pricing transparency; pre-payment bundling; and shop-book-pay functionality help consumers make informed choices, budget appropriately for care, and handle their financial obligations.

### Continued Engagement

Acquire and retain new patients for sustained growth through targeted, ongoing engagement programs. Communicate with patients via the media of their choice to improve consumer experience and loyalty, while building patient volume for your primary care network.



### Access

Acquire new patients by removing friction from patient access journey



### Retain

Reduce leakage of existing patients by personalizing the care experience



### Convert

Increase appropriate utilization of services through proactive analytics and self-service tools



# Grow Your Market Share with Increased Volume

## Patient Follow-Up

Automatically notify patients and referring providers of incidental or critical findings uncovered during testing, improving patient safety and decreasing liability for missed follow-up appointments. This service enrolls the referring provider and patient in an engagement campaign to help ensure the appropriate follow-up care is completed in a timely fashion.

## Radiology Concierge Follow-Up Service

Use Change Healthcare's Provider Communication Service to enable full-suite follow-up support for every type of radiology exam finding. By engaging referring providers and patients via phone and email, you can decrease follow-up exam leakage for critical, unexpected, and incidental findings.

## Discharge Follow-Up

This automated engagement campaign tool identifies, tracks, and encourages appropriate patient follow-up following discharge from the hospital. Personalized messaging and scheduling integration can help decrease readmissions and improve patient retention.

## Self-Scheduling

Increase visit volume and decrease staffing costs by enabling convenient patient access. Patients can easily self-schedule into your scheduling system using patient-facing tools and back-end integrations.

## Experience Surveys

Recognize staff contributions, identify opportunities for improvement, and help increase your consumer ratings by encouraging consumer reviews. Key events in the patient journey trigger an interactive email and SMS-based experience measurement campaign.

## Growth Campaigns

Boost your appointment volume through email-based patient engagement campaigns. Impact your market share by encouraging patients to participate in key events such as classes, support groups, and flu-shot clinics.

## Claims Data-Informed Advertising

This use-case relies on anonymized market claims data and automation technology to enable effective advertising within your local market.

## Optimize Revenue with Secure Engagement

Delivering a high-quality patient care experience can have a significant impact on your revenue, operations, and growth. Digital Patient Experience Manager helps you:

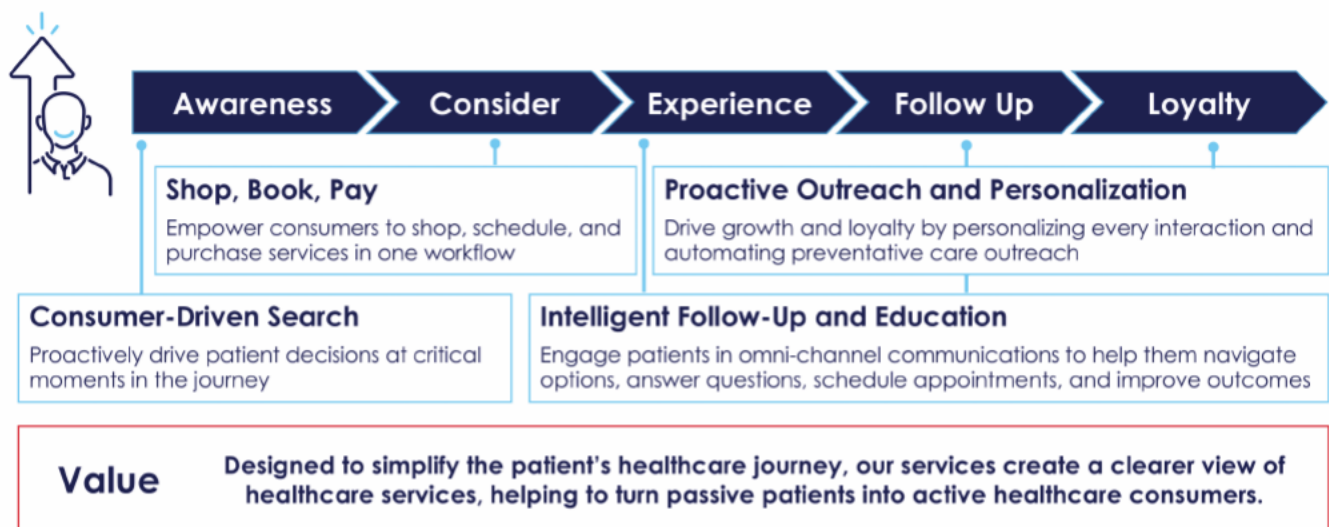
- Improve efficiency by reducing the burden on providers, practice staff, and call center operations
- Increase patient satisfaction by creating a retail-oriented shopping experience for tests and procedures
- Grow market share by improving your organization's reviews, ratings, and reputation scores
- Increase revenue by attracting and retaining patients, improving utilization, and increasing volume
- Improve cash flow by offering pre-procedure pricing to help reduce post-procedure self-pay

The Microsoft® Azure Cloud Computing Platform provides a secure hosting environment, as well as best-in-class consumer data management capabilities. Change Healthcare has decades of experience securely handling PHI, and has been working with HIPAA regulations since HIPAA's inception.

# Communicate with Precision Throughout the Consumer Journey

Our platform provides the opportunity to differentiate your organization by providing a highly personalized consumer experience for each patient. Digital Patient Experience Manager reaches patients via the right channel at the right time, using your own branded content to impact patient choices.

## Our solutions encourage engagement across the consumer journey



Microsoft® Azure Cloud is a registered trademark of Microsoft Corporation



### About Change Healthcare

Change Healthcare is a leading independent healthcare technology company that provides data and analytics-driven solutions to improve clinical, financial and patient engagement outcomes in the U.S. healthcare system. We are a key catalyst of a value-based healthcare system, accelerating the journey toward improved lives and healthier communities.

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