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6 Ways Automated Outreach Improves Outcomes

Research demonstrates when patients are engaged in their care, health outcomes are better. Learn how automated outreach enables providers and payers to scale personalized communication, effectively reaching patients at every point in their care journey.

"Margaret, you're overdue for a colorectal screening."

No, it's not a text from your mother. It's Providertech's automated outreach program checking in to help you get preventative care before it's too late. Automated communication methods, like Providertech's CareX platform, are offering effective solutions for providers, practices, and payers to proactively keep in touch with their patients before and after encounters—without overextending already constrained staff and budgets.

When patients are actively engaged in their care plan, quality outcomes are better because it brings the responsibility and focus on health back to the patient. And, as healthcare shifts from fee-for-service to value-based care, the demand for patient engagement has never been greater. With increasing pressure on cost-reduction and quality reporting, providers are looking for alternative engagement solutions to traditional manual outreach.

Automated communication with an emphasis on SMS text messaging enables providers to engage patients effectively, meeting them where they are and at scale throughout their entire care journey. Interactive messages ensure patients seek and manage care more consistently, leading to better outcomes in the short-term and long-term.

In this white paper, you'll learn about six ways automated outreach is generating better outcomes amidst today's complex healthcare landscape.

THE HIGHLIGHTS

Automated outreach is improving outcomes through ...

- Appointment reminders that ensure patients show up for scheduled visits

- Inviting patients to participate in preventative screenings based on demographics and medical history

- Regular monitoring of patients with chronic diseases in real-time

- Allowing providers to spend more time with their patients with less manual outreach

- Sending critical information to patients regarding their condition and care plan

1. Increasing Appointment Attendance

One of the simplest ways automated outreach is improving outcomes is through automatic appointment reminders. One reason patients miss appointments is basic forgetfulness during a hectic week. And, patients who miss appointments are more likely to remain in poor health. Historically, office staff attempted to call patients before appointments. This approach was not scalable, nor practical, considering the number of calls that would go unanswered.

Text, voice, or email automated reminders can be customized to remind patients of upcoming visits at regular intervals. And, patients can designate which communication channel works best for them. This provides multiple options for patients to confirm or reschedule appointments in case their schedule changes.

Studies show that after implementing multi-modal reminders and automated engagement, patient no-show rates can drop as much as 80%. By getting patients to merely show up for appointments, patients are more likely to maintain wellness as a result of regular care.

2. Driving Preventative Care

Preventative care is foundational to keeping patients healthy. But, lack of reminders often results in non-compliance. To combat this, automated platforms can systematically detect patients who are at risk based on their medical or family history. Driven by robust analytics, doctor offices can target personalized messages to defined populations using automated outreach. This ensures patients receive relevant education and notifications about their individual risks and the benefits of preventative care. For example, in a outreach campaign for patients with diabetes, practices could target patients with HBA1C levels above 8 who have also not been to the doctor in the past 90 days.

> After implementing multi-modal reminders and automated engagement, patient **no-show rates can drop as much as 80%**.

Automation allows practices to communicate these messages at scale while using dashboards to ensure their entire patient population is covered. Patients can receive reminders about critical screenings, vaccinations, and other preventative care necessary to keep them healthy. Proactively delivering these messages gets patients in the door before it's too late.

For example, early detection in breast cancer can be the difference between life and death. Annual mammograms are critical to catching and managing breast cancer early, although many women fail to schedule these appointments every year. Automated outreach can ensure regular screenings

stay top of mind for women above 40, which can reduce their risk of breast cancer by 66%.

3. Enhancing Chronic Disease Management

Chronic disease is one of the top causes of death, disability, and inflating healthcare costs in the United States. That's why helping chronic patients effectively manage their disease is critical to improving outcomes.

Effective population health management requires engagement with patients, before, during, and after medical appointments. Chronically diseased patients want individualized treatment and tools for managing their condition, and automated outreach makes this possible. Automated messages can be tailored for a variety of common conditions, including heart disease, asthma, diabetes, and cancer. This personalized outreach delivers resources at scale to help patients demonstrate self-care and receive continuous support beyond the clinical setting. And, when a patient deviates from their care plan, automation can inform the care team, allowing them to intervene in a timely manner.
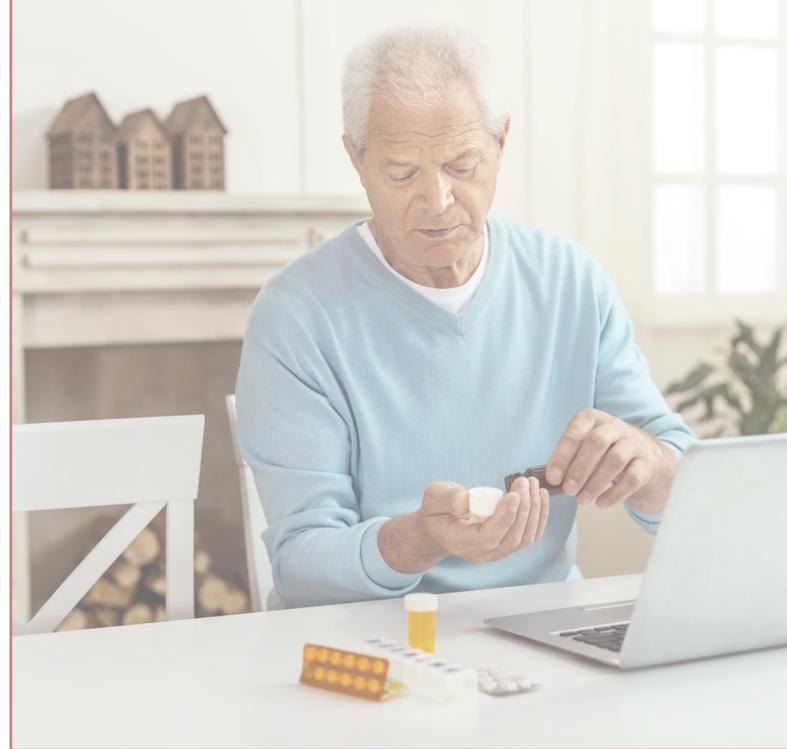
take their medication, provide information on side affects, and the impact of non-compliance. Studies show that customized and interactive text message reminders can **improve medication adherence for Medicare patients by 14 percent,** on average. Automation enables practices to target and reach significantly more patients than one-to-one calling would.

5. Expanding Access to Health Information

Uninformed patients are more likely to be disengaged in their care, which is why offering easy access to health information is so important—even for "healthy" patients. By delivering health information to patients via automated messages, patients can connect with their providers regularly, receive relevant health education, and seek care when necessary.

Patients may not always need to physically see their doctor to stay healthy. When patients receive educational resources from their care providers, they're more likely to take action and respond by taking measures to maintain good health as a lifestyle. This reduces the need for acute care while improving wellness for the patient.

Automated outreach can ensure regular screenings stay top of mind for women above 40, which can **reduce their risk of breast cancer by 66%.**

4. Improving Medication Adherence

Medication adherence is essential to positive health outcomes, especially for patients with chronic conditions. Many barriers to adhering to medication are within the control of the patient, as often patients forget to take medication or are uninformed of what the consequences are for not taking their medication. By automating communication, clinical teams can deliver personalized outreach to remind patients to

6. Strengthening the Patient-Provider Relationship

Finally, automated outreach is elevating patient outcomes through a more relational interaction between patients and their care teams. Don't be fooled—just because communications are automated doesn't mean that they don't offer a personal touch. Technology is sophisticated enough to offer relevant advice to patients which can help them avoid complications.

Despite the automation, patients associate the outreach directly with their provider, which influences their daily lifestyle choices tremendously. When clinical providers take initiative to invest automated outreach, patients are likely to engage and respond in between appointments, and while visiting the office in-person. And, automated outreach can generate patient feedback following visits, enabling practices to quantitatively measure the quality of outcomes from the patient's perspective while also providing service recovery for dissatisfied patients.

With less time spent reminding patients of appointments or tests manually, doctors can focus on quality care when the patient is in their office. Minimizing administrative tasks through automated outreach also ensures no patient slips through the crack.

It's not surprising that automated efforts generate favorable results in keeping patients healthy. Preventative care is typically underutilized, but automated message delivery ensures patients understand what they need to do to take good care of their health. Patients just need a simple nudge—reminders to attend appointments, reminders to seek out routine care and screenings, and reminders to adhere to their care plan, including medication.

As automation increases, clinical providers will continue exploring ways to scale communication with their patients in order to more aggressively manage care.

The result? **Higher quality care and improved experiences for patients at every point of the care continuum.**

Visit Providertech.com to learn more about how automated outreach is revolutionizing care delivery.

Schedule a Demo Today

ABOUT Providertech

Providertech offers scalable outreach platforms that use automated workflows to send text, voice, and email messages leading to improved outcomes and enhanced patient engagement. Easily integrated into EMRs, our solutions enable healthcare providers, payers, and Federally Qualified Health Centers (FQHC) to more efficiently manage chronic care patients and promote wellness, while helping to advance value-based care initiatives.

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