



RelateCare

Communicating Better Health

Patient Access Optimization

Stanford Children's Health

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The Client:



Stanford Children's Health is located in Palo Alto, California, a center of excellence in HealthCare, and also an educational and technological hub. The hospital was founded in 1991 and is staffed by over 650 physicians and 4,750 staff and volunteers. It specializes in the care of babies, children, adolescents, and expectant mothers, providing care for almost half a million patients every year. It is consistently ranked among the top Paediatric hospitals in the US, with a number of subspecialties entering the top 10 in the US News and World Report.

Client Challenge:

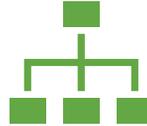
In 2013, Stanford had begun the implementation of the Epic system of Electronic Health Records. They felt this was an opportune time to review their overall patient access strategy and contact center operations.

A number of focus groups with parents, physicians and clinical staff led to recommendations. In particular, there was a desire to create a 'one stop shop' where all prerequisites of a visit were completed or arranged in advance. Stanford engaged the services of RelateCare in order to assist in the design and implementation of a Patient Access strategy and contact center vision.

RelateCare's Solution:

RelateCare performed a **Current State Assessment** of Stanford Children's patient access strategy and contact center operations. Delivery of the current state assessment, gave RelateCare an in-depth understanding of the existing issues within Stanford's patient access model.

Based on these insights a number of work-streams were agreed upon:



Implementation of Workforce Optimization:

The initial phase of Workforce Optimization was a series of surveys running over approximately four months to determine engagement levels among staff. This gave RelateCare a deep understanding of the intricacies at play within the center.



Review of Technology Utilization:

Assessments were carried out of the existing IT and Telephony infrastructure and recommendations were made around areas of improvement for SCH.



Implementation of Guided Scheduling Questionnaires:

RelateCare implemented GSQ's in several departments. GSQ's are a scheduling logic embedded in the EHR system that generates a series of questions to guide agents to make the right appointment, for the right patient, with the right physician.



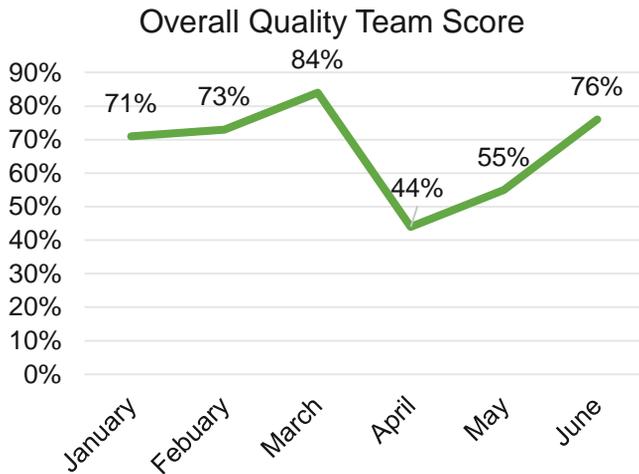
Creation of a Quality Assurance Program:

RelateCare took over the management of the Quality Analysis process, taking it in house and supplying monthly reports to SCH. Training and coaching were also provided to the Management teams in Contact Center management and best practice.

Impact on Business:

Workforce Optimization/Quality Assurance:

A series of process improvements, training sessions, management coaching and a robust Quality Assurance (QA) program were developed and deployed by RelateCare within PASC. Specifically, the RelateCare's QA process has been a very useful tool for PASC over the past year. QA monitoring, coaching, one-on-ones and manager feedback has helped the team meet the department standard. The graph below shows average agent scores over a 12 month period.



Workforce Optimization project included:

- Call Type Analysis
- FTE Analysis and Recommendations
- Creation of PASC Dashboard
- Enhancements to Daily Management Systems to achieve KPIs
- Management Handbook for Daily, Weekly, and Monthly Tasks

Guided Scheduling Questionnaires:

Implemented in:

- Dermatology
- Nephrology
- Endocrinology/Diabetes
- Genetics
- Otolaryngology

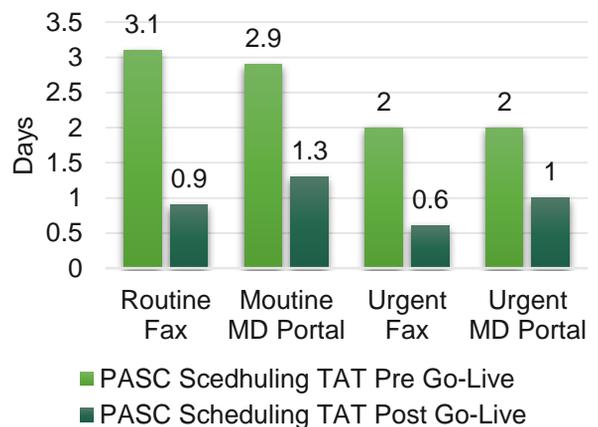


Since RelateCare began, the time it takes to get patients scheduled has been reduced as a result of reducing the extra step required for provider triaging. This has also given Neurology providers the gift of time. Two providers indicated in the pre go-live survey that they each spent at least one hour a day triaging new patient referrals.

Collectively, that's at least ten hours a week of provider time spent on triaging that is no longer required.

Access in appointment availability has also improved as a result of improving the templates through the GSQ process and the schedulers' ability to now rely on the auto-search functionality. Prior to the GSQ, schedulers relied on manual search functions (since templates were not reliable) which led to open slots being missed. Error rates, template concerns and triage time have also been significantly decreased.

Neurology New Patient Scheduling Turnaround Times



Technology:

RelateCare led the implementation of Avaya's Proactive Outreach Manager (POM). This enabled patients to select a communication preference for appointment reminders via: phone, email or text.



Phone



Mail



SMS

In addition, patients have the ability to flag their appointments for cancellation directly through the Avaya solution.

This resulted in:

- ✓ Improved Patient Response to Notifications
- ✓ Lower Cost Per Contact
- ✓ Potential Decreased No-Show Due to Missed Notification
- ✓ Faster On-Boarding of Future Clinics and Departments

Conclusion:

RelateCare has deployed its full range of consultancy services in order to develop a world-class Patient Access system in Stanford Children's Health. As shown above, throughout several different work streams there have been marked improvements in the performance of PASC.

Key Industry Metrics



10 hrs

a week of provider time saved



32%

increase in Overall Team Quality Score (Mar-Jun 15)



63%

improvement in scheduling routine new patient referrals



60%

improvement in scheduling urgent new patient referrals

Testimonial

"Since RelateCare partnered with us in 2013, the time it takes to get patients scheduled at Stanford Children's Hospital has been significantly reduced - in today's healthcare environment, this kind of efficiency is absolutely essential to remaining competitive. They are experts in the field of patient access, with a strong focus on the importance of the patient experience. They always respond to our needs with integrity and flexibility."

Gus Carvajal VP Consulting / GCIC, Patient Access Service Center, Stanford Children's Health



About RelateCare

RelateCare began as a joint venture between the Cleveland Clinic and Rigneydolphin. By combining Rigneydolphins excellence in contact center management and Cleveland Clinics expertise in healthcare delivery, RelateCare is uniquely positioned to provide the very best in patient access, telehealth, contact center and outsourcing solutions to healthcare organizations around the world.