

## CASE STUDY

# Capital Health Pennington, New Jersey

## "Flawless" Wellness Campaign Puts Health System on Track with Population Health Management

Like many health systems, Capital Health did not have the resources to conduct efficient patient outreach across its large and growing patient population. With athenahealth Population Health, Capital Health conducted its first successful outreach campaign to 2,825 Medicare patients with minimal added work for its primary care practice staff.

### The Need to Reach Out

Population health has quickly become the foundation of new value-based care models. But healthcare systems often don't have the expertise, systems, and outreach capabilities to effectively manage the outcomes of their patient populations.

As a participant in both the Comprehensive Primary Care Plus (CPC+) program and Medicare Shared Savings Program (MSSP), Capital Health is accountable for performance on a multitude of quality measures. Before partnering with athenahealth, staff would try to find time during the day to run reports and identify care gaps, which entailed pulling up individual patient charts and manually adding notifications on an ad hoc basis. There was no time or staff for a systematic review of patients needing follow-up; proactive patient outreach at scale was out of the question.

Capital Health realized that if they were to succeed with quality programs, they needed an effective solution to facilitate outreach across their patient population. "We have thousands of patients that need to be reached," says Jay Schmidt, Capital Health's System Specialist in Practice Management. "It would be very difficult for our offices to identify and contact that many patients in a reasonable time frame."

Using the athenahealth Population Health service allowed Capital Health to achieve a comprehensive understanding of quality measure satisfaction, identify patients in need of care, and conduct systematic patient outreach for the first time.

### Powerful Partnership

Bringing in patients for Medicare Annual Wellness Visits (MAWVs) was a priority for the health system since they could help close several care gaps at once to improve quality performance, increase CPC+ attribution, and bring in revenue. athenahealth analysis estimates that Medicare patients who get an Annual Wellness Visit are more likely to satisfy 10 other Centers for Medicare & Medicaid Services (CMS) Accountable Care Organization (ACO) quality measures as well.<sup>1</sup> With this in mind, Capital Health partnered with athenahealth's Performance Management team to design their first outreach campaign focused on MAWVs.

Once Capital Health's objectives for patient outreach were established, athenahealth used filters in the Population Health application to identify eligible

### At a Glance

- Healthcare system with 2 hospitals, 1 outpatient diagnostic center, and 19 physician practices
- Participating in quality programs as part of CPC+ Track 2 and MSSP

### Solutions

- athenahealth Population Health
- athenaOne®

### Issues

- Struggled to manually identify and close care gaps across patient population
- Insufficient resources to conduct proactive patient outreach at scale
- Leaving revenue on the table by not proactively scheduling Medicare Annual Wellness Visits

### Results\*

- Enhanced visibility into population trends and quality measure satisfaction
- Targeted outreach campaign to 2,825 Medicare patients with minimal added work for practice staff
- 37% conversion rate with 1,039 patients scheduling an appointment within 2 weeks of contact
- Increased patient attribution to primary care practices for CPC+
- On track to meet quality program requirements and earn incentives

patients who had not had a Medicare Annual Wellness Visit. The team then determined the optimal messaging and cadence for communications based on best practices in the athenahealth network and in-house consumer marketing expertise. Finally, athenahealth launched an automated, multi-channel drip campaign using the Outreach Manager module within athenahealth Population Health. As a drip campaign, only patients who did not respond to an initial message received a subsequent email and a follow-up call, an approach that minimizes message fatigue among patients and facilitates more positive perceptions of provider communications.

"The athena team had excellent communication with us before, during, and after the campaign," says Mr. Schmidt. "They provided checklists, scripts, and settings for us. They proactively offered suggestions like setting up a new appointment code for the Wellness Visits because that would give us more robust data to pull. The whole experience was extremely easy for us. The campaign went without a hitch."

Ultimately, more than 2,600 automated emails and 2,500 automated calls were delivered to around 2,800 Medicare patients in nine primary care offices with almost no new resource investment required from Capital Health. Within two weeks, 1,039 patients (about 37 percent) had scheduled an appointment. Nationally, only about 16 percent of Medicare beneficiaries have an Annual Wellness Visit.<sup>2</sup>

"It was just flawless," says Angela Dito, Director of Population Health. "We didn't have to do much. We had a couple meetings with the athenahealth team, and then sat back and let the campaign work. And it worked."

### Time Saved for Both Practices and Patients

While the campaign was ongoing, athenahealth Live Operators fielded inbound calls and placed follow-up calls with patients to schedule the appointments on behalf of the Capital Health primary care practices. With this arrangement, Capital Health not only gained the capability to contact thousands of patients at once, but also saved time for their patients since the athenahealth Live Operator teams spent about half the time per call as the industry average.<sup>3</sup>

"Practices today can't take it all on themselves," says Mr. Schmidt. "athenahealth has the resources, the ability, the

skills, and the systems in place to make population health a seamless part of any practice."

### Succeeding in Value-Based Care

As a result of the campaign, Capital Health increased the number of MAWVs scheduled in its primary care practices, which has allowed the health system to increase the number of patients attributed to its practices for the CPC+ program, close gaps in care, and boost revenue.

"The patients being seen for their Annual Wellness Visit will be attributed to their primary care provider for the year, which helps our attribution in CPC+ and MSSP," says Ms. Dito.

"That's an increase in revenue for the practice. I also expect that their quality measures will be satisfied, because the Wellness Visit is designed to capture quality measures and identify outstanding gaps."

In addition, the increased incidence of MAWVs has helped Capital Health become more effective at identifying patients who would benefit from chronic care management and closer monitoring between visits.

"Scheduling Wellness Visits is also important for patients with multiple chronic conditions," continues Ms. Dito. "These patients should then get a risk score and referral for care management if needed."

### "A No-Brainer" Solution

Capital Health is already planning its next outreach initiatives, including a mammogram reminder campaign. "With athenahealth's Population Health, we're now able to pull from a single source of claims-based data and better identify, better capture, and better target our audience," says Mr. Schmidt.

The health system is particularly looking forward to continued strong financial and quality performance with athenahealth's powerful data management and quality and performance expertise.

"There are so many pluses with athenahealth's Population Health," says Mr. Schmidt. "Between the automated outreach, the attributions, the scheduling compliance, and the ability to pool that claims data history, we can accomplish so much without a lot of extra work. It's been a no-brainer for us."



Find out more. Call **866.817.5738** or visit us online at **athenahealth.com**

\* These results reflect the experience of one particular practice and are not necessarily what every athenahealth client should expect.

<sup>1</sup> Analysis based on data from athenahealth clients participating in the Medicare Shared Savings Program. Measures include: Compliance on Statin Therapy, Pneumococcal Vaccination, BMI & Follow-up, Tobacco Use Screening, Influenza Immunization, Colorectal Cancer Screening, Fall Risk Screening, Depression Screening, Breast Cancer Screening, and Blood Pressure & Follow-up.

<sup>2</sup> Ganguli, Ishani, MD, MPH; Jeffrey Souza, MA; J. Michael McWilliams, MD, PhD; et al. 2017. "Trends in Use of the Medicare Annual Wellness Visit, 2011-2014." *JAMA*. doi:10.1001/jama.2017.4342.

<sup>3</sup> athenahealth 4.5 minutes on each inbound scheduling call, and 2.5 minutes on each outbound call compared to 8.1 minutes industry average. (Source: Patel, Dipak and Michael Brombach. (2016). "Patient Engagement: Digital self-scheduling to explode in healthcare over the next five years." Accessed June 8, 2017. [https://www.accenture.com/t20160130T021350\\_w\\_/us-en/\\_acnmedia/PDF-6/Accenture-Patient-Engagement-Digital-Self-Scheduling-Explode.pdf](https://www.accenture.com/t20160130T021350_w_/us-en/_acnmedia/PDF-6/Accenture-Patient-Engagement-Digital-Self-Scheduling-Explode.pdf).)

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