



# Revolutionizing Consumer Engagement in Population Health

**October 25, 2018**

# Agenda

- **Welcome**
  - **Claudia Ellison**, Director of Programs, eHealth Initiative
- **Discussion & Comments**
  - **Susan Collins**, Vice President, Strategic Partnerships
  - **Ray Herschman**, Vice President, Population Health Accountable Care Strategy, Cerner
- **Q & A**

# Housekeeping Issues

- All participants are muted
  - To ask a question or make a comment, please submit via the Q&A feature and we will address as many as possible after the presentations
- Technical difficulties:
  - Use the chat box and we will respond as soon as possible
- Questions:
  - Use Q&A feature
- Today's slides will be available for download on eHI's Resource page **[www.ehidc.org/resources](http://www.ehidc.org/resources)**

# Our Mission

eHealth Initiative's mission is to serve as the industry leader convening executives from multi-stakeholder groups to identify best practices to transform healthcare through use of technology and innovation. eHI conducts, research, education and advocacy activities to support the transformation of healthcare.

# Multi-stakeholder Leaders in Every Sector of Healthcare



# Convening Healthcare Executives

Research &  
Identify Best  
Practices

Best Practice  
Committees  
Identify &  
Disseminate  
Success Stories



Value &  
Reimbursement



Technology & Analytics



Workflow for Providers  
and Patients

# eHealth Resource Center Available With Best Practices & Findings

Best Practice Committees contribute to the eHealth Resource Center [www.ehidc.org/resources](http://www.ehidc.org/resources) which provides assistance, education and information to organizations transforming healthcare through the use of information, technology and innovation. The Resource Center is a compilation of reports, presentations, survey results, best practices and case studies from the last 16 years.



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# Revolutionizing Consumer Engagement in Population Health



## Today's speakers



**Susan Collins**

Vice President  
Strategic Partnerships



**Ray Herschman**

Vice President, Population Health  
Accountable Care Strategy



# A connected, person-centric health care experience



# The bar for consumer engagement is rising



Personalization



Transparency



intuit  
**turbotax**

Simplicity



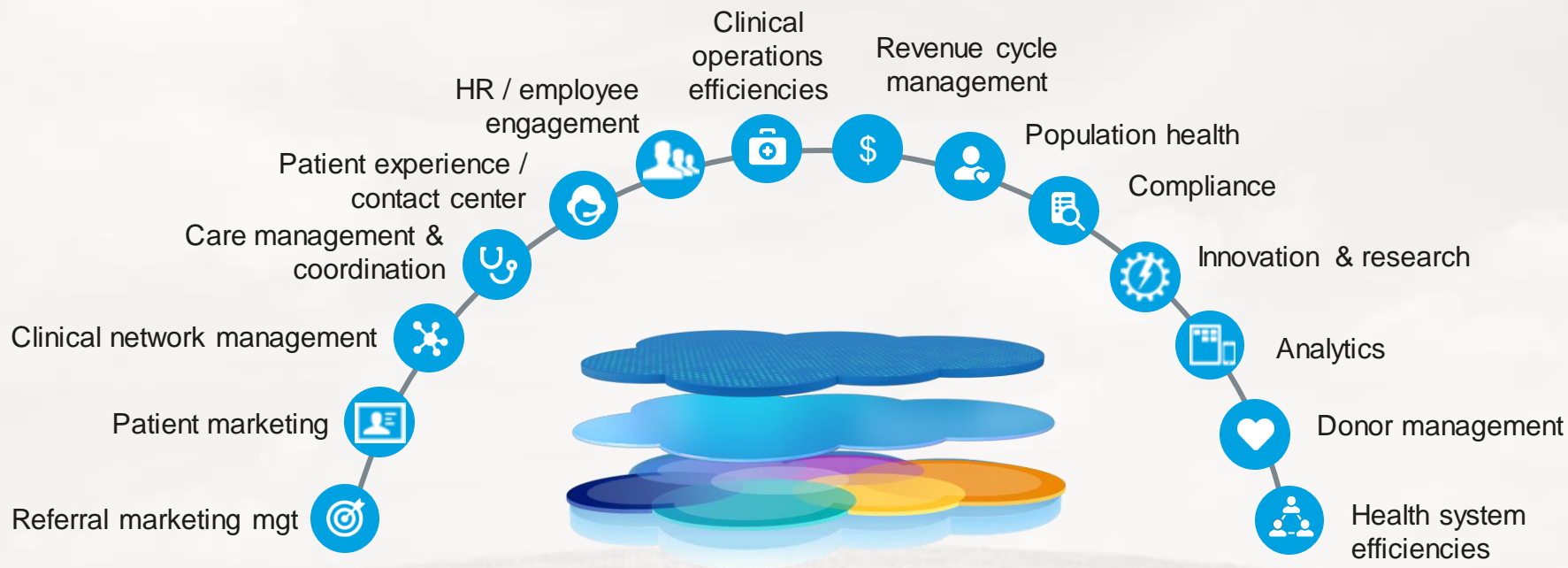
Convenience



# Patient-centric care powered by intelligent CRM



# CRM across the enterprise: example use cases



# Collaborating to revolutionize consumer engagement



Combining  
expertise

Enterprisewide  
solution

Closed-loop  
integration

## SALESFORCE

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**Forbes**

*1 World's Most Innovative Companies*

World's #1 CRM by market share

Leader in health care CRM by KLAS and  
Forrester Wave™

## CERNER

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Largest global health care IT company

Grade A

Population health management technology  
*by Chilmark Research*

Grade A

Care management execution  
*by Chilmark Research*

# Creating engagement and empowerment

Intelligent identification and outreach journey archetypes

Personalized, meaningful engagement driving consumer loyalty





# Engaging consumers, managing populations



High risk



Rising risk



Patient  
acquisition



Provider  
relationship  
management

# Meet Maria, a rising risk patient

- Age 60
- Due to her age and family history, she needs an annual breast cancer screening
- Developed type II diabetes in the last several years
- Email is her preferred communication method
- Limited history of patient portal use
- A business woman
- Spends time with her husband and young grandchildren



Registries

Organizations

Search Organizations

Sort by: Quality Score

Population

Parker Reed Memorial Hospital 28%

Rogers Medical Group 28%

Southside Hospital 29%

Calvert Family Practice 30%

Northland Physician Practice 30%

Rockcreek Clinic 30%

Baseline West Children 32%

Grace Medical Center 32%

Baseline West Medical Center 32%

Frontage Street Physicians 33%

Mustashfa Amal 33%

Iyadat Noor 33%

Baseline West Primary Care 33%

Population

84,839 Persons  
26,666 Unassigned Persons  
33% Complete

Quality Score

30.58%



Adult Wellness

Met %

Zoom out

0% Met Influenza Vaccination - Current Season 47,322 Persons Qualified 47,322 Persons Not Met 0% Completed		0% Met Osteoporosis Management in Women 8 Persons Qualified 8 Persons Not Met 0% Completed		0% Met Breast Cancer Screening 4,847 Persons Qualified 4,843 Persons Not Met 0% Completed	
0% Met HIV Screening 47,318 Persons Qualified 47,253 Persons Not Met 0% Completed		5% Met Body Mass Index Follow-Up Plan 2,184 Persons Qualified 2,061 Persons Not Met 5% Completed		6% Met Body Mass Index 47,253 Persons Qualified 44,133 Persons Not Met 6% Completed	
1% Met Blood Pressure Re-Screen Plan 12,655 Persons Qualified 12,420 Persons Not Met 1% Completed		6% Met Diabetes Screening 24,297 Persons Qualified 22,810 Persons Not Met 6% Completed		9% Met Chlamydia Screening in Women 11 Persons Qualified 10 Persons Not Met 9% Completed	
		15% Met Alcohol Screening Follow-Up Plan 26 Persons Qualified 22 Persons Not Met 15% Completed		23% Met Lipid Panel Colorectal Cancer Screening	
		20% Met Cervical Cancer Screening		39% Met Lipid Panel Follow-Up Plan	



Met

< Breast Cancer Screeni...

Version 1 ▾

Enter a description...

Status: Draft



Save

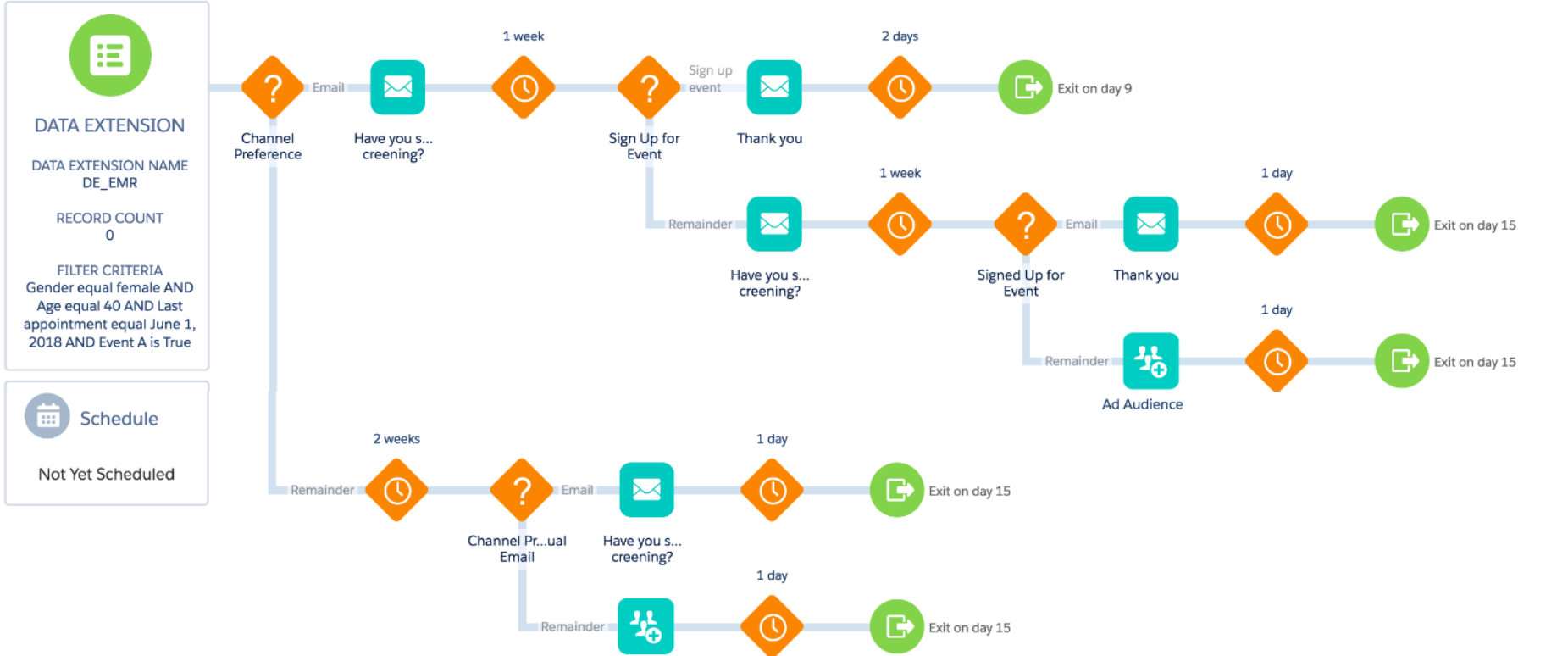
Validate

Test

Activate

Journey Plan Duration: 2 weeks 1 day

Show ☒ Labels



< Inbox (8)

From: Makana Health Patient Relations

To: Maria Gonzalez

[Don't forget about us  
WEB VERSION](#)



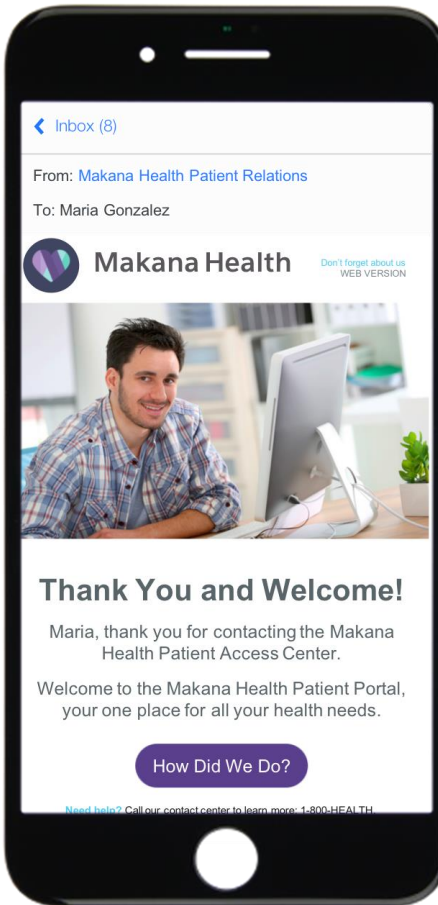
### You're Invited!

Maria, join us for an informational session covering topics of risk factors, treatment, the importance of annual mammogram screenings and clinical breast examinations.

[Learn More](#)

[Need help?](#) Call our contact center to learn more: 1-800-HEALTH.







Health Record ^

Health Profile

Results

Medications

Patient Documents

Procedures

Download & Send

Radiology

Pathology

Microbiology

Clinician Notes

Family History

Social History

Growth Chart

Meducation

Comprehensive Record

Health Trackers

Messaging v

Social Community

MARIA GONZALEZ ...



### Recommended Topics



### RECOMMENDED ACTIONS



#### Healthy Eating

Learn about healthy eating from nutritional experts. Ask questions and share your favorite recipes and tips.

Join


I'm not interested

### Social Communities



The information provided below is in the electronic medical record. If you believe any data is incorrect, please notify the office.



 DASHBOARD

Patient Access Center Executive Dashboard

As of Jul 24, 2018 11:38 PM - Viewing as Alex Kwain

+ Follow

Refresh

Edit

Subscribe

Channel: All

Type: All

Service Agent: All

First Contact Resolution

First Contact Resolution

91.5%

How empowered are our first line agents to resolve customer issues?  
[View Report \(First Contact Resolution\)](#)

Average Handle Time

Average Handle Time

3.3

How efficiently are we handling customer queries?  
[View Report \(Average Handle Time\)](#)

Customer Satisfaction

Customer Satisfaction

4.6

How satisfied are customers with our service?  
[View Report \(Customer Satisfaction by Agent\)](#)

Customer Satisfaction by Agent

Customer Satisfaction by Agent

Measure: Average CSAT Average NPS Average Effort

Are agents providing a good service experience?  
[View Report \(Customer Satisfaction by Agent\)](#)

Channel History

Channel History

Channel: Phone Email Chat Community Social Media Mobile

Which channels have growing/decreasing demand?  
[View Report \(Channel History\)](#)

Response Time by Channel

Response Time by Channel

Average Response Time (mins)

Which channels should we drive our customers to use?  
[View Report \(Response Time by Channel\)](#)

Cases Assigned by Status

Cases Assigned by Status

Status: New Working Waiting on Customer

What is the workload of our agents?  
[View Report \(Cases Assigned by Status\)](#)

Escalation Rate

Escalation Rate

0.7%

Cases by Channel

Cases by Channel

Record Count

Channel: Community Email Phone Other

Knowledge Adoption

Knowledge Adoption

Case Owner	Record Count
Tim Service	12
Brenda Service	10
Linda Service	5
Jay Service	4

Quality Score by Agent

Quality Score by Agent

Case Owner	Average Quality Score
Jay Service	8
Tim Service	7
Linda Service	7
Brenda Service	7

Phone

Insurance Verification

Omni-Channel

Macros

History

Rewind

# Q & A



**Susan Collins**

Vice President, Strategic Partnerships  
Salesforce



**Ray Herschman**

Vice President, Population Health  
Accountable Care Strategy, Cerner

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