

CASE STUDY

PARTNERSHIP BACKGROUND

This 25-bed facility is one of only two critical access hospitals in its state. Due to its small size and consistent volume, the facility was struggling to maintain operational processes and reach its target patients. Realizing they were unable to make the necessary changes alone, this hospital partnered with SCP Health (SCP) to update its methods and expand its market.

GOALS

- ▶ Streamline initial and follow-up scheduling procedures
- ▶ Build relationships with local employers to improve community health and wellness
- ▶ Gain more imaging referrals

STRATEGY

SCP's patient engagement team helped the facility improve scheduling, reduce nonclinical errors, and increase referrals by:

- ▶ Educating local employers on employee healthcare needs by embracing more health screenings and wellness activities
- ▶ Empowering the hospital to cost-effectively coordinate and facilitate employer-sponsored employee health needs and encounters
- ▶ Building a new process for ensuring information accuracy in scheduling, registration, billing, and visit reporting
- ▶ Providing consistent, detailed reports about where the facility was missing out on referrals, and strategies for capturing referrals in the future

IMPACT

The facility realized positive effects within just **two years** of implementing the changes that SCP's patient engagement team advised and set in motion.

- ▶ Volume/referral growth:
 - 96% increase in initial provider visits
 - 116% increase in follow-up visits
 - 71% increase in general/preventative health visits
 - 600% increase in imaging visits
- ▶ Community engagement:
 - 34 new employer relationships with 8,690 covered lives
 - 50 new health events with 1,086 participants in total
 - Total ROI of over \$288K



34 NEW EMPLOYER RELATIONSHIPS WITH 8,690 COVERED LIVES



71% INCREASE IN GENERAL/PREVENTATIVE VISITS



600% INCREASE IN IMAGING VISITS



TOTAL ROI OF OVER \$288,000

