

PROVIDING A SEAMLESS EXPERIENCE WHILE INCREASING PATIENT VOLUME

CASE STUDY

PARTNERSHIP BACKGROUND

A 50-bed facility in New Mexico faced challenges with achieving their target patient volume, building relationships with local employers, and utilizing their patient navigation program. In order to better serve its community, this health system partnered with SCP Health (SCP) for market expertise and change management.

GOALS

- ▶ Increase patient volumes in occupational medicine, urgent care, and primary care
- ▶ Improve patient navigation throughout scheduling, visits, testing, and follow-up care

STRATEGY

SCP guided this facility through a comprehensive approach to volume and navigation improvement. To directly improve volumes, SCP's patient engagement team proactively met with local employers, employees, and provider groups to earn their confidence and establish strong relationships. The team also contracted with local payors to build loyalty and developed the payors' confidence in the facility's patient care and experience. Additionally, SCP guided the facility through the process of opening and promoting occupational medicine and rehab clinics, increasing the effectiveness of its urgent care facility, and adding more primary care providers to its network.

SCP's patient engagement team also helped improve patient navigation by coordinating approvals, authorizations, scheduling, and more for the occupational clinics. Additionally, an ED patient navigation program was launched to help move patients seamlessly through emergency care, necessary testing, and follow-up visits. This program eventually expanded to include urgent care as well.

Lastly, SCP's patient engagement team established a physician referral line for the community that used service coordinators to connect potential patients with the right provider. Not only has this been critical to meeting community needs, it also has resulted in significant improvements in financial bottom line.

IMPACT

In the first 18-24 months, this facility experienced the following positive outcomes:

- ▶ Physician Visits:
 - 290% increase in initial visits
 - 137% increase in follow-up visits
- ▶ Rehab Visits: 99% increase
- ▶ General/Preventative Health Visits: 312% increase
- ▶ Referrals:
 - ED navigation program secured 600+ new patient referrals
 - Physician referral line brings in about 25 new patients per month
- ▶ Employer Relationships:
 - The 59 companies utilizing the facility for employee needs reported a 4.7% satisfaction rating (on 5.0 scale)
 - Covered lives grew from 5,400 to 14,000
 - ROI of \$777,000



290% INCREASE IN INITIAL VISIT



312% INCREASE IN GENERAL/PREVENTATIVE HEALTH VISITS



600+ NEW PATIENT REFERRALS



\$777,000 ROI IN JUST ONE YEAR

