MicroAutomation's OmniEngage Application Powers Emmi Patient Engagement Solution

Background

Emmi Solutions helps healthcare organizations extend the reach of care teams in and beyond the care setting, allowing them to enhance the care experience, improve health outcomes, and build strong relationships all while increasing revenue and reducing costs.

When you state that your business objective is to "help providers extend their reach and empower people to take an active role in their health", the underlying technology and partners must be up to the challenge. The vision – create a technology platform to build multidisciplinary patient and provider engagement.

One key outcome was to minimize preventable hospital readmissions. Nearly 20% of all Medicare hospitalizations result in a readmission within 30 days. Readmissions impact patient outcomes, patient experience, and provider financial burdens, resulting in over $17B in additional Medical costs.

Challenge

Our client quickly came to appreciate that IVR platforms and outbound dialing applications have significant differences.

The existing solution was missing several critical features and other capabilities under-performed. They were failing to deliver the quality and value associated with their brand promise.

In addition to the functional limitations they were facing, the technology needed to scale at all growth phases without disruptive or costly upgrades. The business model presumed a stable cost structure with seamless resource elasticity.

Emmi needed to achieve several outcomes from this new framework. First, the technology needed to provide communication channels that were convenient for patients. Second, the solution needed to empower and inspire patients to engage in their care. Finally, the patient experience of getting connected to the resources they need should be as easy as possible.

> "Singing your praises…", exclaimed Dave Pearah, SVP Product Management, Emmi Solutions, as he presented the MicroAutomation solution at SpeechTEK in August 2013

Solution

Informed by a successful pilot, the client selected MicroAutomation's OmniEngage v5.1 application framework, powered by the Aspect IVR platform. This engine provided Emmi a set of pre-built capabilities

critical to delivering a high-quality solution with a superior patient experience coefficient.

The OmniEngage Rules Engine was a vital component of the system. Easily configurable rules addressed several call progress issues including 'human vs. machine' detection and re-try actions based on whether the call was busy, answered by a machine, while respecting time-of-day and/or day-of-week call constraints. Resultant call-backs were automatically identified and routed to the appropriate self-service processing.

With regards to readmission costs, care teams implemented a series of outreach programs and IVR calls to communicate their current health status and intervene when necessary. These programs are designed to provide insight into how patients are doing and enable clinicians to spend the time needed on those patients who need additional help post-discharge.

The OmniEngage framework is also built to evolve and scale as organizational needs change and patient preferences change.

Results

The MicroAutomation **OmniEngage solution powers over 1 million connected calls per month.** The solution has allowed providers to reach over 72% of targeted post-discharge patients, with 59% of the patients being serviced via an automated IVR call. A client survey of 300,000 patients revealed that 91% did not need to call their physician because the system proactively notified them.

Summary of Results

➢ **91% of patients proactively contacted post-discharge**

➢ **72% of targeted patients reached post-discharge**

➢ **Reduced consult times by 75%**

➢ **Reduced Average length of stay by 0.7 days**

➢ **Automated IVR handled 59% of patient calls**

About MicroAutomation

MicroAutomation is a full service integrator of call center solutions and provides a broad range of professional services and products. MicroAutomation solutions are based on creating an effortless caller experience through Speech-enabled Interactive Voice Response (IVR), improving live agent efficiency utilizing Computer Telephony Integration (CTI), and providing analytics tools to report, manage and refine each solution element to maximize the overall performance of your call center.

MicroAutomation also offers contact center products and professional services including:

- The Award Winning Call Center Millennium™ Solution Series
- Complete solution design
- Configurable and custom application development
- Turnkey implementation
- Comprehensive customer support
- GSA Advantage IT Schedule: GS-35F-0419L

You don't need to be an expert to use our contact center solutions; you just need to know one. MicroAutomation is your trusted partner for proven, reliably engineered contact center solutions.

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