

THE JOURNEY TO POPULATION HEALTH

Better engagement leads to better destinations

The Challenge

Population health management is essential to control healthcare costs and keep patients healthy. The stakes are too high to ignore or delay.

\$3 out of every \$4 spent on healthcare goes toward chronic disease ¹



5% of the population consumes almost half of all healthcare costs ²



\$41 Billion: Cost for patients readmitted within 30 days ³



70% of health leaders today cannot automate interventions



The Situation

Patient engagement empowers population health. Two patients with the same clinical and financial situation can have dramatically different outcomes based on their engagement levels.



“Activated” patients are more likely to adhere to care plans ⁴



Text messages double the likelihood of adherence ⁵

AT-RISK PATIENT Receives No Communication

Avoids doctor visits



Admitted to ER for a health crisis

Doesn't remember discharge instructions



Never picks up prescription

Readmitted for avoidable crisis



AT-RISK PATIENT Receives Targeted Messages

Shows up for annual wellness exam



Catches warning signs early

Receives customized care reminders



Picks up and takes medication as prescribed

Comes back for follow-up visit



The Opportunity

Engagement can dramatically impact the patient journey. Supplement labor-intensive population health management with automated interventions based on patient type.

Automated interventions can boost ROI by:

- ✓ Decreasing readmission rates
- ✓ Reducing no-shows
- ✓ Increasing medication and care adherence
- ✓ Saving time and resources
- ✓ Boost star performance to increase reimbursements



1. Intelichart Healthy Outcomes presentation
2. Intelichart Healthy Outcomes presentation

3. <https://revcycleintelligence.com/news/3-strategies-to-reduce-hospital-readmission-rates-costs>

4. <http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0179865#sec012>

5. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5561384/>