How Prevea Health Is Innovating Access to Health Care
Presenters

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Frictionless Access

Provider Data

Search

Select

Follow-up

Right Setting

Right Provider

Prepare

Schedule

Right Time
Seeking a Provider

55%  Doctor recommendation
51%  Provider website
51%  Family or friend
47%  Health plan app/website

Source: DocASAP Consumer Survey
Convenience

84%

Want to schedule outside normal business hours

Source: DocASAP Consumer Survey
Timeliness

54% Prefer to see a provider within 7 days

Source: DocASAP Consumer Survey
Telehealth

1 Billion
Virtual Care Visits in 2020

Source: Forrester Research
Delayed Care

54% Due to difficulty in scheduling an appointment

Source: DocASAP Consumer Survey
Prevea Health

- Wisconsin-based, integrated multi-specialty group
- Over 400 physicians and advanced practice providers
- 80+ locations and 60+ specialties
- Passionate about patient-centric care
- Focused on developing population health strategies that tap into big data and payor networks to address today’s gaps in care
Emergence of the Empowered Patient

• Expecting 24/7 conveniences
• Opportunity to engage patients
  – Seeking care on their terms
  – Finding and scheduling physician that meets their needs
The Challenge: Patient Access Gaps

• Scheduling appointments only done by phone
• Gaps in healthcare services along ethnic, geographic, and socioeconomic lines
• Driven patient satisfaction down while costs continue to rise
The Challenge: Patient Access Gaps

- Lack of access to the right providers
- Over-reliance on physicians in traditional ambulatory settings
- Lack of exposure to value-based care models that promote population health
Strategic Initiative: Driven by Management

- Increase patient volume and experience
- Close gaps in care, reduce costs
- Roll out to specialties that make sense
- Short term – prioritize rolling out primary care, OB/GYN, pediatric
Engaging Providers: Gaining Buy In

- Opening up schedule for patients to make appointments a concern
- Communicate initiative to providers
- Retain control over schedules
- No disruptions: no difference compared to scheduling by phone
The Need: Accurate Scheduling via Payor Touchpoints

- Matching patients with best providers based on clinical needs, location, care setting and insurance plan among other factors
- Leveraging payors: expands access while emphasizing care quality and closing care gaps
- EMR not meeting these needs or delivering a good patient experience
Example: Illness

1. Patient with an illness searches online for an appointment with a physician on prevea.com

2. Patient is presented with Advanced Practice Provider (APP) options, as an alternative for faster access

3. Patient receives timely care and has their illness treated
Leveraging Technology to Improve Patient Access
Accurate Online Scheduling Closes Gaps & Drives Quality

Right Setting

Right Provider

Right Time
Providers Retain Control of Their Schedule

• Replication of complex front office workflows gives providers control over their schedules
Omnichannel Access

- Enhance the patient experience
- Connects consumers to providers where patients already are
47% Seeking Care Search Through a Health Plan Member App or Portal

Increasingly important access point

- Drive patient volume
- Promote cost savings
- Improve health outcomes
- Better consumer experience
Engage Patients with Appointment Notifications

- Actionable: includes options to cancel and reschedule
- Reminders **reduce no-show rates on average by 40%**
- Notifications include directions to the office, pre-appointment information, and post-care patient experience surveys
Prevea Health Goes Live

- Launched across payor touchpoints December 2017 and across consumer touchpoints June 2018
- Expanded access to:
  - www.prevea.com
  - Google
  - Payor touchpoints
  - Social media
48% appointments booked were **preventive visits**

46% appointments booked were **same-week visits**
Generating New Business

57% of appointments booked were new patients
Lessons Learned and Tips

• Engage providers early to gain buy in
• Ensure staff have a good understanding of the process patients follow to be able to answer questions and direct patients to this access point
• Change takes time—use the time necessary to ensure the right processes are in place.
Moving Forward

• Add additional service lines for patient-facing scheduling
• Enable “schedule on behalf” for internal scheduling
• Transition all appointment reminders
How Prevea Health is Responding to COVID-19

• Mobilizing teams
• Telehealth
• Assessing patients
• Community communications
Q&A

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Thank You