

# The Power of Outbound Calling in Value-Based Care

Actium Health's CENTARI™ outbound calling is your key to success in value-based care.

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Outbound calls have the ability to activate patients, close care gaps, and boost health system revenue.

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Providers need to reach more high-risk patients to improve their health and meet performance goals.

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CENTARI integrates seamlessly with your current systems, syncs in real-time, tracks results, and provides detailed reports.

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Learn more about how outbound calling can improve your patient health and drive more value-based care.

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A warm phone call has the power to activate your highest-risk patients — getting them the care they need, when they need it.

Actium Health's CENTARI can help health systems maximize patient activation by developing prioritized patient lists, tracking and measuring call progress, and developing reports with attribution metrics. With clear downstream tracking of results, you can set your health system up for success in a wide range of value-based payment arrangements.

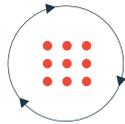


# Key Benefits of CENTARI's Outbound Calling



## 1. REVENUE

Boost your health system's bottom line through additional quality bonuses and appointment volume in the areas you need it most



## 2. PRODUCTIVITY

Replacing messy, error-prone spreadsheets with a sophisticated interface helps call teams generate more phone calls and eliminate overlap



## 3. CARE MANAGEMENT

Outbound calls deliver results when it comes to quality measures by assisting patients with care plan and medication adherence, referrals, appointment reminders, and more



## 4. PATIENT SATISFACTION

Friendly, targeted phone calls give patients the opportunity to ask questions, make changes, and feel a connection to your health system



## 5. REPORTING AND ATTRIBUTION

Demonstrate the value of patient outreach by tracking patients that receive calls and their results

# Millions of Dollars Are On the Line

## REACH HIGH-NEED PATIENTS, CLOSE CARE GAPS

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Health system leaders are looking for the most efficient ways to activate their highest-risk patients. In this post-COVID environment, patients have put preventive care on the backburner, putting their health in jeopardy and leaving providers running to catch up. Closing care gaps, following up between visits, and boosting outcomes is more urgent than ever.

A sophisticated outbound calling strategy can help you reach your highest risk patients and bring them in for the services they need. But busy call center staff, lengthy patient lists, and messy and error-prone call-tracking spreadsheets make outbound calling a headache. Call center and care team staff alike need a simple, effective way to track outbound calling.

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Using outbound calling for care management has a direct impact on your patients' health. One study looked at telephone care management for diabetes patients at a VA hospital. It found that the patients were more likely to self-monitor, get a cholesterol test, be seen in a specialty clinic, and more.<sup>1</sup>

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## TRACKING PROGRESS

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But systems need to go a step further than closing care gaps. They need actionable reports to drive business decisions and share throughout the system. More and more payers are pushing providers into risk-based contracts — in 2020, payments tied to alternative payment methodologies increased nearly 25 percent from five years prior.<sup>2</sup>

Demonstrating progress in health quality outcomes is the difference between bringing millions in quality bonuses and losing money in reimbursement when you fail to meet — or measure — your performance goals.

### KEY PERFORMANCE METRICS FOR MEASURING EFFECTIVENESS OF OUTBOUND CALLS:

- Call volume & outcomes per agent
- Answer success rate
- Call volume per campaign over time
- Conversion rate
- Completion metrics (appointments made, care gaps closed)
- ROI

# Introducing CENTARI Outbound Calling

## THE OUTBOUND CALLING SOLUTION

Now, the platform that unlocks insights in your data to drive patients to the care they need the most has developed a sophisticated solution for outbound calling. Here's how it works.



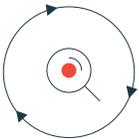
**1 CONNECT**  
CENTARI integrates with your EHR, population health management tool, and other patient data sources. It synthesizes the data to develop a prioritized patient contact list.



**2 CALL**  
With their own unique logins, call agents can directly access their assigned outbound campaigns from the outbound call module. Patients will be available to call in priority order, based on clinical need & likelihood to answer a phone call based on our data science models.



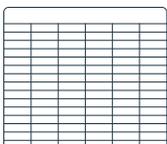
**3 FILTER**  
As business priorities shift, agents have the the option to filter down to a focused subset of patients based on urgency, with fields like Insurance Plan, PCP, and Location.



**4 TRACK**  
The platform syncs in real-time, so multiple staff can make calls, take notes, and track results from anywhere. Patients who have upcoming appointments or who are no longer eligible for outreach, will automatically be removed from the list.



**5 GET NOTIFIED**  
Patients that require a follow-up call will pop into the queue at the requested date and time, so call agents don't have to spend time keeping track of callbacks.



**6 REPORT**  
Management can easily pull reports at any time, to prove the efficacy of their call center's efforts. These include direct results like appointments scheduled, encounters completed, and other downstream clinical events that drive to key business objectives.

**SYSTEMS HAVE EXPERIENCED REAL RESULTS WITH CENTARI OUTBOUND CALLING**

**40%**

more calls per agent in the first year of use

**14%**

increase in breast cancer screening compliance



**2.2** ↑

points increase in Star rating leading to large bonus reimbursement

# Get Started Today

You need a way to activate your highest-risk patients efficiently and effectively to make sure you drive visits, close care gaps, boost quality metrics, and increase revenue for your system. Smart targeting is critical to success in an increasingly value-based industry.

Try CENTARI outbound calling, and experience:

- Increased call rates
- Happier patients
- Better health outcomes
- Higher appointment volume
- Real-time reporting on success
- Attributable results
- Increased quality bonuses

## INTERESTED IN LEARNING MORE?

Touch base with the Actium Health team today at [info@actiumhealth.com](mailto:info@actiumhealth.com).

<sup>1</sup>Piete, et al. Impact of Automated Calls With Nurse Follow-Up on Diabetes Treatment Outcomes in a Department of Veterans Affairs Health Care System: A randomized controlled trial. Diabetes Care. Available at: <https://diabetesjournals.org/care/article/24/2/202/24152/Impact-of-Automated-Calls-With-Nurse-Follow-Up-on>

<sup>2</sup>Health Care Payment Learning & Action Network, 2021 LAN APM Measurement Effort, available at: <https://hcp-lan.org/apm-measurement-effort/2020-2021-apm/#1638982499890-78a9577c-d60c>



Where Others See Patient Data,  
Actium Health Sees Human Potential