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CASE STUDY

Quadruple Annual Wellness Visits with Outbound Calling

Outbound calling powered by Actium Health CENTARI™ led to a 4.8X increase in AWVs for one large hospital

KEY OUTCOMES

Outbound Calling, Simplified		CENTARI unlocked insights in the EMR to target patients overdue for an annual wellness visit.
Better Care Gap Compliance		Targeted campaigns increased AWVs by 380 percent.
Giant Leap in Star Rating		The health system saw a 2.25 increase in its quality star rating.

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Prioritizing Quality Improvement

A large New England hospital developed a system-wide priority to increase its Overall Hospital Quality Star Rating. Scoring consistently between 2 and 3 stars, it knew that higher star ratings led directly to increased market share, more competitive clinician recruitment, and additional revenue through quality bonuses. It set a goal of surpassing 4 stars and targeted its efforts in areas with significant potential for improvement.

One key area of focus for the health system was increasing care gap compliance through better annual wellness visit (AWV) rates. It knew there were a significant number of patients attributed to the organization who were long overdue for an AWV. By bringing these patients in for care, the hospital could increase its star rating directly by improving AWV rates. Better AWV rates also help to close care gaps and have the downstream effect of improving a range of other quality metrics as well.

The team wanted to surpass 4 stars in their rating, and they wanted to improve outcomes for their patients. They decided to work with the Actium Health CENTARI platform to target inactive patients and bring them in for an AWV.

The CENTARI Approach

The health system integrated the Actium Health CENTARI platform with its system's EMR and other patient data sources. By pulling from multiple data points and leveraging AI to develop a dynamic, targeted patient audience for outbound calling, the hospital had everything it needed to run an effective AWV campaign.

HOW IT WORKED

1. The Actium Health team integrated CENTARI with the system's patient data sources, including the EMR.

2. Then, it generated a dynamic patient audience who had an assigned primary care provider in the system and were overdue for an AWV.

3. That audience was then sorted, using CENTARI's AI capabilities, to prioritize patients based on their risk level and their likelihood of engagement.

4. Call agents directly accessed their assigned patient audience from CENTARI, using the platform to track calls to patients inviting them to make an appointment. Using a script, they explained over the phone the importance of the AWV and offered the earliest appointment available with a nearby care team.

5. Because the platform syncs in real-time, multiple staff members could make calls, take notes, and track results from anywhere.

6. Finally, CENTARI helped track and measure the effectiveness of the outreach campaign through appointment bookings, completed medical encounters, and gaps in care closed.

THE POWER OF A PHONE CALL

Outbound calling is more personal and effective than text and email alone. But often lengthy spreadsheets, error-prone call tracking, and insufficient data get in the way. CENTARI simplifies outbound calling, resulting in:

- Happier patients with personal, targeted phone calls

- Happier and more productive staff

- Better outcomes for the highest risk patients

- Measurable progress through sophisticated reporting capabilities

- Increased quality reimbursements in the areas you need it most

A Nearly Five-Fold Increase in AWVs

Targeted, AI-driven quality campaigns led to powerful results for this health system. Not only was it able to accurately identify patients overdue for an AWV using data it already had, prioritized patient lists maximized its providers' ability to make a real impact on outcomes. This led directly to healthier and happier patients — and better ratings and new revenue for the hospital.

This hospital system successfully met its goals — a transformational increase in their star rating, quality bonus revenue, and better results for its patients. Plus, with CENTARI and the ability to build additional intelligent campaigns at its team's fingertips, it could move the needle on countless other quality metrics as well.

CAMPAIGN RESULTS

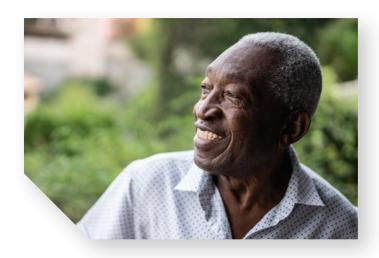| 4.8X	14%	13%	$150K	2.25
increase in annual wellness visits	increase breast cancer screening	increase colorectal cancer screening	bonus from a commercial insurer	increase in overall star rating

Better Data, Better Results

Actium Health CENTARI was designed to help hospitals and health systems boost patient care in the areas that matter most. Learn more about how CENTARI is transforming systems through:

- Seamless integration with all of your patient data sources
- Prioritized patient audience based on patient risk level and likelihood of engagement
- Patient-centered, personalized intelligent campaigns
- Outbound calling, simplified
- Clean and simple user interface and one-click campaigns
- Reporting that directly attributes results to your campaigns

Where Others See Patient Data, Actium Health Sees Human Potential

Learn how Actium Health can transform your healthcare system at actiumhealth.com or email sales@actiumhealth.com to request a demo.