Improving Healthcare Outcomes with Visual Live Assistance

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Agenda

• Introductions
• The Situation
• A Solution
  • ‘Voice with visuals’ remote collaboration
  • Use Case - Improving Diabetes Coaching
• Lessons Learned
Radish Systems

Experts in Multimodal ‘Voice with Visuals’ Communications

• Radish Team – Bell Labs telephony leaders

• Previous voice/data business— grew and sold
  • Deploying Visual IVRs and Visual Live Assistance since 1995

• Radish ChoiceView won 7 innovation awards

• Patented – full product suite and developer tools (deployed on Twilio, Tropo, Avaya, Voxeo, Holly, and other VXML-based IVRs)

• Partners – Resellers, OEMs, BPOs, and others
Clinica Tepeyac

- **Federally Qualified Health Center (FQHC)**
  - Medical, behavioral health, and health promotion services
  - FQHCs are measured on quality outcomes, such as Diabetes, Hypertension, birth weight

- **Metro Denver Area**

- **Serves 5,000+ patients, 15,000 patient visits per year**
  - High underserved, uninsured, and low-income
  - Struggle to find affordable/accessible healthcare

- **High demand**, long wait lists at other Colorado health providers
  - Many patients travel long distances, most use the public transportation.
  - Patients without insurance will be put on waitlists with other health providers
  - **Great interest in telehealth** to serve more people at their own home, time
Phone Calls Help

Remote patients need better communications:

• Ongoing coaching
• Medication adherence
• Triage (immediate help)
• Post-testing results
• Post-procedure follow-ups
• Schedule appointments and confirmations
• Education and teaching

Thanks to: https://encrypted-tbn1.gstatic.com/images?q=tbn:ANd9GcQotodIS8gAb8PcLTksSaLjt8NWtXGjc7mrOs4iXtGgOZ6J1eWM
Challenges

Patients

• Confused by Doctor’s orders
• Call multiple times for clarification
• Need Spanish visual information
• Believe telehealth would help them
  • Many can’t come for office visits
  • Many travel long distances by public transportation

Clinica

• Wants to efficiently serve more people
• Wants to help via telehealth
National Diabetes Situation
Burden of diabetes on US healthcare system

THE STAGGERING COSTS OF DIABETES IN AMERICA

- Nearly 30 million Americans have diabetes.
- $1 in $3 Medicare dollars is spent caring for people with diabetes.
- Diabetes and prediabetes cost America $322 billion per year.
- 3,835 Americans will be diagnosed with diabetes today. Today, diabetes will cause 200 Americans to undergo an amputation, 136 to suffer eye-related vision loss, and 1,795 to develop severe retinopathy that can lead to vision loss and blindness.
- 86 million Americans have prediabetes.
- $1 in $5 health care dollars is spent caring for people with diabetes.

Learn how to fight this costly disease at diabetes.org/congress

Diabetes is a complex disease
• Health Coach provides nutritional and life-style information to lower A1c numbers
  • Diet, how to eat, exercise
  • Difficult to transfer complex information over voice-only calls

Annual diabetes numbers and costs increasing dramatically
• Over 400 diabetic patients and rapidly growing
• Health Coach currently cares for over 200 of our sickest patients (above 9 A1C)
• Health Coach case load:
  • 198 face-to-face coaching
  • 20 Over phone coaching
  • 80% take public transportation
• High-risk patients must be treated at least 2x/mo
  Once by Doctor and once with Health Coach
A Situation

Sara, Diabetic Patient
Phone Calls Provide Value

- Phone calls lower health care costs*
- Decrease ER use
- Provide high patient satisfaction

*Meta Study Summary: Nurse Telephone Triage Effect on ER Utilization (2011, Hertz and Schmitt)
How to make phone calls even better?
Solution: Add Visuals to Voice!

Share visual content in real-time during calls
For ALL callers, including smartphone and browser users
ChoiceView
Healthcare Solutions Video Clip

WHY “Voice with Visuals”?

Benefits to Callers
- 6x better comprehension*
- Solve problems faster
- Improved satisfaction / health

Benefits to Healthcare
- Lower operating Costs
- Improved Patient Care
- Improved Patient Health

*BrainRules (rev. 2014) by Dr. John Medina
Unique “Voice with Visuals” Solution

- Data session is **seamlessly joined** to phone call
- Starts with **ANY** phone or chat call
- Works with **existing infrastructure** (self service and live)
- Caller uses **web app, mobile app** is option
Clinica Tepeyac Use Case

“Voice with Visuals” phone calls provide measurable Triple Aim value compared to “Voice-Only” phone calls

Clinica Use Case

Health Coach calls highest risk Type 2 Diabetic Patients (A1c test results = 9+)

• Goal: Improve outcomes from Self-Management with Telehealth Coaching
  • Set goals to reduce A1c through healthy eating and fitness
  • Identify behavioral challenges
  • Learn to better manage their disease
Clinica Study Measures

Compare Voice-Only vs. Voice with Visuals

• **Experience of Care:**
  Improve Patient and Clinician quality and satisfaction

• **Health of a Population:**
  Improve Regimen Adherence

• **Per Capita Cost:**
  **Patients**: Save time / travel / money
  **Clinica**: Reduces office visits, increases billable patient volume
Clinica Use Case

Call initiated by Health Coach

- Health Coach makes outbound call to patient

Patient answers

- Patient answers on smartphone, selects **Clinica web app**
- Previously bookmarked and saved on patient’s home screen
 Clinica Use Case

Patient sees Clinica menu screen

• Taps **Visually Share During Call**
GREEN button to start ChoiceView session
Clinica Use Case

Patient sees Welcome Page

- “Vaya, ahora VEO lo que estás hablando!” * ™

* “Wow, now I SEE what you’re talking about!”™
Clinica Use Case

Health Coach talks
- Sends **Patient Authorization form** before sending any other visuals

Patient taps
- I Approve
Clinica Use Case

Health Coach Dashboard

- Uses ChoiceView Live Agent software (on PC)
- Receives Approval from Patient, saved in Transaction History

**Image:**

A screenshot of the Health Coach Dashboard showing a log entry for Transaction History:

1453: Patient_Authorization=Approval Given
Clinica Use Case

Health Coach uses Diabetes visuals in ‘Favorites’

- Previews visuals before sending, double-clicks to send each visual
Clinica Use Case

Health Coach sends, explains

- Diabetes – Know the Signs

Patient can save visuals

- For reference, later use

Source: Learning About Diabetes.org
Use at Clinica Tepeyac

Health Coach

- Has many **Favorite** visuals
- Can snip from a website, send other info from her PC

At end of session

- Tells patient to quit browser (X out) to remove visuals
Clinical Use Case

Early Results of Use Case

- **High percentage** of eligible patients (80%) have and want to use smartphones and Internet

- **100%** of optimal profile patients agreed to use ‘voice with visuals’

- **First calls** show.....
Clinica Use Case

Core Capabilities that add Value

• Patient has easy access via web app
• Patient can make phone call as usual
• Health Coach shares a visual or website
  • Approval form, content library, website, video clip
  • Multi-lingual (English or Spanish)
• Patient returns/shares a visual (approval form, etc.)
• Patient saves visual for later reference
Clinica Use Case

Lessons Learned So Far

• Show high-level support
• Use right application
  • Solve a communication problem
  • Identify serious medical issues
• Get Health Coaches / Staff to use it
  • Build excitement and buy-in
  • Make it easy to use
  • Provide good training
  • Provide technical support / backup
  • Have good visuals to share
• Make it easy for Patient / Callers
  • Ask them to volunteer
  • Show them how to use, be consistent
Take Action Now

• Learn more: Submit questions at our websites

• Contact us now:
  • Receive Complimentary Assessment of your situation
  • Learn how ‘Voice with Visuals’ live assistance helps:
    • Save Money
    • Make Money
    • Improve Customer Experience
Try “Voice with Visuals!

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