Solutions for patient and member-centered engagement
HealthCare Partners **reduces hospital admissions** among COPD program participants by 54%.

HealthCare Partners launched a remote monitoring pilot program using West’s interactive voice recognition (IVR) technology to help expand clinical capacity and improve the application of user-friendly technology for COPD self-management program patients.

<table>
<thead>
<tr>
<th>54% REDUCTION</th>
<th>30% INCREASE</th>
<th>HIGH SATISFACTION</th>
</tr>
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<tbody>
<tr>
<td>in hospital admissions and costs among IVR program patients</td>
<td>in outpatient clinic visits due to increased engagement</td>
<td>ratings among patients and clinicians</td>
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54% reduction in hospital admissions and costs among IVR program patients.

30% increase in outpatient clinic visits due to increased engagement.

High satisfaction ratings among patients and clinicians.

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Ochsner **improves** colorectal test screening rates through West outreach.

Ochsner teamed with West to deliver automated phone notifications to a group of 3,137 patients with recent orders for a colonoscopy or upper endoscopy. Notifications include an option for patients to press their phone keypad for an immediate transfer to the Ochsner team to schedule their exam or ask questions. Of the 3,137 patients contacted by West, 578 had scheduled their test within 30 days.

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<th>18%</th>
<th>145</th>
<th>$684,930</th>
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<td>rate among patients contacted by West notifications</td>
<td>patients identified with pre-cancerous and cancerous polyps from the captured population*</td>
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Major diversified healthcare company **improves member and provider satisfaction** through West surveys.

This Company partnered with West to deliver post call surveys to obtain feedback from its 75 million members and providers worldwide, with surveys now provided via the Company’s voice, email, and web channels. A flexible web-based portal allows call center personnel to listen to recorded agent-caller conversations on-demand to uncover more customer experience improvement opportunities.

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<th>19%</th>
<th>6%</th>
<th>75,000,000</th>
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<td>increase in member satisfaction scores</td>
<td>increase in provider satisfaction scores</td>
<td>customers worldwide sampled</td>
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19% increase in member satisfaction scores.

6% increase in provider satisfaction scores.

75,000,000 customers worldwide sampled.

*based on national averages.
West Engagement Center solutions help healthcare organizations activate and engage patients beyond the clinical setting and across the continuum of care. The business of healthcare is evolving quickly, and we believe that organizations which effectively engage patients in meaningful and relevant ways will be the best positioned to reduce cost, improve the quality of care, and optimize the patient experience.

As more and more care is delivered outside of hospitals and physician’s offices, the pressure is on for healthcare organizations to perform in new and more agile ways. Empowered patients, advancing technology, and changing market and regulatory expectations are all driving the need for more modern and streamlined communication between patients, providers, and care teams.

That’s where West comes in. Our innovative technologies blend with clinical managed services to drive solutions that make a difference in the service, engagement, and activation of your patients and members.
Key opportunities for engagement and activation of patients and members

When you consider the various touch points that patients and members have with hospitals, health systems, and payer organizations, we believe there are four critical areas of opportunity to engage and activate beyond the clinical setting through the West Engagement Center:

Patient Access Center
The patient access center (also known as the contact center) is essentially the “front door” to the healthcare organization. Unfortunately, most patient access centers today operate on platforms of technology and processes that reflect a decade of industry consolidation, constrained spending, and old-school approaches to patient engagement. With multiple phone numbers and access points directing patients into the organization, it's not uncommon for callers to be transferred, put on hold, and eventually lost in the shuffle.

Would your patients rather walk into your office and speak to someone in person than navigate your frustrating phone system?

Transition Care Management
Transition care management is another important challenge for healthcare organizations today. Providing deliberate, specific, and meaningful patient touch points during that very important 30 day post-discharge time-frame is essential but not always easy to do; especially if you are using a variety of systems and procedures to keep track of the moving pieces. Today’s care management solutions must ensure that patients and members are effectively activated and engaged regarding important things like medications and follow up care, as well as have the ability head off possible issues earlier. And like routine care, there are a number of incentives that compel organizations to find ways to optimize care transitions, reduce readmissions, and prevent patients from landing back in the hospital.

What strategies are you employing to minimize readmissions and ensure smooth transitions of care for patients?

Routine Care Management
Routine care management is an essential service and an important touch point with patients and members. One reason is that new payment structures and reimbursements reward organizations for keeping patients healthy and provide a number of important incentives to boost the effectiveness of routine care. The key is to ensure that healthy patients are consistently engaged around prevention and wellness. Programs that monitor immunizations and screenings, promote better lifestyle choices, and consistently educate are most effective at providing greater levels of patient engagement and driving healthier behaviors.

Do you have the right communication tools and processes to proactively engage patients and effectively capture revenue through routine care services?

Chronic Care Management
The continuous, longer-term engagement of patients with chronic conditions is essential to providing superior care and doing it effectively is key to business viability. But since these patients must typically manage from home, the key is driving adherence to a care plan beyond the clinical setting. This is especially important for those organizations accelerating into the fee for value arena as they consider how to resource this function to keep pace with growth. Organizations must carefully consider scale, capacity, and ways to continuously activate and engage chronic care patients toward measurable outcomes and within specific resource constraints.

What combination of technologies and clinical resources are you using to ensure clinical and financial success in the context of chronic care management?
Introducing the West Engagement Center

Through the Engagement Center, West brings a unique set of technologies and clinical assets designed to solve complex patient engagement and communication challenges.

Technology-Enabled Communication

By combining modern consumer engagement technologies and platforms with patient care protocols, West is able to deliver the right communication or intervention at the right time and in the patient’s channel of choice. West’s Technology-Enabled Communications are omni-channel and include voice, text, email, and mobile integration to optimize patient engagement. Communications are also bi-directional, meaning that as outreach is delivered in the patient’s channel of choice, patients can easily respond to that outreach. If escalation needs to occur, West leverages hosted contact center technologies and intelligent call routing to immediately connect patients to a live resource, such as in care coordination or scheduling, regardless of where that resource may be located. In this case, the patient call is transferred along with their patient record as well as any information they may have provided to the system to create a “loss-less” conversation between patients and care teams.

Clinical Managed Services

Managing scale and capacity is a real challenge, particularly in the areas of Chronic Care Management and Transition Care Management. It can be difficult to have the right resources, at the right levels, when you need them. Our Clinical Managed Services program offers teams of registered nurses, as well as other clinical and non-clinical resources, who can augment your existing care coordination, case management, and transitional care programs. Teams include certified clinicians and registered nurses who can perform everything from call triage to complex chronic care management. You can also use our managed teams to establish new programs where none exist, allowing you to scale up quickly and with confidence.

Reporting and Analytics

The adage “Good Data Equals Good Decisions” has never been more pertinent in today’s increasingly complex healthcare environment. Our Reporting and Analytics are built around a suite of business intelligence, data visualization, and predictive modeling techniques that enable you to gather meaningful information about past and present patient behavior and determine a patient’s propensity to engage and activate. This involves things like detailed reporting and tracking for all patient communications and interventions across all of the channels of engagement. Now you can gain important insight into how patients are truly responding to the various communications you send, and then use that intelligence to optimize communications around things like patient’s channel of choice, best time for outreach, frequency, and tone. Continuous improvement is key to every patient engagement program and our Reporting and Analytics enable decisions and strategies to continuously improve.
Engagement Center for Chronic Disease Management
For successful, longer-term chronic condition management

Technology-Enabled Communication
- Program enrollment and preferences
- Biometric telemonitoring
- Medication adherence
- Lifestyle & education interventions
- Appointment/lab reminders
- Lab prep instructions

Clinical Managed Services
- Care coordination
- Exception-based interventions
- Summary reporting for Medicare reimbursement

Engagement Center for Routine Care Management
Prevention and wellness programs that make cents

Technology-Enabled Communication
- Immunization reminders
- Screening reminders
- Wellness visit reminders
- Web-based wellness
- Health risk assessments

Clinical Managed Services
- Exception-based interventions
- Wellness coaching
- Behavior change coaching
- Tobacco cessation support

Engagement Center for Transition Care Management
30 days of effectively managing through care transitions

Technology-Enabled Communication
- Post-discharge survey
- Medication reconciliation
- Medication adherence
- Appointment/lab reminders
- Lab prep instructions

Clinical Managed Services
- Initial clinician outreach
- Care coordination
- Exception-based interventions
- Summary reporting for Medicare reimbursement

Engagement Center for Access Center Modernization
Accelerating connections between patients, information, and resources wherever they are

Technology-Enabled Communication
- Single “front door”
- Intelligent call routing
- Integrated inbound/outbound self-service
- Patient data delivery to agents & clinicians
- Patient engagement assessments

Clinical Managed Services
- Call triage
- Escalation
- Remote monitoring
- Scheduling

About West Healthcare
West helps healthcare providers, payers, employers, pharmacy organizations, and ACOs optimize communications, drive better patient activation, and lower the overall cost of delivering care. Whether you want to increase immunization and screening rates, reduce hospital re-admissions for patients with chronic disease, or improve the patient experience and operational efficiency in your patient access centers, the West Engagement Center™ is the communication linchpin for engaging and activating patient populations across the entire care continuum.

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