

# The West Engagement Center™



## Scale Consumer-Centered Healthcare Engagement Across the Care Continuum

Healthcare organizations that engage and activate consumers in meaningful ways will be best positioned to reduce cost, improve the quality of care, and optimize the experience.

That's where West comes in. Our innovative communication technologies blend with clinically managed services and robust analytics to help your organization engage consumers beyond the clinical setting and across the continuum of care.



## Key Opportunities to Engage Healthcare Consumers Beyond the Clinical Setting

The West Engagement Center delivers the communication technologies and clinical resources healthcare organizations need to engage consumers in four critical areas of opportunity:



### PATIENT ACCESS OR MEMBER SERVICE CENTER

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

The consumer's experience with a healthcare organization's contact center matters today more than ever. Unfortunately, most contact centers today operate on outdated platforms that reflect an old-school approach to engagement—leaving savvy consumers dissatisfied.



### TRANSITION CARE MANAGEMENT

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

Making meaningful touchpoints with patients and members during the 30 days after a hospital discharge is essential but not always easy to do—especially if an organization uses a variety of systems and procedures to keep track of the moving pieces.



### ROUTINE CARE MANAGEMENT

**Do you have the right communication tools and processes to engage consumers between visits and capture revenue from preventive services?**

New reimbursement structures reward organizations for keeping consumers healthy and provide incentives to boost the effectiveness of care activities centered on prevention and wellness. Organizations must therefore consistently engage consumers to drive wellness visits, immunizations, screenings and close other gaps in care.



### CHRONIC CARE MANAGEMENT

**What combination of communication technologies and clinical resources are you using to manage chronic care effectively?**

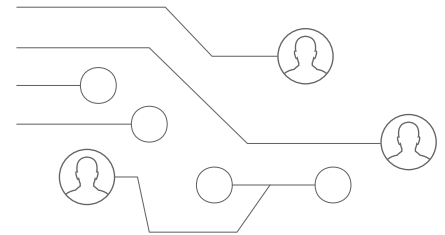
Ensuring an individual's adherence to a care plan beyond the clinical setting requires continuous, long-term engagement. Organizations must carefully consider how to scale chronic care management to keep pace with growth while reducing costs.

# The West Engagement Center: Technology, Clinical Resources, and Robust Analytics

The West Engagement Center combines a unique set of consumer engagement technologies with clinical assets designed to solve complex engagement and communication challenges.

## TECHNOLOGY-ENABLED COMMUNICATIONS

West delivers a technology suite that enables your organization to align communication and engagement with clinical guidelines or a plan of care. We deliver the right communication or intervention at the right time—and in the consumer's channel of choice. Communication channels include voice, text, email, web, and video, as well as integration to mobile and remote sensors. Our communications are also bi-directional, so consumers can respond to any outreach for true engagement. If escalation is needed, West immediately connects consumers to the correct live resource, such as a care coordinator or a scheduler.



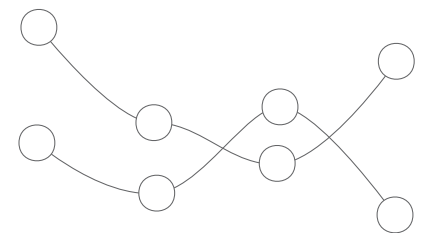
## CLINICALLY MANAGED SERVICES

Managing scale and capacity is a real challenge for healthcare organizations, particularly in the areas of Chronic Care Management and Transition Care Management. That's why West offers teams of registered nurses, as well as other clinical and non-clinical resources, to augment your existing programs. Our teams can perform tasks from call triage to complex care management, allowing you to scale your efforts quickly and with confidence.



## REPORTING AND ANALYTICS

West delivers the insights your organization needs to continuously improve its consumer engagement programs. Our Reporting and Analytics solution reveals how consumers are truly responding to the various communications you send, so you can optimize them around factors like consumer channel of choice, best time for outreach, frequency, and tone.



Organizations that effectively **activate** and **engage** patients and members **beyond** the clinical setting, **across** the continuum of care, and in **meaningful** and **relevant** ways, will be best positioned to

- **reduce cost,**
- **maximize revenue,**
- **improve quality,** and
- **optimize the experience.**



## 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.

