Prescribe Better Engagement with TEC Pathways™ for Health Plans

Prescribe member communication pathways across the care continuum and succeed at member engagement

Engaged members are healthier members. That's why member engagement is such an important part of any population health management strategy. However, most healthcare organizations don't have the tools and processes in place to align member communication with clinical workflows or care plans, let alone to drive consistent communication across the continuum of care. As a result, member engagement is often disjointed, reactive, and inefficient.

TEC Pathways from West solves this problem. It delivers the tools healthcare organizations need to execute member engagement strategies that are:

• Proactive
• Efficient
• Consistent
• Member-centered

Leveraging West's Technology Enabled Communications, TEC Pathways enables organizations to deliver the right balance between automation and the human touch by aligning automated communication interventions with clinical workflows and plans of care.

Contact us to learn how TEC Pathways can deliver greater scale and capacity to chronic care management teams, drive more timely and effective engagement during transitions of care, and create healthier populations through proactive engagement regarding prevention and wellness.

Combining Automation with Personalization for Effective Engagement

TEC Pathways enables population health and care management teams to:

• Curate communication interventions designed to address specific disease states or wellness objectives over time
• Prescribe communication interventions that consider each patient's willingness and ability to engage with automated communications
• Personalize interventions by delivering the right communication at the right time and in the patient's channel of choice
• Schedule and automate the delivery of communication interventions to reduce administrative effort
• Visualize the nature and frequency of communication interventions
• Determine which members are engaging as expected and which ones require escalated intervention
• Streamline reporting by automatically updating the patient record with information gathered during automated communication interventions
To understand how TEC Pathways improves member engagement, meet Bill, a 63-year-old member recently assigned to a diabetes care management program. To care for Bill effectively, his care coordinator, Julie, needs to remind, manage, and coach him through a number of interventions over a long period of time. She must also keep an eye on Bill’s general wellness and prevent other gaps in care around immunizations and screenings not related to his diabetes diagnosis.

**ENGAGING MEMBERS WITHOUT TEC PATHWAYS**

Julie’s primary method of engaging Bill is through periodic phone calls. She calls him when she hasn’t received his blood sugar readings in a while and when she sees that his appointment for an A1c draw has passed with no results. She calls Bill to find out how he is doing on his medication and, if she has time, she reaches out to him during flu season about getting a flu shot. The problem is, she isn’t able to reach Bill most of the time and ends up leaving a lot of unreturned voicemails. In some cases, she has even had to send him letters to get his attention.

*If Bill were Julie’s only focus, it wouldn’t be a problem, but she has nearly 1,000 members just like him who require the same level of intense communication to help manage their care between visits. As a result, most of her day is spent leaving voicemails, scheduling appointments, and generally reacting to situations she wishes she could have proactively avoided.*

**ENGAGING MEMBERS USING TEC PATHWAYS**

With TEC Pathways, Julie is able to quickly and easily incorporate automated communications to support Bill’s care plan. By prescribing a TEC Pathway for Chronic Care Management for Bill, Julie leverages a series of automated communication interventions including:

- Simple text reminders to Bill when it’s time for him to make an appointment for foot and eye exams or A1c draws
- Automated calls to collect his blood sugar readings
- Surveys about how he’s doing with his medications
- Automated reminders to get an annual flu vaccination

However, it’s not just about the automation. Julie has the power to customize the dates or frequency of the communication interventions and ensure they are delivered in Bill’s channel of choice (phone, text, email, web, or medical device). She can also visualize all of the communication interventions that have been scheduled for Bill over time, as well as see whether he has been engaging with each intervention as expected.

With TEC Pathways, care coordinators are able to manage their entire panel more efficiently, spend less time on administrative tasks, and engage more members in a meaningful way.

**About West Healthcare**

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

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