What is TEC Pathways?
TEC Pathways is a unique feature of the West Engagement Center that extends investments in population health by delivering the “last mile” of patient communication and aligning that communication with clinical guidelines and plans of care. This approach helps keep doctors, pharmacists, nurses, and caregivers connected and engaged with their patients between visits.

How does TEC Pathways extend investments in Population Health?
Many Population Health Management (PHM) solutions are useful in segmenting and risk stratifying patient panels and identifying gaps in care. However, many fall short when it comes to how and when to actually communicate with patients. What is missing is the ability to balance person-to-person interactions with automated communications, including voice, text, email, and other channels. Most PHM solutions are not communication platforms and communication is the foundation for managing patients effectively across the continuum of care. TEC Pathways delivers patient communication focused on the right patient, with the right message or instruction, at the right time, and in the patient's channel of choice. TEC Pathways helps organizations achieve the right balance between automated communications and the human touch.

What problems does TEC Pathways help healthcare organizations solve?
Most patient engagement done today is:
• Manual: Most engagement still involves staff calling patients
• Ad Hoc and reactive: Even when automated communication is used, it is mostly employed for ad hoc or departmental initiatives, or used to achieve a single metric
• Uncoordinated: There is typically no visibility into the communication happening between patients and staff across the organization
• Inconsistent: Patients often get different information depending on whom they talk to
• Not patient centered: Most patient engagement is “one-size-fits-all” and patients have little choice in how they communicate with staff

How does TEC Pathways help staff better engage patients?
TEC Pathways helps better engage patients since patient engagement is:
• More proactive: Patient communications are planned and scheduled to align with care plans or clinical guidelines
• Automated: Offering convenience to patients around simple reminders and tasks
• Consistent: Automated Communication Interventions ensure patients receive the same relevant information or instructions
• Personalized and intelligent: Communication is delivered in the patient's channel of choice, which maximizes patient activation
• Flexible: Since Communication Interventions offer a click to call in the SMS channel and a transfer option in the voice channel, patients are able to easily connect with healthcare staff when needed

How does TEC Pathways improve staff productivity?
TEC Pathways increases staff productivity because it:
• Minimizes the amount of manual calling they do each day
• Offers a complete library of automated Communication Interventions which are used to complete common tasks that don't require the human touch
• Enables staff to prioritize their manual interventions by enabling them to visualize which patients are engaging with automation and which ones are not
• Supports the fast growing, two-way SMS communication channel

How does TEC Pathways work?
TEC Pathways delivers greater scale and capacity to chronic care management teams, drives more timely and effective engagement during transitions of care, and creates healthier populations through proactive engagement regarding prevention and wellness. Read on for an example of how TEC Pathways works to support more successful hospital discharges.
Meet Bev
A Patient Recovering from a Hip Replacement

Bev is 72 and just had hip replacement surgery. After two days of recovery, she is being released with a comprehensive set of discharge instructions. The instructions include taking her medications as prescribed, scheduling a follow-up visit, caring for the incision as instructed, and being alert for any complications such as fever or swelling. John is a transitional care nurse at the hospital, and Bev has been assigned to his panel. He is responsible for following Bev for the next 30 days to ensure a smooth transition of care and to prevent an avoidable hospital readmission.

Engaging Bev without TEC Pathways
John makes his first phone call to Bev within 24 hours of discharge to make sure she is stable and was able to pick up her medications. He calls again 2 days later to ensure that Bev schedules a follow-up appointment within 7-14 days of discharge. However, getting a hold of Bev and her caregiver is difficult. John leaves several voicemails, but she doesn’t call him back. He can’t be sure that Bev is following her transitional care plan.

If Bev were the only patient on John’s panel, the time spent trying to contact her might not be a problem. But the hospital discharges more than 700 patients each day. Bev is just one of thousands of patients that a limited pool of transitional care nurses must monitor every month.

Engaging Bev Using TEC Pathways
With TEC Pathways from West, John is able to quickly and easily incorporate automated communications to support Bev’s care plan. By prescribing a TEC Pathway for Transitional Care Management for Bev, John is able to leverage a series of automated communication interventions. These include a 24-hour post-discharge follow-up on medication adherence combined with a health risk assessment survey to confirm Bev has picked up her medication and to determine if she is experiencing any problems. Automated communications within TEC Pathways capture Bev’s input about deteriorating conditions and escalate any problems to John for a live intervention. TEC Pathways also delivers convenient appointment reminders to Bev and her caregiver, along with the option to immediately connect with the scheduling department.

Automation does not mean a lack of personalization. John is able to customize the dates or frequency of the communication interventions and ensure they are delivered in Bev’s channel of choice. TEC Pathways enables John to visualize all of the communication interventions scheduled for Bev over the 30-day period, as well as see whether Bev has been engaging with each intervention as expected.

With TEC Pathways, staff manage their entire patient populations more efficiently, spend less time on administrative tasks, and engage more patients in a meaningful way.

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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