

Disease Management Case Study



Client

Top U.S. population management company

Challenge

- Implement an efficient and cost-effective method to communicate and treat elderly patients with hypertension

Solution

Varolii's interactive patient communications for disease management.

Results

- 54% of patients in study either received a change to their prescription or received additional prescription(s) for their BP
- 87% of patients' systolic BP now falls within target range (< 160)
- 96% of patients' diastolic BP now falls within target range (< 99)
- Cost effective — the cost per BP reading was approximately 10% of the cost of using a live agent
- Positive experience — patients immediately adopted and appreciated automated communication

Effective Connections With Progressive Engagement™ Suite

A leading disease management company uses Varolii to enroll more patients and lower operational cost.

Monitoring and administering quality healthcare is a challenge for a top population management company. Conducting longitudinal monitoring of blood pressures and other health status indicators is required to deliver improved outcomes but is often cost prohibitive. For one leading healthcare organization, however, receiving vital information at the right time from the right individual through automated communication, drives positive patient interaction — and healthy outcomes.

Launching a Pilot Program

As part of a nation wide health support program, a treated group of 318 elderly hypertensive patients (mean age = 79 years) have their blood pressure monitored on a weekly basis. Depending on the results of a patient's systolic and diastolic readings or self-reported non-adherence to prescribed medications, a series of corrective measures is applied to ensure that patients maintain their health, stay engaged with the program, and take positive steps to improve their illness.

Aimed at evaluating the effectiveness of automated communications, Varolii delivered interactive surveys to patients who enrolled in the study. Unlike traditional methods of health monitoring, these patients receive automated surveys with a full suite of interactive options based on their response.

The findings of the pilot are compared against a control group of 304 patients, where all communication is done with a nurse over the phone.

Providing the Right Care to the Right Patient

Participants receive weekly automated phone surveys that ask for blood pressure readings using their automated cuff. After verifying identity and authenticating, patients respond to questions by keying in replies on their touch-tone phones. Adherent patients whose blood pressures fall within normal range receive encouragement for checking their blood pressure daily and taking their medications as prescribed. Additional information, such as the importance of exercise, may follow.

Patients who do not report their prescribed care (too sick, too busy, equipment problems, issues with medication, etc.) are either transferred to an automated survey that counsels about the importance of regular heart monitoring, or they are transferred to a nurse or other support resource for intervention.

“The automated method of patient contact is affecting positive health outcomes and delivering a level of personalized care that improves the patient experience while also increasing program efficiency.”

Creating Personalized Interaction

By establishing a variety of pre-established business rules through the Varolii platform, you can determine the appropriate course of action. For example, specific diastolic/systolic readings can either trigger immediate intervention with a nurse or may automatically transfer a patient to an additional survey that asks detailed questions regarding health status.

Patients who do not routinely check their blood pressure receive a brief survey to determine the cause and are then counseled about the importance of regular monitoring for heart attack and stroke prevention. Further, patients who indicate that they have stopped taking their antihypertensive medications are transferred to either a nurse or health specialist based on their reason(s) for non-adherence.

Positive Health Outcomes - Improved Program Efficiency

The initial results have been remarkably positive. Based on multiple indicators, it's clear that the automated method of patient contact is affecting positive health outcomes and delivering a level of personalized care that improves the patient experience – while also increasing program efficiency.

- 54% of the study group who received Varolii communications (and nurse transfers where appropriate) either received a change to their prescription or received additional prescription(s) for their BP.
- After six months, patients' self-reported blood pressure readings fell within the target range: 96.8% within diastolic target range (< 99) and 87.5% within systolic target range (< 160).
- Patients indicate that they appreciate the automated communication and are able to effectively interact with the surveys.
- The program proved cost effective: the cost per BP reading was approximately 10% of the cost of using a live agent.



About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. www.Varolii.com

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