

TODAY'S WEBCAST

TEC Pathways™

Taking Automated Patient
Engagement to the Next Level

Today's Learning Objectives



1. Take a patient-centered approach to engagement
2. Increase clinical / care coordinator efficiency
3. Reduce practice variation and improve quality
4. Lower hospital readmissions
5. Improve medication adherence
6. Deliver better health outcomes

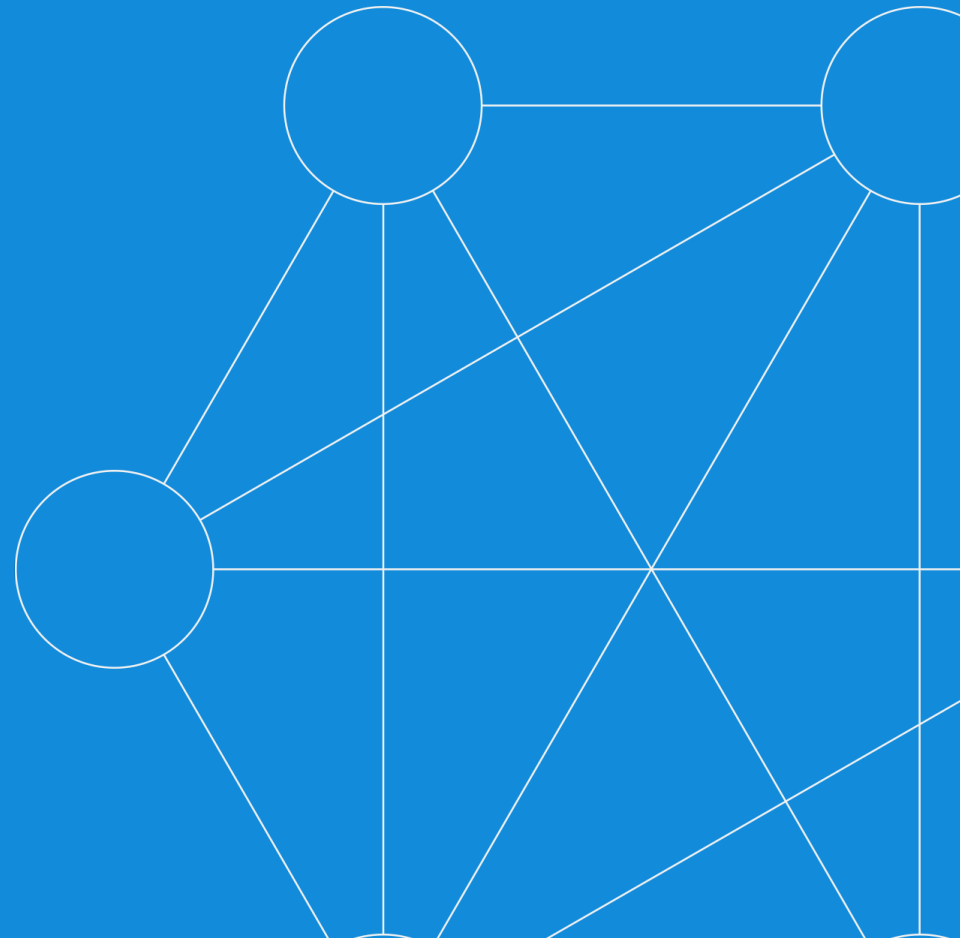
About the presenter



Colin Roberts

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Today's Topics



1. **Quick Overview:** West
2. **Brief Intro:** West Engagement Center for Healthcare Providers
3. **Observations:** Patient Engagement Challenges
4. **Demo of TEC Pathways™:** Transition Care Management Use Case
5. **Q&A**

we are west

We are a leading provider of technology-driven communication services, serving Fortune 1000 companies and clients in a variety of industries, including: healthcare, telecommunications, retail, financial services, public safety, and technology.

2016 EXPECTED
REVENUE **\$2.2 – \$2.3
Billion**

HEADQUARTERS **Omaha, NE**

EMPLOYEES **9,700**

LOCATIONS **15**

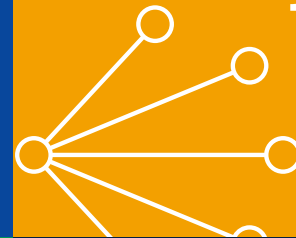
The leading provider of
healthcare advocacy
services, covering nearly
40,000,000
lives



Provider of the nation's 911
infrastructure, facilitating
290,000,000
911 calls per year

The world's largest provider of
conferencing and collaboration
solutions, facilitating

159,000,000
conference calls
annually



A pioneer in healthcare
communications, delivering more than

a billion

email, texts, voice alerts, and
notifications to the healthcare space



The leader in contact
center modernization and
patient engagement with

64 billion
voice minutes
annually



West Healthcare Point of View

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 the best positioned to

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



West Engagement Center

TECHNOLOGIES AND ASSETS TO DRIVE SOLUTIONS ACROSS THE CARE CONTINUUM



Engage and Activate



TECHNOLOGY ENABLED COMMUNICATION

- Omni-Channel
- Bi-Directional
- Personalized
- Unified
- Activation-Focused

Manage and Escalate



CLINICALLY MANAGED SERVICES

- Certified Clinicians
- Call Triage to CCM
- Program Overflow Support
- Pilot Program Creation & Outsourcing

Gain Insights



ANALYTICS AND BUSINESS INTELLIGENCE

- Target
- Decision
- Engage
- Measure
- Improve
- Optimize

**Right patient,
right intervention,
right time**



**Greater patient
engagement and
activation**



**Add scale and
capacity to wellness
and care management**



**High quality,
lower cost
care pathways**

The Care Continuum

FOUR OPPORTUNITIES TO ENGAGE AND ACTIVATE BEYOND THE CLINICAL SETTING



**CALL CENTER
MODERNIZATION**



**ROUTINE CARE
MANAGEMENT**



**TRANSITION CARE
MANAGEMENT**



**CHRONIC CARE
MANAGEMENT**

Market Observations: Patient Engagement Challenges



When it comes to automated patient engagement, how can we:

1. Apply automated communications **intelligently**?
2. Be more **proactive** and less reactive?
3. Better **coordinate** multiple automated touch points with patients to reduce communication fatigue?
4. Align automated communication with **care plans** for greater efficiency (particularly chronic and transition)?
5. Get more **control** and **visibility** over prescribing, scheduling, launching and suspending automated member communications?
6. Have less technical **administration** than can happen with one-off or ad hoc automated communication?

Overview

- A feature of the West Engagement Center
- Web-based portal that curates all your patient engagement communications in one place
- Use the portal to better engage and activate patients by:
 - **Selecting** the relevant outreach
 - **Sequencing** the outreach according to care plan or clinical guideline
 - **Scheduling** the outreach for maximum engagement
 - **Monitoring** the outreach to determine which members are engaging
 - **Managing** members by exception through manual clinical intervention

TEC Pathways is ideal for organizations that want to take a more strategic, cross-departmental view of patient engagement

Meet Bev

- ▶ Age 66
- ▶ Medicare Advantage Member
- ▶ Hip replacement Surgery
- ▶ Discharged today
- ▶ Comprehensive care transition plan

BEV'S TEC PATHWAY



Discharge
Assessment



PCP
Reminder



Rx
Reminder

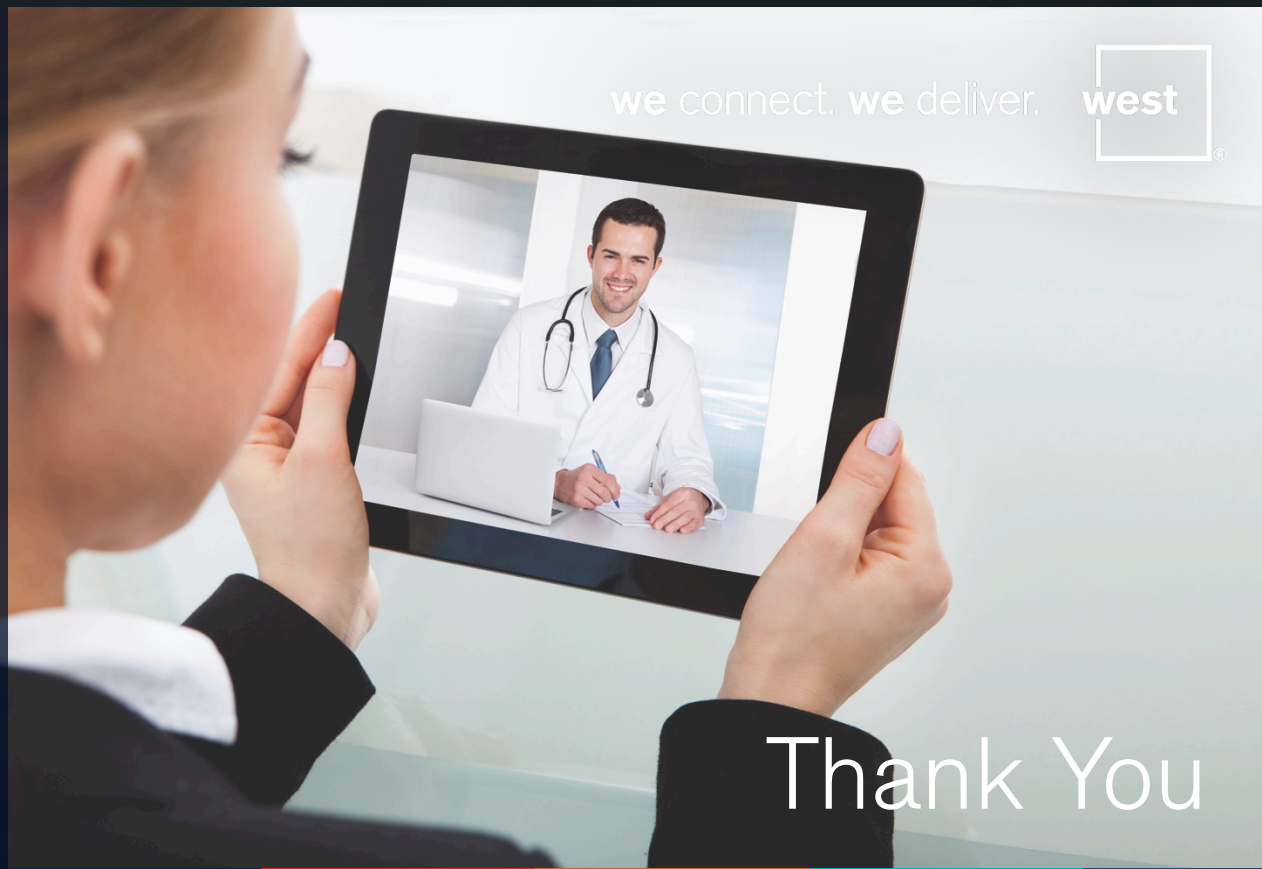


Wellbeing
Assessment

For Smarter, More Personalized, More Coordinated Patient Engagement

TEC Pathways is a unique feature of the West Engagement Center that streamlines member engagement and better aligns it with clinical guidelines, workflows, and plans of care

- **CURATE** Member engagement into condition-specific and outcome-focused libraries of automated communication
- **SCHEDULE & SEQUENCE** the delivery of Member engagement
- **PRESCRIBE** Member engagement at the member level
- **MANAGE** by exception through alarming and dashboarding
- **PERSONALIZE** Member engagement to maximize activation
- **STREAMLINE** reporting



FOR MORE INFORMATION

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