

# Welcome to the West Engagement Center

PATIENT ENGAGEMENT AND ACTIVATION  
ACROSS THE CARE CONTINUUM

As patients traverse the hospital and health system, West believes there are four critical areas of opportunity beyond the clinical setting to engage and activate them.

## PATIENT ACCESS CENTER

Many patient's journeys begin in the contact center – in essence, the front door to the hospital or the health system. For many healthcare organizations, the access center has become a critical hub of patient engagement.

## ROUTINE CARE MANAGEMENT

Routine care is about ensuring healthy patients are consistently engaged around prevention and wellness. This is about keeping healthy patients healthy, deepening patient relationships, and pro-actively capturing revenue opportunities.

## TRANSITION CARE MANAGEMENT

For transitions of care, delivering deliberate, specific, and meaningful patient touch points during that very important 30 day post-discharge time frame is critical. The goal is eliminating readmissions by effectively engaging patients around things like their medications, ensuring follow up care is received, and early detection of possible issues.

## CHRONIC CARE MANAGEMENT

Chronic care management is about continuous, longer-term engagement of patients with chronic conditions – really around driving adherence to a care plan beyond the clinical setting. Particularly for those organizations accelerating into the fee for value arena, this is becoming a strategic imperative as they consider how to resource this function to keep pace with growth.

West combines **technology-enabled communications** with **clinical managed services** to help organizations drive **more effective care coordination** for patients with chronic conditions.



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  
**1 BILLION**  
emails, texts, voice alerts, and  
notifications

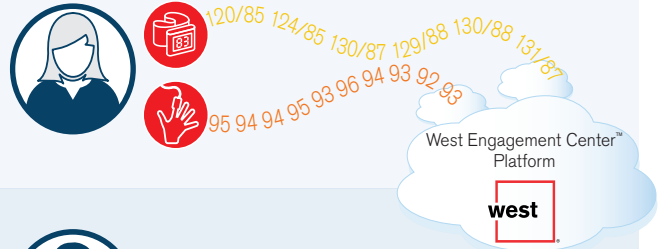
Provider of the nation's  
911 infrastructure,  
facilitating  
**290,000,000**  
911 calls per year

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

**Grandma Mary has COPD and Hypertension. She's in close contact with her Care Coordinator and is being looked after closely by her Family Caregiver.**

**Automated Biometric Journaling for Patient**

Grandma Mary journals her biometrics daily in the channel of her choice. She provides her BP and Pulse Ox readings by remote sensor, interactive voice response (IVR), or through the patient portal. Her choice. Her way.



**Decisioning and Proactive Outreach to Family Caregiver**

West's Engagement Center performs smart decisioning on Mary's readings and determines they're out of range today. The care plan indicates the Caregiver should be notified, so an SMS notification from West is sent.



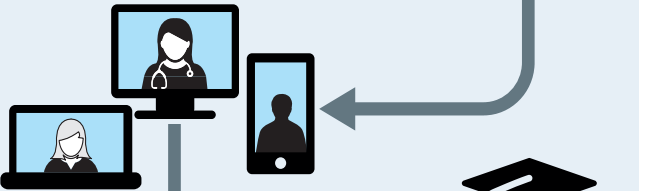
**Call Center Solution Identifies, Authenticates, and Intelligently Routes Family Caregiver to Remote Care Coordinator**

Mary's Caregiver "clicks to call" the Care Coordinator to escalate. West's IVR recognizes the Caregiver's phone number, authenticates their identity, and routes them to Mary's Care Coordinator. The Coordinator also gets a 'screen pop' with the call, providing a snapshot of who is calling and why.



**Three-Way Interactive Video Consult**

The Care Coordinator initiates a three-way video consult with the Caregiver and Grandma Mary. This helps the Care Coordinator better assess the situation and determine the best course of action for Mary.



**Patient Education POWERED BY EMMI**

The Care Coordinator feels Mary could benefit from some additional support and education and sends Mary an EmmiEngage® interactive program on how to better self-manage COPD. Mary feels more confident.



**ENGAGING AND ACTIVATING PATIENTS ACROSS THE CONTINUUM OF CARE**

The healthcare industry and the innovations that are shaping our well-being globally are evolving at an unprecedented rate. The walls of healthcare institutions are coming down and in their place we are building bridges—conduits of communication and technology that are connecting patients, providers and payers together in ways that are expanding the impact and effectiveness of the continuum of care. The path to an empowered patient is clearer than ever before. West combines technology-enabled communications with clinical resources to help your organization effectively activate and engage patients beyond the clinical setting, across the continuum of care. Connecting with patients in ways that are meaningful and relevant. We are committed to reducing cost, maximizing revenue and improving the quality of care by optimizing your patients' 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.



**About Emmi**

Emmi programs and call campaigns deliver actionable health information to patients via multiple modalities — including computers, mobile phones, and tablets — at key moments across the continuum of care. Emmi's ability to connect with patients in language they understand at a time they are ready to learn and through the devices they already use has been demonstrated to help healthcare organizations reduce costs, increase revenue and improve outcomes.

