

Improving Patient Experience While Easing Clinician Burden



The COVID-19 pandemic laid bare what many have known for a long time: Healthcare in the United States is in crisis. One of the most notable aspects of the crisis is clinician burnout, which has only increased throughout the pandemic. Add to that new value-based care models and the increased time managing EHRs, and clinicians have less time to spend caring for their patients.

Healthcare in the United States is in **CRISIS**

Meanwhile, healthcare consumers' needs are increasing and preferences are changing. According to a recent survey, patients are looking for convenience, choice, ease of accessing care, and improved access to care. More than fifty percent of healthcare consumers surveyed said that convenience and access to care are the most important factors in their provider decisions – eclipsing insurance coverage, brand reputation, provider conduct, and quality of care.¹

Patients are also sicker than ever, which is fueling the healthcare crisis. The number of people living with chronic illnesses has skyrocketed. Sixty percent of Americans have a chronic condition.² And as the disease burden grows, so does the need for care.

Outsourcing to virtual nurses in these three areas can help providers improve the patient experience, reduce patient leakage, and ease clinician workloads.



Remote Patient Monitoring

- Nearly one in five patients suffer an adverse event within three weeks of hospital or ED discharge.³
- Rural coverage: 46 million people in the U.S. live in rural areas, and 25% of them have had difficulty accessing the care they need.^{4,5}
- Fewer than 40 physicians handle every 100,000 people in rural communities which have typically older and sicker patients than urban areas.⁶
- Medication adherence accounts for up to 50% of treatment failures, approximately 25% of hospitalizations, and about 125,000 deaths every year in the United States.⁷



Inbox Message Management

- Pre-pandemic, the average family physician spent 1.5 hours per day on the inbox. At one health system, physicians addressed an average of 100 inbox messages daily during working hours and another 50 each weekday evening.⁸
- The number of patient messages increased by 157% at the onset of the pandemic and have remained at this “new normal” level ever since.⁹
- Over 1/3 of inbox messages are system-generated and include many low-value communications.¹⁰
- 82% of patients say a positive customer service experience is an important factor when deciding where to seek care.¹¹
- 96% of patient complaints in one survey were related to customer service rather than quality of care, and 53% of the unhappiest patients said communication was their biggest frustration.¹²
- Eight in ten nurses say their units are understaffed¹³, and nurse to patient ratios in some facilities have gone from 1:1 to 1:3 or higher,¹⁴ which are primary reasons nurses report they plan to leave their job.



Customer Contact Center

- Patient call volumes are rising while provider facilities are seeing a spike in turnover and employee attrition in customer service teams, which means longer hold times and increased call abandonment.¹⁵
- 67% of calls to call centers hang up before speaking to anyone, typically due to long wait times or complicated systems.¹⁶
- 59% of older adults always schedule medical appointments by phone, nearly nine in 10 respondents schedule appointments by phone at least some of the time, citing preference for phone calls.¹⁷
- 51% of respondents to a hospital survey believe their organization's contact center contributed to an improved patient experience during the COVID-19 pandemic.¹⁸



Reasons to outsource Care Coordination to Omega Healthcare Services:

- ✓ Relieve clinicians of inbox message management tasks
- ✓ Improve medication adherence
- ✓ Prevent hospitalizations, rehospitalizations, and avoidable ED visits
- ✓ Reduce physician visits and phone calls
- ✓ Improve patient outcomes and satisfaction
- ✓ Appropriately allocate staff to higher value tasks
- ✓ Improve clinician satisfaction
- ✓ Provide cohesive and branded patient journey
- ✓ Increase patient loyalty



Learn more in the white paper, **“Key Opportunities to Mitigate Clinician Shortages”**

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