Leverage Data Management to Meet Consumer and Patient Expectations

Rachelle Montano - Loyal, VP, Clinical Strategy

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Introduction

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About Me

Lives

Owns

Children

Rachelle Montano
Loyal
VP, Clinical Strategy

Alumni of

Alumni of

Alumni of

Alumni of

Provider

Provider

Provider

Provider

Provider

Clinical Expertise MS, RD

Digital Business & Strategy MBA

Taxonomy & Data Management Expertise

Healthcare Digital Strategy Expertise

Who is Loyal?

Loyal understands complex organizations and provides technology to guide individualized healthcare actions at scale.

Atlanta, GA
Headquarters

160
Employees

35
Health Systems

$7.5M
Series A: AHA Innovation Fund & Concord Health Partners

Adventist HealthCare

Arkansas Children's
HOSPITALS · RESEARCH · FOUNDATION

ARNOLD PALMER HOSPITAL
For Children

BAPTIST HEALTH

Baptist Health
South Florida

COLUMBUS REGIONAL HEALTH

Community Health Network

dayton children's

Frederick Health

HONORHEALTH

IU HEALTH
Indiana University Health

Joe DiMaggio
Children's Hospital

Lake Region HEALTHCARE

LIFEPOINT HEALTH

Luminis Health

Memorial Healthcare System

HEALTH FAIRVIEW

MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN

Oaklawn

Ochsner

THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER

OHSU

ORLANDO HEALTH

PeaceHealth

Phoebe

Piedmont HEALTHCARE

Quincy Medical Group

Renown HEALTH

ScionHealth

SHANNON

SITEMAN CANCER CENTER

Southcoast Health

TOWER HEALTH
Advancing Health. Transforming Lives.

UC Health

UCLA Health

UFHealth
CANCER CENTER

UNC HEALTH

VCU Health

Virtua Health

Wolfson Children's

Our solution

Loyal's multi-experience platform consolidates fragmented data and provides a centralized UI and machine-enabled toolkit to shepherd patients through the care journey efficiently.
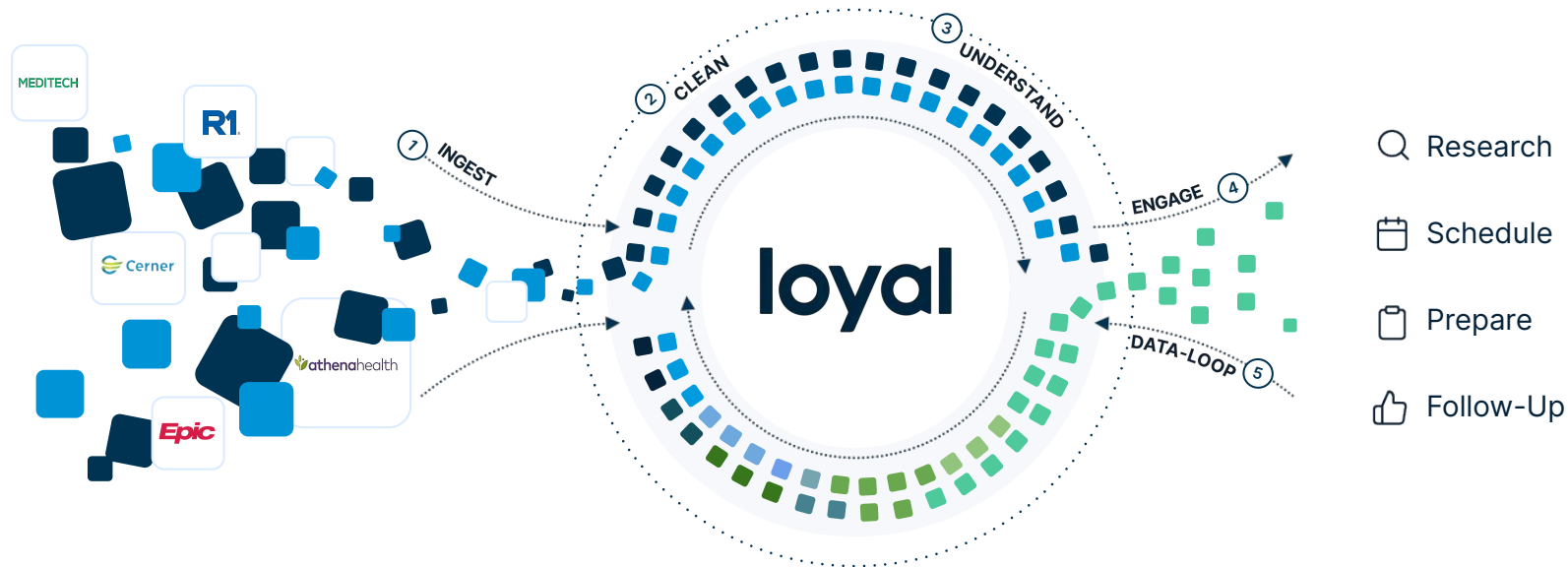
Session Objectives

- Understand consumer and industry trends
- Define components of successful enterprise data management
- Supporting data management initiatives to meet patient expectations
- Final thoughts
- Q&A

The Challenges

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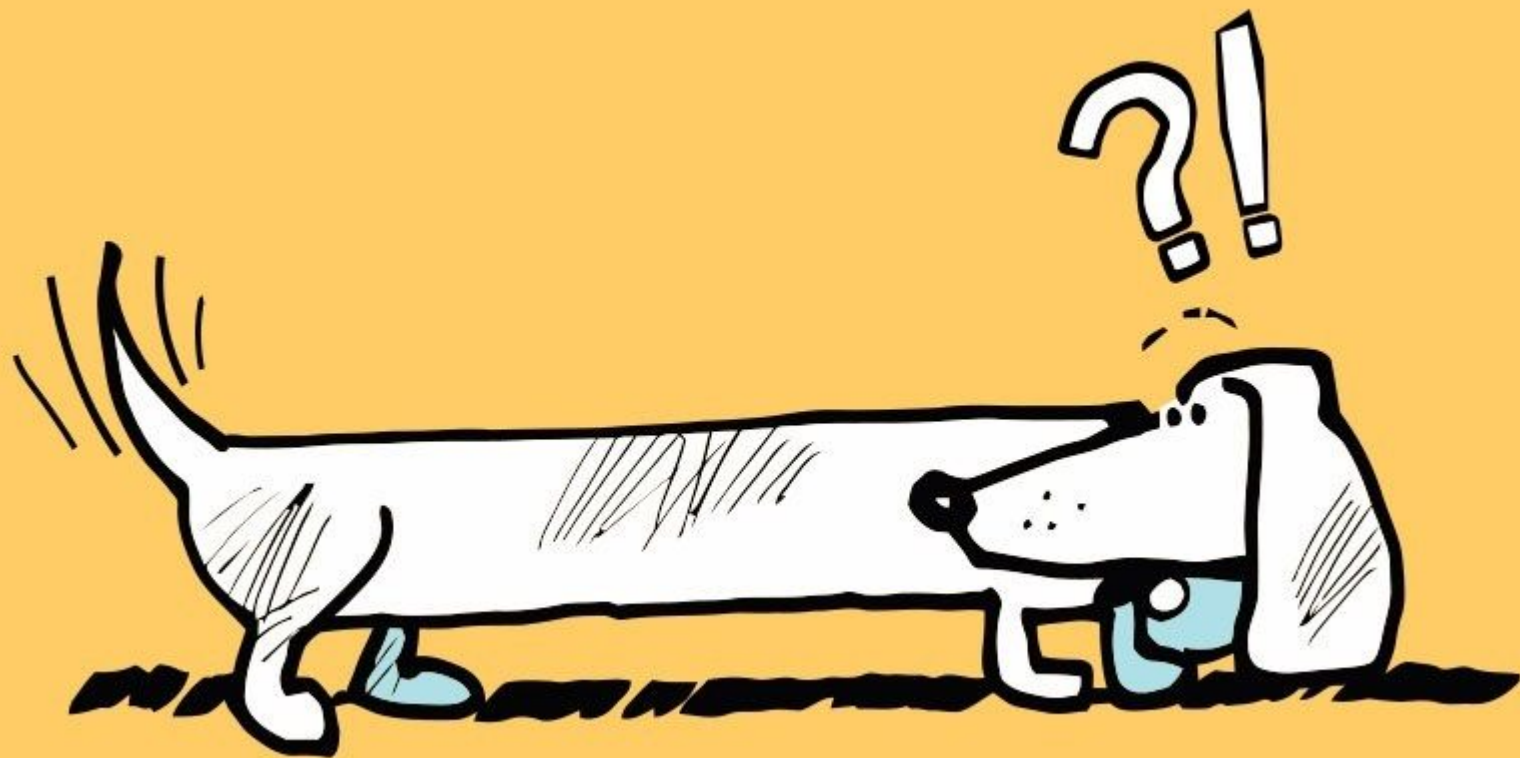
Consumer Expectations

Demand of convenience and ease of access

Pressure from outside healthcare

Shift to virtual/digital health

COVID accelerated demand & drove adoption

"The COVID-19 pandemic has accelerated the adoption of digital health and virtual care by at least three years."

Patient Journeys - Complexities Remain

Research	Awareness	Schedule	Prepare	Follow-up
Chatbot	Online Directories	Online Directories	Appointments / Reminders	Transparency / Surveys
Virtual Triage / Risk Assessment / Navigation	CRM / Data Mgmt.	Online Scheduling	Pre-Registration	Care Paths / Referral
Care Search	Outreach	Referral Prior Authorization	Waiting Room / Clinical Readiness	Reputation / Feedback

"The rush to deploy digital capabilities to meet the increasing demand for digitally enabled healthcare services is resulting in independent digital interactions that do not support a cohesive patient journey."

Too Many Point Solutions

🔍 Research

Chatbot
Conversa
ada
GYANT
Microsoft

Virtual Triage / Risk Assessment / Navigation
dexcare
Infermedica
Docent Health
buoy

Care Search
doctor.com
KYRUUS
DOCASAP

📅 Schedule

Online Directories
yext
symplr
KYRUUS

Online Scheduling
salesforce
Microsoft
actium

Referral Prior Authorization
Welltok
A Tivity Health Company
Marketo
PATIENTPOP

📋 Prepare

Appointments / Reminders
TAVOCA
RELATIENT
lumahealth
it's about time.
klara
DOCASAP

Waiting Room / Clinical Readiness
Yosi health
Simplifying healthcare
Mytonomy
Engaging Patients in their Care
UPFRONT

👍 Follow-up

Transparency / Surveys
PRESS GANEY
nrc
HEALTH
Human understanding

Care Paths / Referral
twistle
par8o

Reputation / Feedback
Podium
binaryfountain
Reputation

Point Solution Overload

Disparate systems across organization

15-20 point solutions that don't integrate or share data

Disjointed experiences

No visibility across the entire patient journey

Point solutions can have overlapping capabilities, and costs can add up quickly when trying to piece together a comprehensive solution.

Data, Data and More Data...

Siloed departments & multiple owners and stakeholders

Provider & location data lives in many forms. No consumer source of truth

CRM vs EMR

Appointment inventory challenging (available appts, no show rate, expired appts, leakage, appt types)

Enterprise Data Management

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Why is Data Management a Challenge?

Data silos

Multiple department owners and stakeholders

Disparate databases and formats

Integration challenges (legacy closed systems)

Multiple sources of data

Regulatory and security requirements
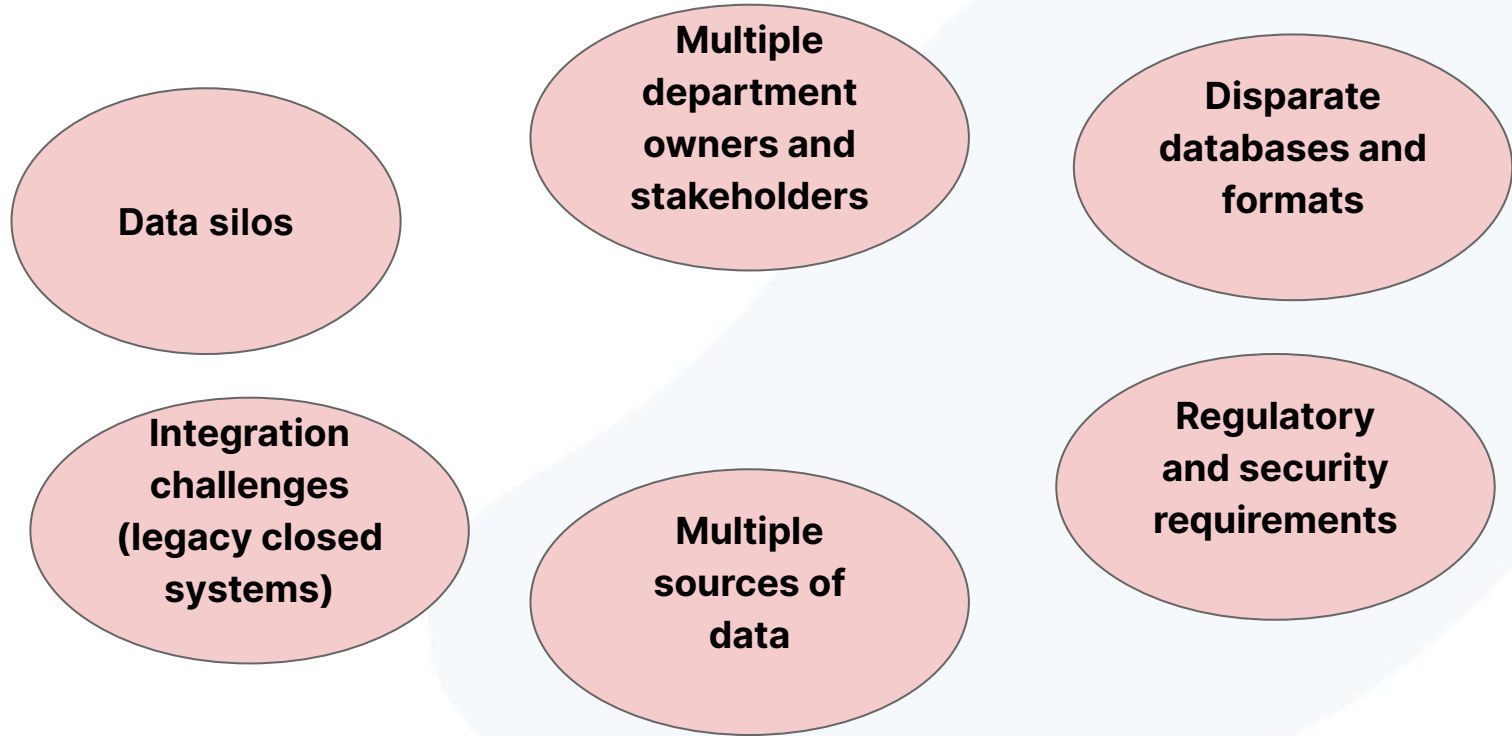
All lead to: incomplete, inaccurate, outdated (*provider and location*) information necessary to meet consumer health expectations

"We have an archaic system leading to a disjointed patient experience.

Leads me to get into trying to resolve operation issues."

-VP of *Marketing, Academic Health System*

Successful Data Management
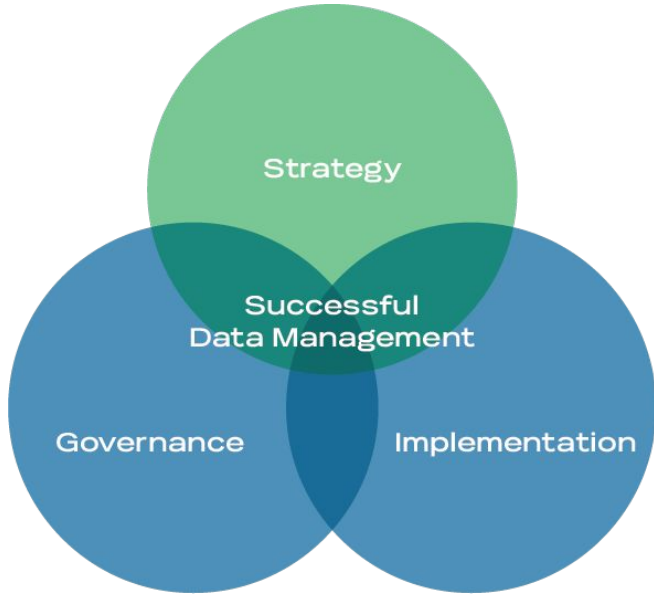
Strategy:

- Know your goals - clearly define and communicate

- Focus on organizational alignment in support of the goals. *Make sure all parties are working together!*

Successful Data Management
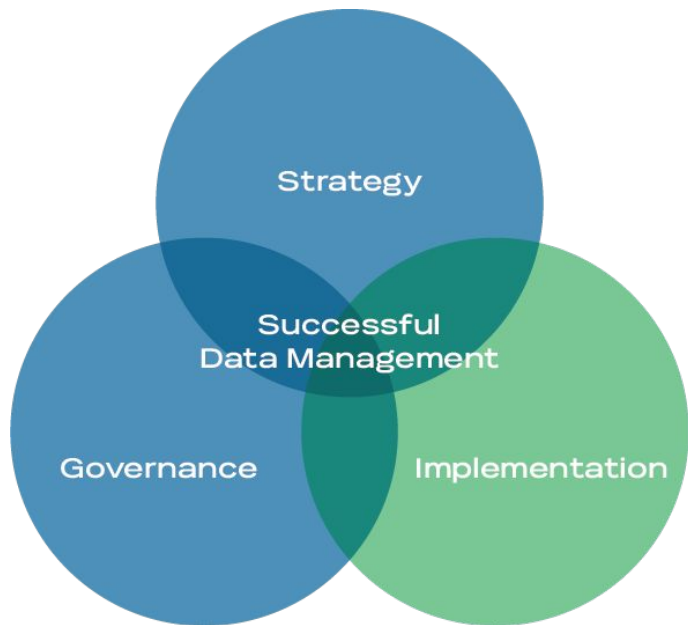
Implementation:

- Gain <u>stakeholder alignment</u> and <u>support</u> for data management goals and objectives

- Understand all stakeholder requirements and needs:
    - Consider everyone's workflow
    - Identify data dependencies
    - Know organization's tolerance for operational disruption

Successful Data Management
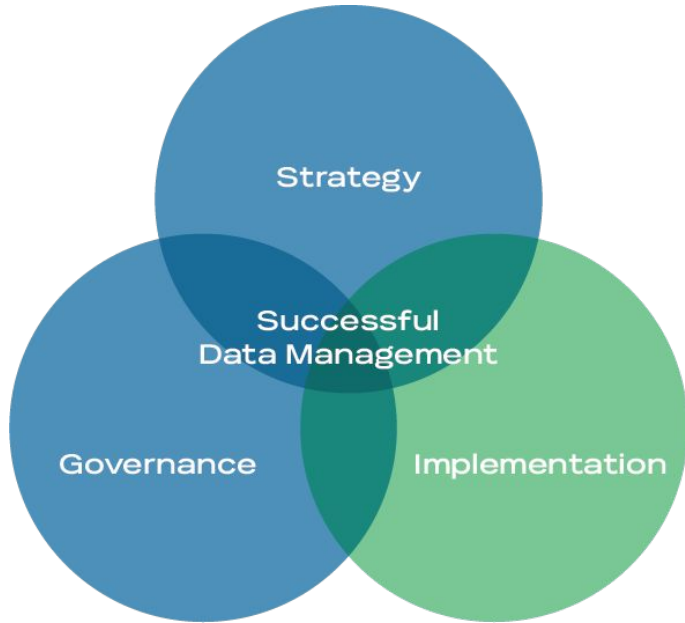
Implementation:

- Create and document comprehensive <u>data model and plan</u>

  - Identify all data sources
  - Conduct data cleansing and normalization
  - Clarify data stewardship
  - Security constraints
  - Dependency rules

Successful Data Management
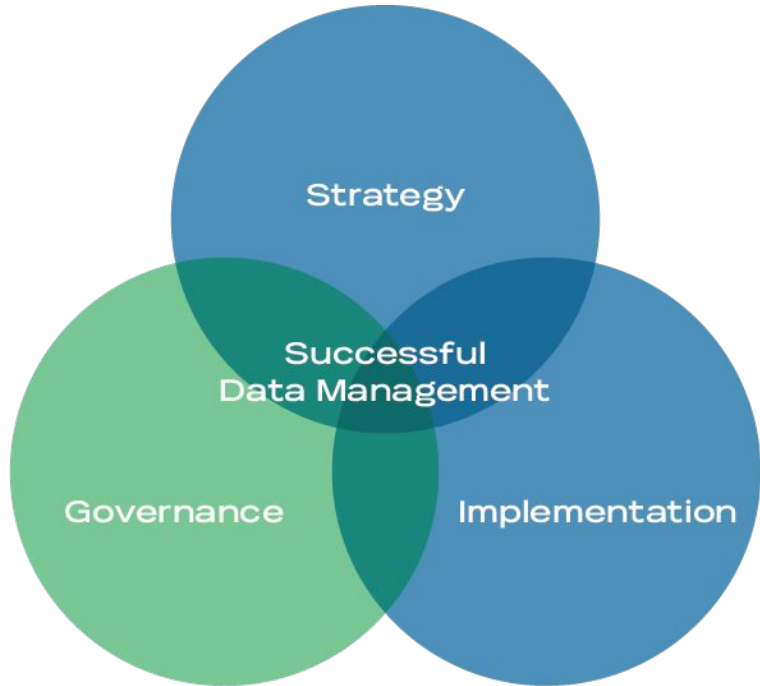
Governance:

- Identify resources to manage the data (data owners, architects, stewards, analysts)

- Communicate and understand importance and value of data management

- Develop plan for ongoing management of data - policies & procedures

Putting it together to meet Consumer and Patient Expectations

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Other Factors Beyond Your Data Management Solution to Meet Consumer and Patient Expectations

1. *Understand your Health System and have clear goals*
2. *Build/Implement a Foundational Data Management & Source of Truth*
3. *Implement governance structure*
4. **Enable Employees**
5. **Engage Consumers & Patients**
6. Monitor and maintenance

Enabling Your Employees

Americans are **rethinking** their lives and the jobs they want. People *may* come back with the recession but the **healthcare labor market** is especially dynamic with the start & stop of pandemic stresses and an increased expectation of wages.
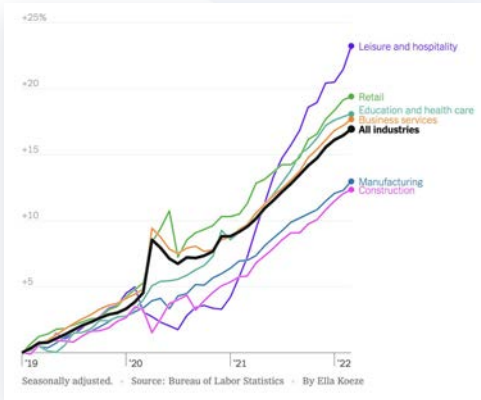
Prime-age participation in the labor force is rising.

Share of those ages 25 to 54 who are in the labor force (employed, unemployed but looking for work or on temporary layoff)
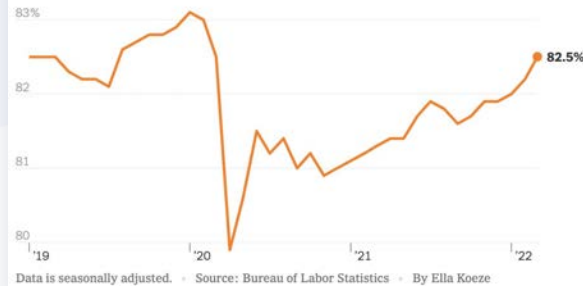
Covid patients in hospitals and I.C.U.s
Early data may be incomplete.

1 in 5 health care workers have **quit** their job since 2020

Nearly 1 in 5 Health Care Workers Have Quit Their Jobs Since COVID-19 Hit U.S.
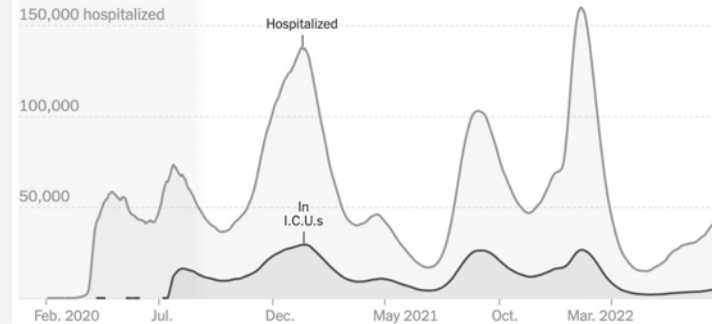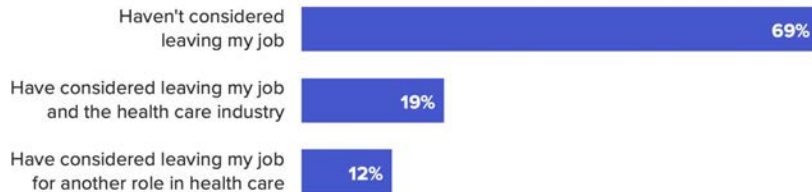
Among those who have kept jobs, about 1 in 5 considering leaving medical field

Health care workers were asked whether they've left their jobs since mid-February 2020

Have quit a job — 18%

Have been laid off or lost a job — 12%

Among health care workers who have stayed in their jobs since mid-February 2020

Haven't considered leaving my job — 69%

Have considered leaving my job and the health care industry — 19%

Have considered leaving my job for another role in health care — 12%

MORNING CONSULT

Poll conducted Sept. 2-8, 2021, among 1,000 U.S. health care workers, with a margin of error of +/-3%.

"The biggest thing from a technology perspective that has rolled out in the last 15 years is the EHR — and it's taken away their [doctors] time and burdened their day to day."

"Make it dead simple for front line employees to adopt new software"

Quick Tips to Build Employee Engagement

- Find your champions.

- Show your employees, by department or team, how data management will help *them*.

  - Remind them of your health system's mission, and outline the value each department brings to the table to achieve that mission now, and what the "better" will be once data management is in place for your patients and consumers.

Engage Consumers and Patients

Meet consumers where they are in their healthcare journey:

🔍 Research	💡 Awareness	📅 Schedule	📋 Prepare	👍 Follow-up

Individual needs are different at all stages of the journey.
Ensure data management strategies in place to meet consumers where they are.
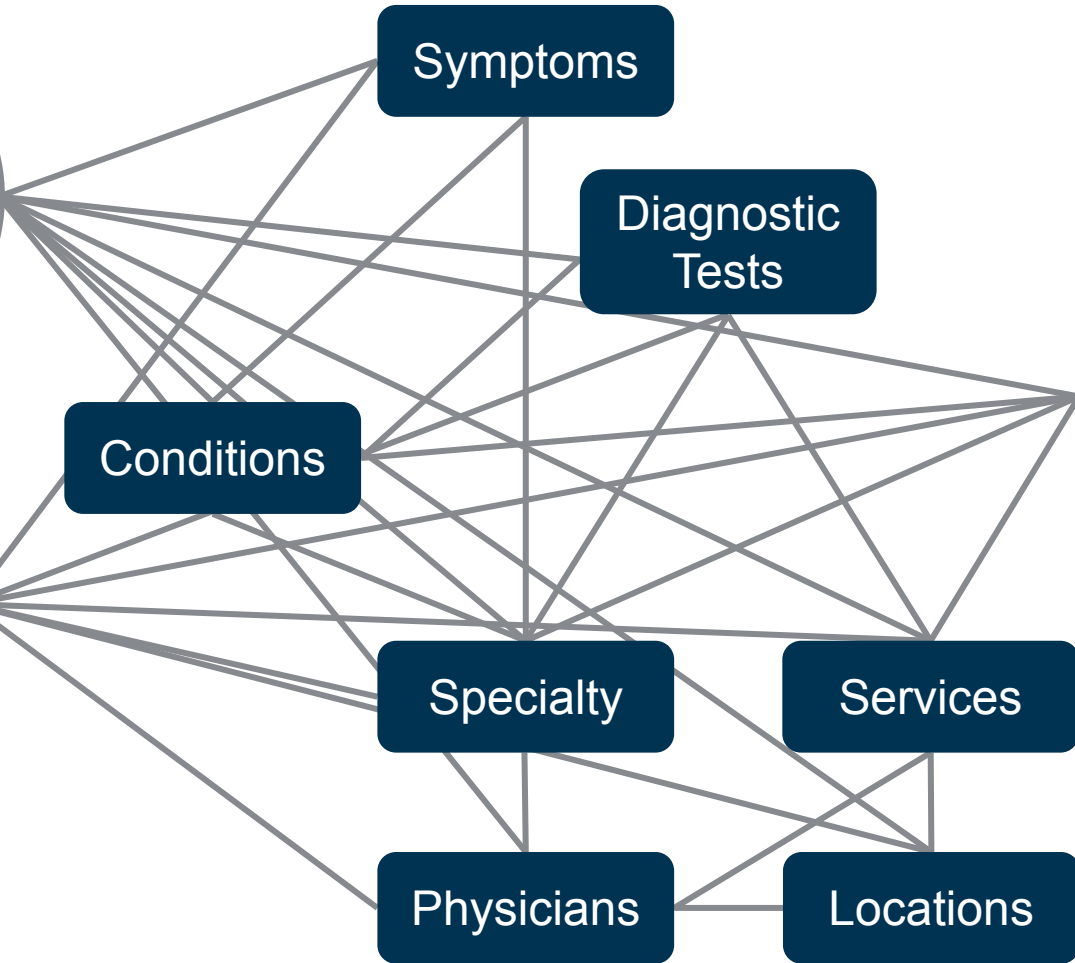
Closing Thoughts

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Closing Thoughts

1. **Consumer expectations from their healthcare experiences will continue to strengthen.**

2. **Healthcare providers will continue to feel pressure from multiple directions.**

3. **Data management is hard - Disparate sources and stakeholders add to challenges of data management.**

4. **Enterprise data management is a foundational element of meeting consumer and patient expectations.**

5. **Data management is not just about the data - it's also about managing the people responsible for the data. This requires a special focus and skillset.**

Questions?

Thank you!

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