



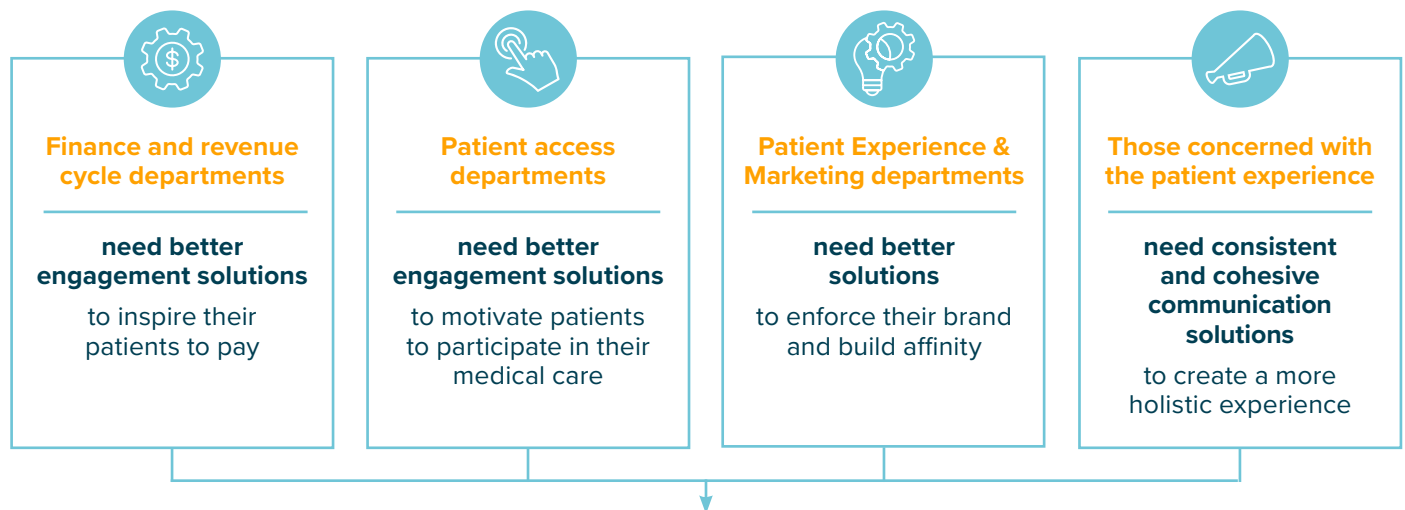
Precise Patient Engagement

New strategies for healthcare organizations to capture patient attention and spur positive action

Providing an excellent patient experience is not a one-size-fits-all proposition. Patients are unique individuals. Age, income, occupation, marital status, technical acumen, and education are among the hundreds of ways patients vary.

Different people also have disparate needs and expectations, which means **you must provide precise engagement tailored to individuals—to ensure patients feel understood.**

It all begins with the complexity within your organization. Every department within every healthcare organization has engagement goals.



Q: What do they all share in common?

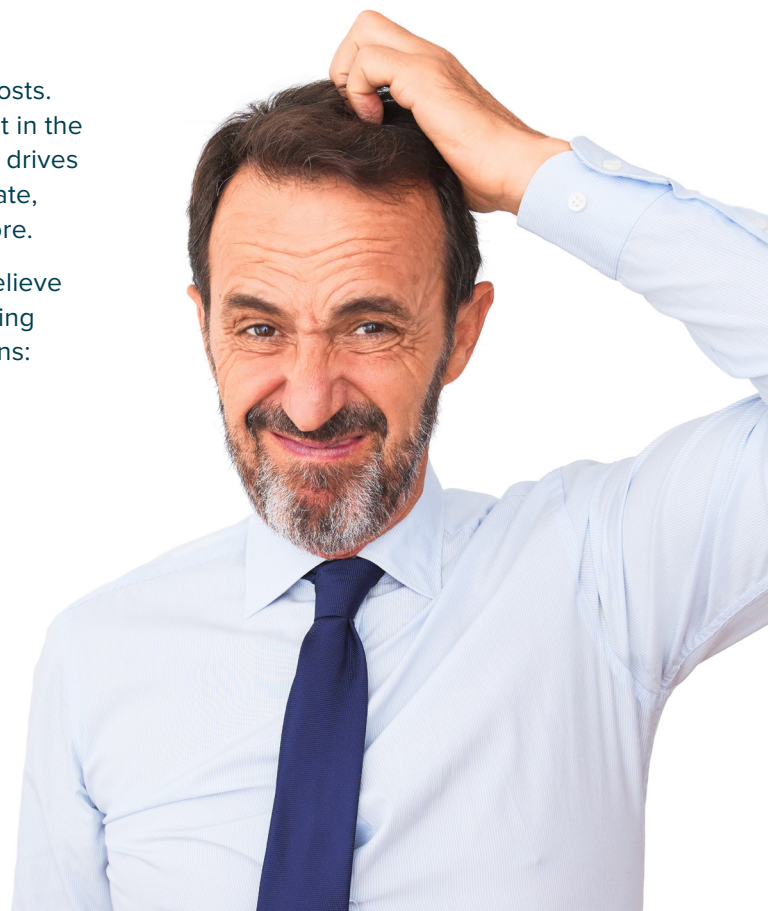
A: Their engagement challenges are complex, both for them and for their patients.

Such complexity requires an intelligent approach with advanced data analysis that makes engagement precise and not just for patients, but for providers to make decisions about what's working, what's not, and what's next.

Putting the needs of each patient first benefits providers by eliminating wasted communications and potentially reducing costs. Providers strategically using channels are empowered to invest in the best technologies while eliminating non-performing ones. That drives better results: collecting a patient balance, delivering an estimate, ensuring patients arrive and prepare for appointments, and more.

Unfortunately, many leaders within healthcare organizations believe they have adopted data-driven solutions but are not experiencing these positive results. Instead, they wrestle with tough questions:

- ① Are we overcommunicating or under communicating?
- ② How do I use the right channels for the right patients for the right reasons?
- ③ My vendor keeps pushing me to add more communications channels, but how do I know if that's the right thing to do?
- ④ Why am I spending so much money and not seeing better results?



Are you tuning into patients or turning them off?



Without true data insights to guide them, many leaders often add new channels—typically text or email—in a well-meaning but random attempt to engage patients. Ironically, simply adding more communication channels can do more harm than good.

Overwhelming patients with too many messages
(or using the wrong channels to send them)

can result in

ambivalence, confusion or even anger

Launching a static multi-channel communication

can lead to

more wasted communications, including print/postage and labor costs



How do you know which channels are the right channels?

The limitations of a static, multi-channel engagement approach are clear. Yet adding channels and seeking to use precisely the right channels has challenges too, such as tracking results. Some strategies can be overly focused on singular performance improvement without keeping an eye on the big picture. But basing a patient engagement strategy on too few data points can result in misleading conclusions with confusing results. This is a phenomenon known as **Simpson's Paradox** in which a trend appears in several different groups of data but disappears or reverses when these groups are combined. **Key details are often lost when information is aggregated into big groups based on one variable**, such as patients who say they prefer text messages.



Simpson's Paradox and healthcare financial engagement

	Female	Male
Payments	500	750
Digital Communications	50,000	50,000
Pay Rate	1%	1.5%

The chart shows that males have a **50% greater pay rate**. The revenue cycle manager could conclude that more budget should be allocated to males, after all they seem to be more engaged. The revenue cycle manager also could conclude that there is something about their messaging or communications that is being negatively received by females and, thus, choose to spend money and time redesigning the campaign. Without looking more deeply into the data, both of these actions would be a mistake.

Here is the same data set broken down by one additional variable: age.

	Female		Male	
	18–24	25–34	18–24	25–34
Payments	470	30	740	10
Digital Communications	25,000	25,000	40,000	10,000
Pay Rate	1.88%	0.12%	1.85%	0.10%

The female grouping still has an aggregate 1% pay rate, and the male grouping still has a 1.5% pay rate. But it is easy to see in this more detailed breakout that **the problem isn't gender, it's age**.

The manager would be better served by:

Increasing
spending



on patients in the
18–24 age group

Reviewing their strategy



for reaching patients in the **25–34** age group

This example has been adapted for healthcare communications. It is based on a real-world example involving marketing media buyers. See this link for original details: <https://www.adexchanger.com/data-driven-thinking/marketers-cant-overlook-simpsons-paradox-in-programmatic-buying/>

Data Can Easily Drive Organizations in the Wrong Direction

Optimization in aggregate can steer you in the wrong direction. It's the equivalent of standing at the bottom of a huge (data) mountain trying to determine in which direction to move. Without a more precise view, it's impossible to see which route will take you to your desired destination (the top!) in the most efficient manner. Likewise, a simplistic broad data view leads to guesswork, which almost always means wasted resources and poor results. Results are accidents and, frequently, not happy ones.

Real solutions involve drilling down beyond broad metrics—through the use of advanced data analytics and machine learning—to understand patients on a more personal level. **Technology should not simply report data, it should make sense of it.** Most importantly, it should allow leaders to easily visualize what is happening and to make decisions in time frames that matter. This approach to patient communication is known as **OmniChannel engagement**.

A true data-based approach to understanding patients is the cornerstone of OmniChannel engagement. It involves **seeing how patients behave and continually fine-tuning engagement strategies in a proactive timeframe**. Multiple coordinated channels—such as printed, text and email messages—are used in a seamless fashion to move a person to take a desired action.

Returning to the mountain metaphor, advanced analytics and machine learning allow organizations to move in the right direction—step by step—as the data makes patterns easier to see and more precise personas easier to develop. Getting to the top of the summit means clearly seeing what's happening with patients and then responding proactively and continuously.

Three pillars support OmniChannel engagement:

- 1 **Coordinating messaging** across all communication channels, including print when appropriate
- 2 **Leveraging insight** at the person level through precise persona groups
- 3 **Continually refining** personas and engagement strategies

Like the lone climber who completes the most challenging ascent, healthcare organizations that use an OmniChannel approach to engage patients gain a major competitive advantage. **It takes work to get there and only some make it to the top.**

Rewards for Healthcare Organizations:

- ★ Increased loyalty from patients
- ★ Stronger participation by patients in their medical care and financial obligations

Rewards for Patients:

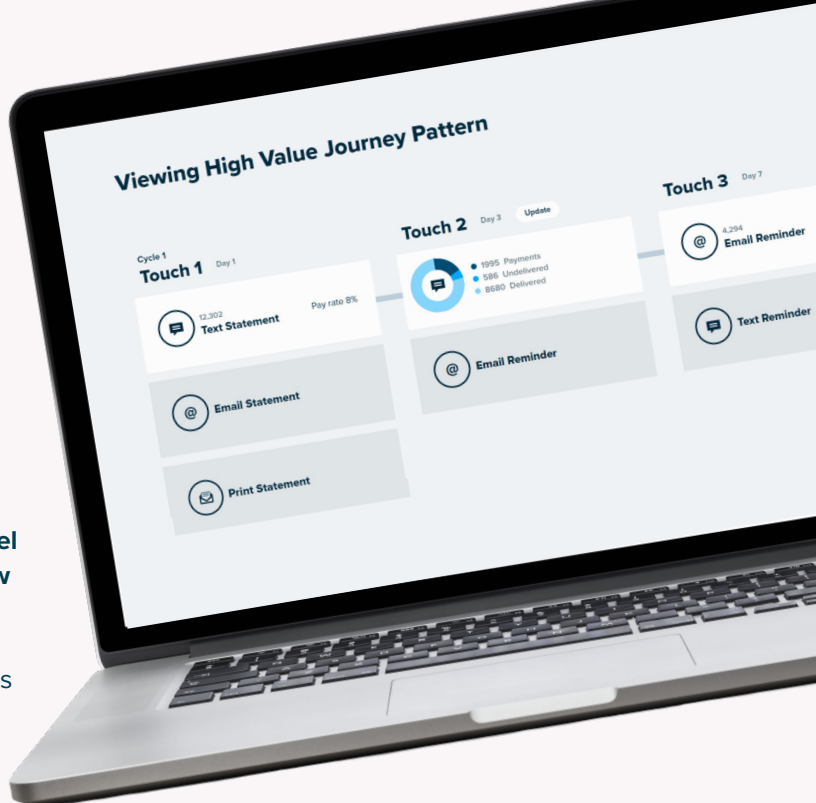
- ★ Being seen more clearly
- ★ Opportunities to engage in the most effective ways



Intuitive Dashboards Drive the Right Decisions

Instead of increasing complexity by randomly adding more channels—and creating a less-than-optimal experience for patients—leaders can learn what works best by visualizing performance data. Intuitive OmniChannel dashboards are **designed to visually depict what is happening in real time, making it easy to continually optimize a patient engagement strategy.**

Unlike multi-channel dashboards that only report what happened in the past based on aggregate data, **OmniChannel dashboards empower leaders to see and understand how patients are—or are not—responding to their unique communication journeys.** Most critically, this happens in a timeframe that allows leaders to continually hone strategies and delivery channels to be more precise and effective.



Businesses That Maximize Data Delight Customers

While relatively new to healthcare, leading consumer-focused businesses such as Netflix, Spotify and Amazon have built thriving businesses by using advanced data analytics and machine learning. In the process they are **vastly improving each of their customers' experience by providing precise entertainment and shopping recommendations.**

Recommendation engines—**powered by data science and machine learning**—make it possible for these popular entertainment platforms to delight millions of users with customized content on a daily basis. Spotify, for example, **uses data in the form of stream counts to group consumers with similar musical taste.** This makes it easy to recommend tunes that almost everyone in that group will prefer based on what they're already listening to. Customers are grouped, but the groupings can take hundreds of variables into account to **make each customer feel known and understood.**

When the data science is functioning properly behind the scenes, **it's not necessary to think about how the communication is working. It should just work; precisely and well.** This means **not relying exclusively on what customers say they prefer.** In reality, customers often don't take the time to share their communication style preferences.

Research proves that a wide chasm typically exists between what people **say** they prefer or think and **how they actually** behave or think.

Netflix—where personalized recommendation algorithms are valued at \$1 billion annually—**pays close attention to its customers' behavior.** Viewers are segmented into more than 2,000 different "taste groups" according to similar viewing behavior. Netflix then uses 1,300 recommendation clusters based on viewing preferences to recommend programming.

What does Netflix discover at this **intersection of data science, machine learning and customer behavior?** Instant hits like *Stranger Things* and *The Queen's Gambit*, which fuel **more loyalty, more subscribers and more revenue.** What do healthcare revenue cycle managers discover? **Increasingly better patient experiences, growing patient loyalty and stronger financial results.**

OmniChannel Opens the Door to Precise Patient Engagement

As healthcare organizations expand their engagement strategies and add channels, **it becomes increasingly difficult to understand how each individual patient interacts, which channels are effective for which patients, and what combination of channels most effectively drives patient action.**

Customer journey analytics has proven benefits in other industries for client acquisition, building brand affinity, increasing revenues and improving the customer experience.

Healthcare can be uniquely complex, but has the same goals—so **applying journey analytics** to the unique engagement challenges that healthcare providers face **is the right approach.**

Rather than solely relying on financial communications best practices, **OmniChannel relies on data, and is poised to bring precise healthcare financial communications into the 21st century.**

With an OmniChannel approach, it's easier than ever to apply intelligence to every type of patient interaction (on both the clinical and financial side).

Use data to see, understand and quickly respond. All at the same time you can:

- **Improve patient satisfaction**
- **Build patient insight**
- **Increase patient response**
- **Reduce waste**
- **Save time and money**
- **Strengthen collections**

When ongoing optimization is a standard part of OmniChannel communication, precise patient engagement can feel as **personalized, pleasant and uncomplicated** as a new movie or music recommendation—inspiring patients to move quickly in ways you prefer.



OmniChannel strategy

enables healthcare providers to connect with their patients to:

**Eliminate
complexity**

**Increase
performance**

**Deliver engagement
optimization at scale**



Top Takeaways

A centralized OmniChannel engine automates precise patient engagement strategically based on patient preference, engagement behavior, and desired outcomes. It extends a patient-centric approach to every touchpoint and prioritizes channels analytically. OmniChannel empowers healthcare organizations to:



Coordinate precise messaging across multiple communication channels, including print when appropriate for particular patients, to strengthen the patient experience and drive desired patient behavior.



Leverage insight at the person level through persona groups developed with multiple data points and machine learning.



See what's working—and what isn't— and continuously adjust the communications strategy accordingly to ensure precise interactions and positive patient experiences.

RevSpring leads the market in financial communications and payment solutions that inspire patients to pay. Since 1981, the company has built the industry's most comprehensive and impactful suite of patient engagement, communications and payment solutions backed by behavior analysis, propensity-to-pay scoring, contextual messaging and user experience best practices. Using proprietary data analytics to tailor the engagement workflows to fit individual circumstances and preferences, we improve the financial experience and outcomes for providers and their patients.

Disclaimer: The contents of this resource are not intended to serve as legal or any other advice.