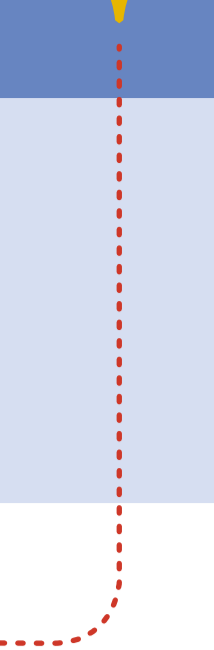




A Roadmap for Delivering on the Healthcare Triple Aim



Meeting the triple aim — better outcomes and enhanced patient experience at a lower cost — is achievable. The key? Patient-centered, wellness-focused care delivered by robust primary care teams — and the right technology tools.

High Quality + Low Cost = Value

Research reveals that primary care providers who consistently deliver high-quality care at lower-than-average cost have these characteristics:¹



Deeper patient relationships

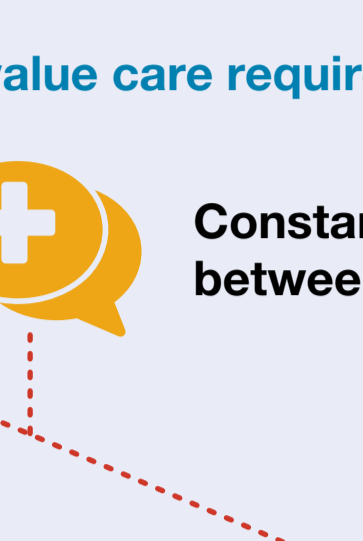


Wider interactions with the healthcare system

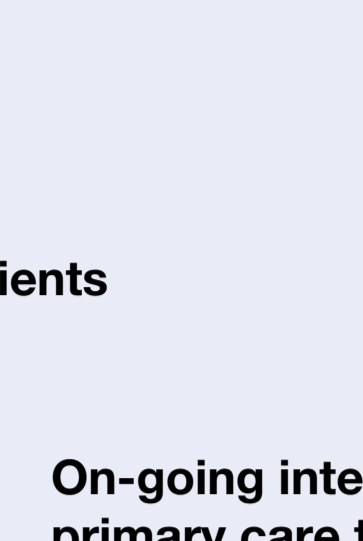


Utilize a team-based practice approach

These high-value care practices all placed in the...



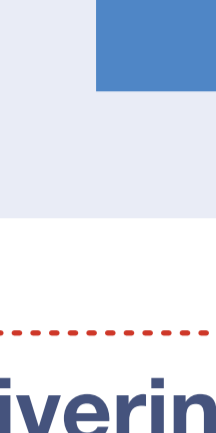
Top 25%
on quality measures



Lowest 25%
for costs

The Challenge: Make the Most of Scarce Resources

High-value care requires:



Constant communication between caregivers and patients

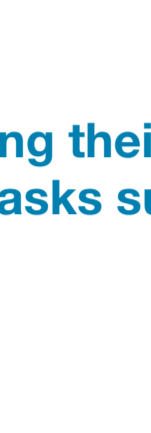


On-going interaction between primary care teams and the wider healthcare ecosystem

Modern systems for personalized patient experience



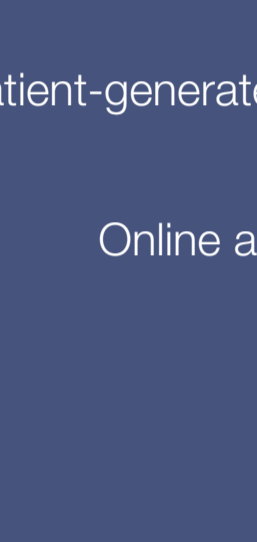
Flexible technology that reaches patients where they live, work and play



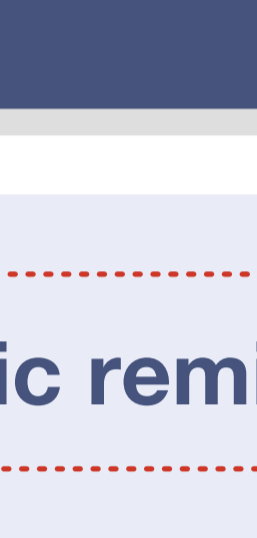
Delivering High-Level Care at an Affordable Cost: Technology Can Help

Technology empowers primary care teams by extending their reach, improving efficiency and streamlining administrative tasks such as scheduling, billing and communications.

Robust patient portals



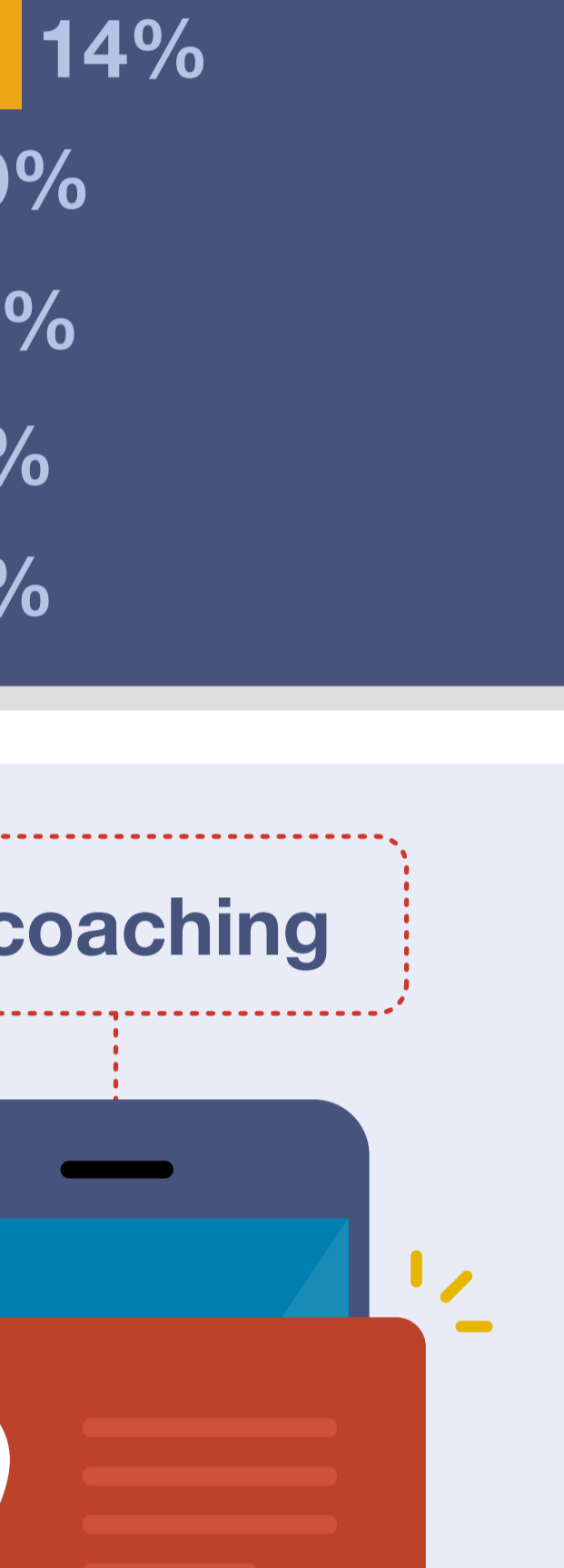
Streamline admin tasks such as inputting patient data and scheduling



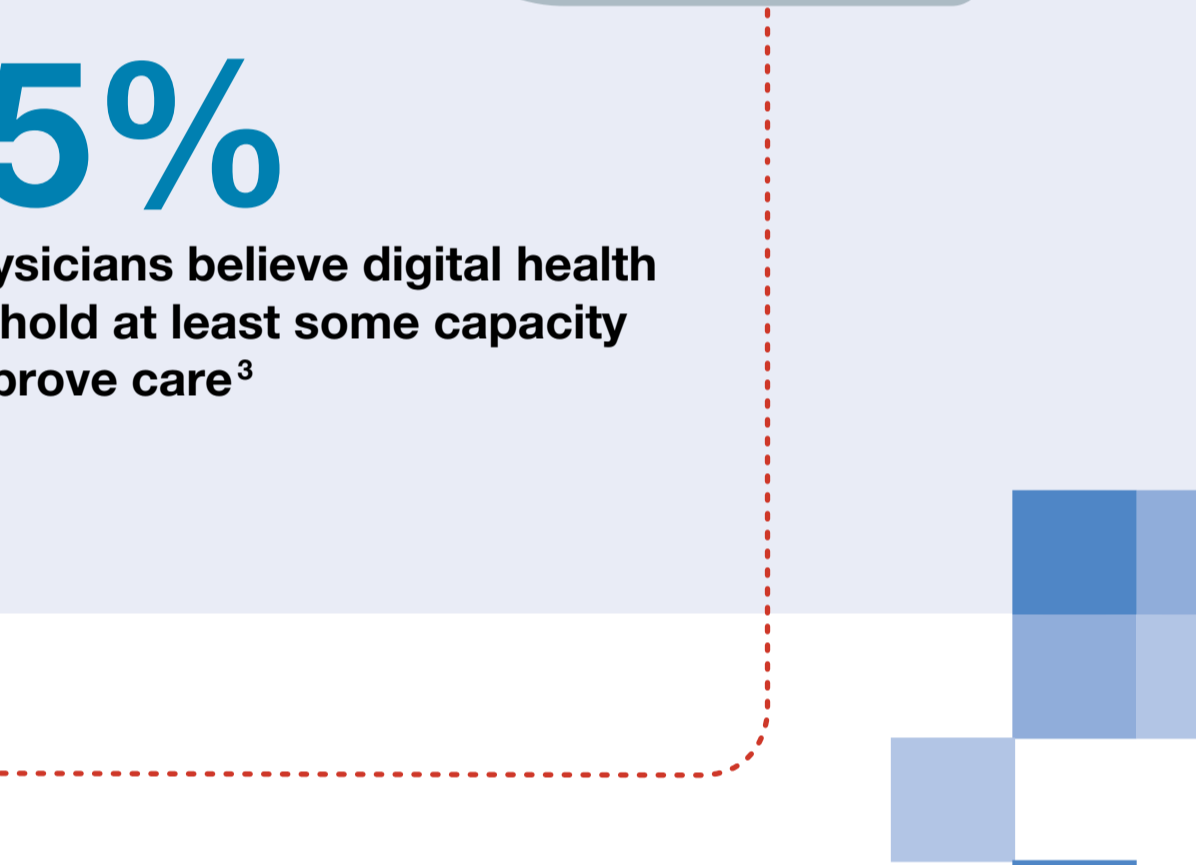
Provide a secure platform for test results and medical records



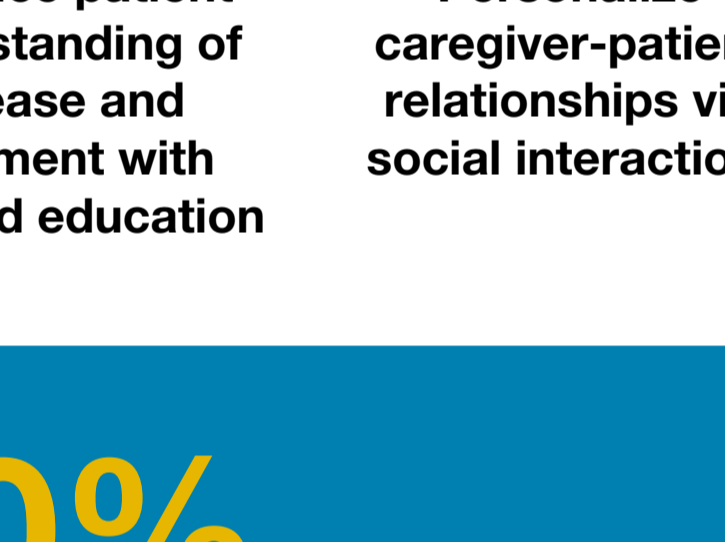
Enhance patient experience with self-service options



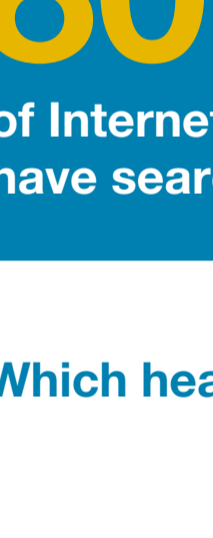
Most effective tools in increasing patients' meaningful participation in care:²



Electronic reminders and health coaching



Improve patient compliance and outcomes



Reduce staff time spent delivering routine messages

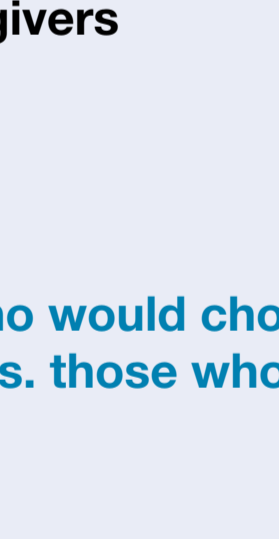


85% of physicians believe digital health tools hold at least some capacity to improve care³

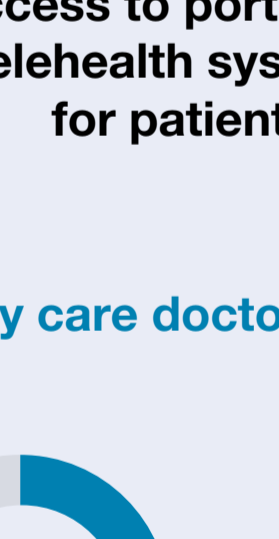
Social media



Enhance patient understanding of disease and treatment with targeted education



Personalize caregiver-patient relationships via social interaction



Provide immediate access to the local healthcare conversation

80% of Internet users (about 93 million Americans) have searched for a health-related topic online



Which health-related topics patients search for:⁴



63% Specific disease or medical problem



47% Medical treatment or procedure

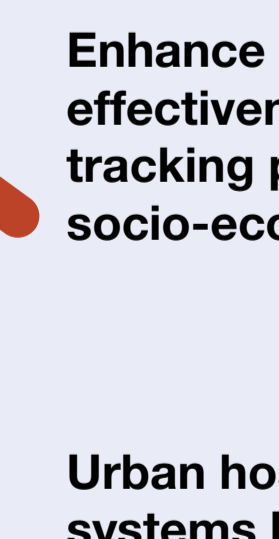


44% Diet, nutrition and vitamins

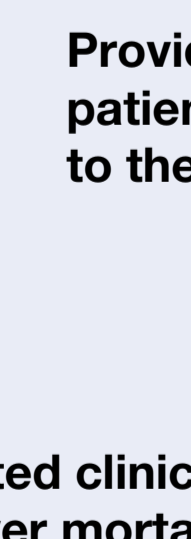


36% Exercise or fitness information

Mobile access

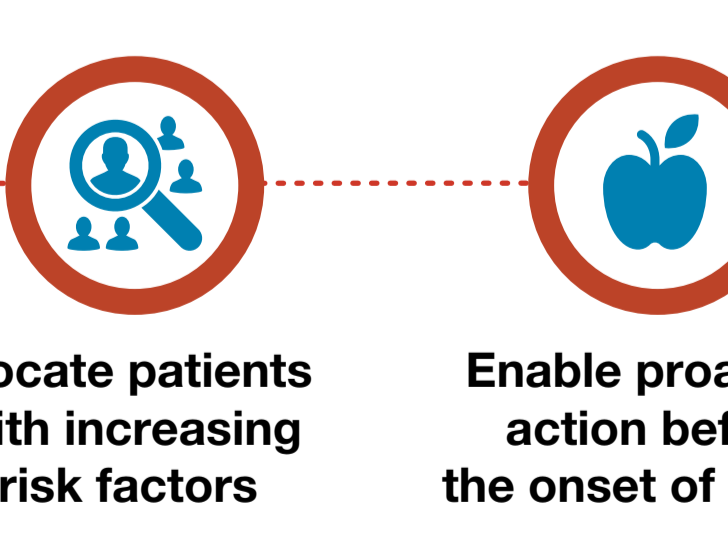


Provide 24/7, anywhere access to patient data and information for caregivers

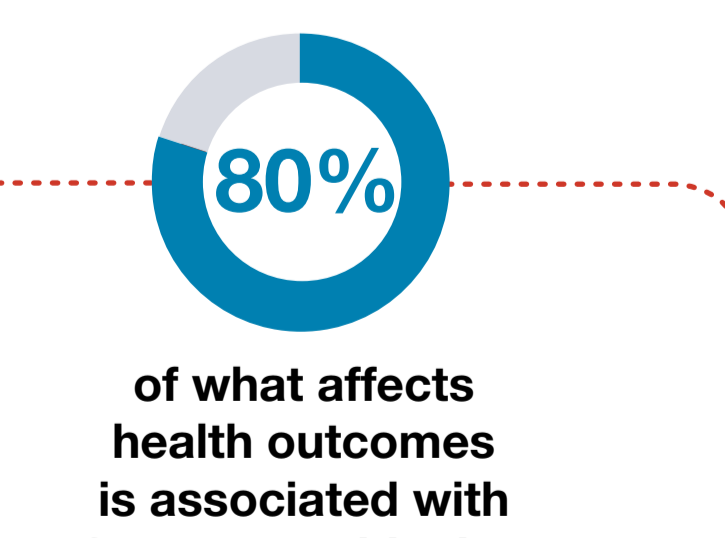


Offer anytime, any-device access to portal and telehealth systems for patients

Percent of people who would choose primary care doctor offering patient mobile app (vs. those who don't):⁵



59% of all health-insured patients



70% of millennials

Telehealth and remote monitoring

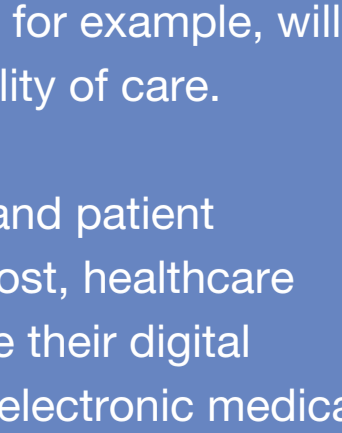


Delivers secure, effective virtual patient visits via high-quality videoconferencing



Provide accurate, relevant and actionable data with remote monitoring using an analytics-driven platform

Maintain frequent, anytime, anywhere contact with chronic disease patients



Offer a convenient alternative to in-person visits



80% of providers and patients are satisfied with video-based care as a means of reaching people in rural locations⁶

CRM systems

Enhance clinical effectiveness by tracking patient socio-economic data

Provide non-clinical patient information to the entire care team

Urban hospitals in Texas with automated clinical information systems had fewer complications, lower mortality rates and lower costs⁷

Population health risk identification analytics

Locate patients with increasing risk factors

Enable proactive action before the onset of illness

80% of what affects health outcomes is associated with factors outside the traditional boundaries of healthcare delivery⁸

The protocols and best practices for adopting new healthcare technology tools continue to evolve, as do the tools themselves. Utilizing integrated data and sophisticated analytics, for example, will further improve the quality of care.

To provide better care and patient experience at a lower cost, healthcare providers must continue their digital transformation beyond electronic medical records and hand-held devices.

The Benefits of Adopting New Technology Tools

- ✓ Reduce costs
- ✓ Improve patient outcomes
- ✓ Increase treatment convenience
- ✓ Enhance patient engagement, satisfaction & loyalty

For more information, read the white paper: **High-Value Primary Care: The Key to Accelerating Success with Value-Based Care**

Sources:

¹ Peterson Center on Healthcare and the Clinical Excellence Research Center at Stanford Medicine

² New England Journal of Medicine

³ American Medical Association

⁴ Pew Internet & American Life Project

⁵ Harris Poll on behalf of Salesforce

⁶ University of Missouri School of Medicine

⁷ Archives of Internal Medicine and the Commonwealth Fund

⁸ Robert Wood Johnson Foundation and University of Wisconsin Public Health Institute

