



At YOUR

Service

Applying the Concierge Approach to Patient Access Management

*An Interview with Leslie Reuland, Central Scheduling Manager,
Pomona Valley Hospital Medical Center*



Building loyalty with your patients and referring physician offices is critical for long-term success. Loyal patients don't want to go anywhere and loyal physicians keep patients coming through your front door.

Just ask Leslie Reuland, Pomona Valley Hospital Medical Center's Manager of Centralized Scheduling. "With major competition just a mile down the road, Pomona needed a 'tether' to keep physicians connected to our facility as well as offer the personal touch that would keep patients from feeling 'lost in the system'."

She believes SCI's Order Facilitator® online order processing tool has been vital to creating the connection and achieving a true "concierge" link between patients and physicians. By way of a simple Internet connection, Pomona's physician offices now have a direct line of communication with the hospital's Centralized Scheduling department through Order Facilitator. When the doctors' offices submit their orders through the system, Pomona schedulers work from an order communication dashboard that enables back-and-forth messaging and appointment booking confirmation—similar to concierge services.

Once an order is received by Pomona's Central Scheduling, schedulers manage the efforts of reaching out to patients to book their appointments. Having a fully documented and signed order available on their desktops enables Pomona's schedulers to see who needs to be contacted and can communicate to patients exactly what their doctor has ordered, including any prep instructions. This detailed level of communication ensures that both physicians and patients will be properly prepared for the appointment. No lost or forgotten orders. No surprises!

With 60 offices, representing more than 110 physicians onboard with Order Facilitator, Pomona continues more office roll-outs weekly. According to Reuland, "Order Facilitator and our concierge service approach to patient access is imperative in the recruitment and retention of our affiliated physicians as well as an extremely valuable customer service tool for Pomona Valley." ☺

Pomona Valley Hospital Medical Center

- *Nationally recognized as a 100 Top Hospital*
- *A 453-bed acute care, not-for-profit, teaching hospital*
- *Serves Eastern Los Angeles and Western San Bernardino counties*
- *Recognized throughout the state and the region for outstanding medical care and the efficient use of resources*

Key Features of Order Facilitator

Outpatient Order Entry System: enables physician offices to send an outpatient service order in less than 60 seconds with no risk of the order getting lost, forgetting required information or the patient misplacing the order.

Financial Rules and Electronic Signature

- Automatically verifies Medical Necessity, providing access to the CMS approved ICD-9 code listing
- Provides Authorization/Referral flag by insurance plan and test being ordered, enabling the office to capture Authorization/Referral details
 - Captures electronic signature
 - Provides a complete HIPAA audit trail that electronically records when a fax is viewed in Order Facilitator and tracks date, time, user, status and who performed it
 - Provides communication between physician office and hospital with the use of status and electronic messaging
 - Ability to attach electronic files with the order

Physician-to-Physician Referral System: facilitates communication with other physician offices regarding patient referrals and consultations. Similar to the outpatient order entry system, physician offices can securely communicate with other offices and eliminate relying on the fax and phone to process referrals.

FAX Order Solution: replaces manual fax machines and efficiently streamlines and organizes your faxed orders online. This ensures that 100 percent order capture is achieved immediately upon implementation of Order Facilitator. Additionally, Order Facilitator's FAX capabilities include:

- Linking of the faxed order in just a few key strokes
- Rotating faxed orders and expanding view to see all details
- Adding notes to the faxed order detail without impacting its legality
- Indexing a single fax into several individual orders; each order contains a copy of the original
- A dashboard view that enables all orders (fax-linked and electronic) to be processed and routed the same way
- A complete HIPAA audit trail
- Medical Necessity verification available for faxed orders
- Links with offices utilizing an EMR* with fax output capability

*All MD office-based EMRs have a fax capability that takes the EMR input for an order (input by the MD when seeing the patient), creates a fax and faxes a copy to the hospital or other location. The hospital fax number is re-directed to Order Facilitator and the result is that Order Facilitator receives the order directly from the EMR with no MD office intervention in precisely the same manner that it would receive any fax sent to Order Facilitator by hand.