

# “AT-YOUR-SERVICE” ACCESS OPTIONS

## Keys to Successful Healthcare Delivery Strategies

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Once again healthcare is racing to catch up with other industries. Many organizations now realize that offering self-service technology options is paramount to becoming more competitive in today's—and especially tomorrow's—healthcare environment. Hospitals striving for success are adopting customer-service strategies that have been employed effectively in other service industries such as airlines, banking and retail. These industries have been able to survive—and even thrive—in large part because of automated self-service. This strategy has enabled them to operate more efficiently with less people, while also maintaining a high level of customer satisfaction.

Across other industries, the value has become clear: Customers like having self-service options, and businesses gain both competitively in their markets as well as from the benefits of labor-saving efficiencies.

To succeed in the new competitive healthcare environment, immediate action is required to deal with three major concerns:

- 1) Improving Customer Service** – How to become a more consumer-focused organization as well as improve physician and patient satisfaction are top-of-mind concerns of hospitals. This will only grow as markets become even more competitive.
- 2) Reducing Administrative Expenses** – Hospitals are dealing with growing financial pressures. Legislative drivers (HITECH, RACs, HIEs, etc.) are prompting change and hospitals are seeking ways to cut overhead without adversely affecting service satisfaction.
- 3) Increasing Cash Flow** – Healthcare Reform and the aggressive nature of reimbursement audits continue to exert extreme financial pressure on hospitals. As a result, hospitals have to improve their ability to see more patients without increasing costs.

# At Your Service: SCI's Self-Service Access Management

## People Don't Like to Wait

Today's consumer expects to use automation for faster service



## Now hospitals can offer self-service options, providing faster check-in to patients who don't like to wait.

Arrival Manager **greet**s patients with an **easy, no-wait** way to securely self-register for appointments

Arrival Manager™ joins:

Order Facilitator®



Schedule Maximizer®



Revenue Accelerator®



The SCI Access Management (AMP) team—in association with our self-service Provider and Consumer Portals—works together to increase physician loyalty, boost productivity, accelerate reimbursement and enhance the patient experience.

## Who Benefits?

### Patients



- Less waiting
- Faster service
- No surprises
- A better experience

### Physicians



- No phones, no fax, no intervention
- Online convenience
- Easier, faster order placement

### Hospitals



- Happier patients and physicians
- Streamlined revenue cycle
- More efficiency

## Becoming More Competitive

With Healthcare Reform, providers will experience an estimated 32 million new patients. The increase in patient volume coupled with a rise in self-pay delinquencies creates a recipe for financial disaster. Hospitals must improve their ability to see more patients—using fewer dollars—while at the same time improving customer service. The best way to do that is by saving administrative dollars so that clinical operations can be funded.

What's needed is a new-generation strategy for efficient Access Management that includes a strong self-service component. Because it is the first impression/interaction for the customer, Access Management is vitally important for successful health

systems. Customers can be either lost or gained based on their ease-of-access experiences.

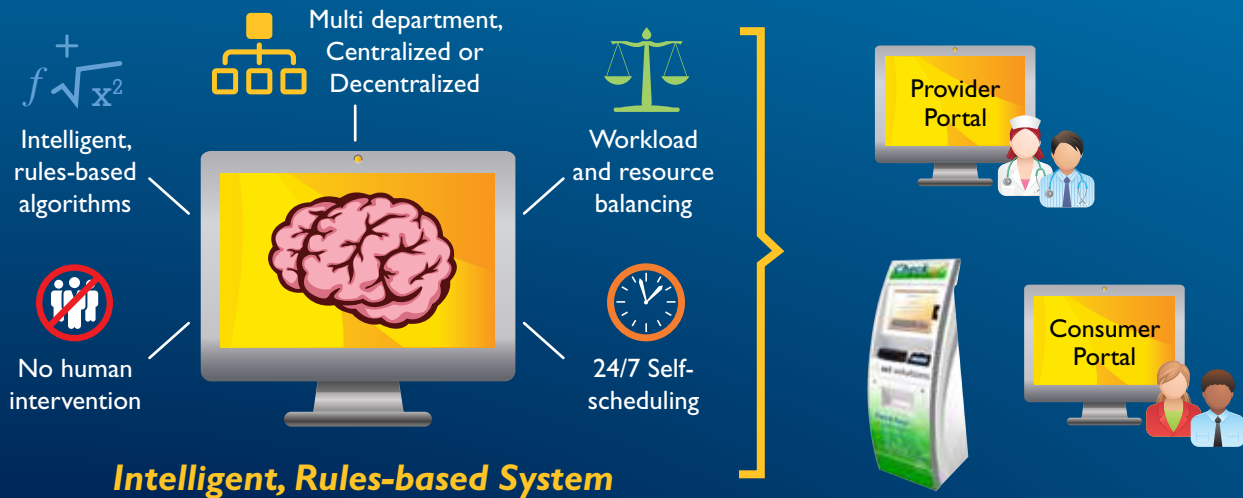
## Starting at the Beginning

Scheduling, the vital component of hospital Access Management, is often very labor intensive, inefficient, error-prone and paper-driven. Smart “rules-based” scheduling drives both quality and profitability and must be done in the most efficient manner to reduce avoidable delays/issues. Using a customizable, advanced rules engine powering a smart scheduling solution, healthcare self-service is possible and has already proven successful!

*“Self-service is a clear and present trend in many other industries and will be embraced more enthusiastically by the Healthcare Delivery Organizations during 2011. As time goes on, patients will view patient self-service as a market differentiator. There is a real need to improve the patient experience, to better coordinate care, to become more operationally efficient and to improve the quality of patient information. As part of the IT infrastructure underlying the Real Time Healthcare System, patient self-service kiosks offer a way of contributing to these goals.”*

# Keys to Self-Service: Self-service only works when the “brains are in the box”

With a customizable, advanced rules engine, healthcare self-service is possible and has been proven



A successful Access Management strategy also supports increasing cash flow by managing the revenue cycle as early in the access process as possible. When done correctly, self-service in healthcare—which includes free-standing check-in kiosks, tablets, online patient and provider portals, etc.—can offer a range of benefits to patients and healthcare organizations alike.

## Three valuable self-service tools for successful healthcare include:

### I. Provider Office Self-Scheduling Portal.

Providing physicians the ability to electronically connect with the hospital to schedule appointments online at their convenience makes the entire healthcare delivery process more efficient, allowing physicians to focus on delivering quality care, instead of the logistics required to coordinate it.



#### Key Features

- Books appointments directly into the hospital or to designate selected procedures to be requested

- Updates and validates patient demographic and/or insurance information based on hospital preferences
- Authorization and Referral capabilities based on insurance plan and procedure being scheduled or requested
- Run Medical Necessity checks with up-to-date ICD9 and CPT4 codes
- Presents forms that need to be printed and filled out prior to the scheduled appointment
- Prints out an itinerary with procedure descriptions, preparation notes and direction information for the patient to have prior to leaving the physician's office
- Communicates between the hospital and the physician office on the status of a patient's appointment, i.e. rescheduled, no show, cancelled
- Allows users to enter multiple ICD codes for a Medical Necessity check and designate the levels for each code
- Integrates the Provider Portal login screen with the enterprise or corporate website

## 2. Consumer/Patient Self-Scheduling Portal.

Enables consumers to view, pre-register or schedule appointments online and at their convenience.



### Key Features

- Allows consumers to schedule appointments online at their convenience
- Enables a consumer to preregister and complete any necessary forms
- Lets consumer maintain demographic and insurance information
- Provides ability to manage household schedules with an at-a-glance view of upcoming appointments and printable calendar
- Enables request for automatic appointment reminders
- Facilitates changes, rescheduling or cancelling scheduled appointments
- Lets hospital control whether an appointment can be requested or scheduled
- Allows hospital to define patient-friendly procedure names and questions
- Displays a splash screen featuring hospital-specific information (important phone numbers, directions, hospital photo, logo, links to external health-related websites, etc.)
- Ability to customize banners with logos and links
- Provides CAPTCHA Security
- Offers the ability to integrate the Consumer Portal login screen with the enterprise or corporate website

## 3. Appointment Self-Check-in Kiosk.

Customer-focused and efficient, an automated lobby kiosk expedites patient arrival and check-in processes.



### Key Features

- Secure customizable PHI look up
  - Meets Health Insurance Portability and Accountability Act (HIPAA) and Americans with Disabilities Act (ADA) Section 508
  - Compliant with the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) by providing and documenting patient information
  - SCI-standard look-up requirements of Last name, First name, and Date of Birth can be customized to include SSN, Gender, Driver's License number, Phone number and/or MRN
- Manual and card-swipe look-up options
  - Patients can look up their current day appointments by manually entering minimal customer definable demographic data

- Driver's license swipe of magnetic strip to 'pull' minimum customer definable demographics for appointment look-up, alleviating the need of manual entry

- Patient demographic validation with direct and indirect update options
  - Allow patients to view and indicate that their demographic data has changed
  - Allow patients to view and directly update changed demographics at the self-service kiosk and proceed with appointment check-in process
  - Customer-definable parameters control the above options and whether, upon an update, either to allow appointment self-service check-in or direct patient to the registration clerk
- Insurance data validation
  - Allow patient to view and validate current insurance information
  - Customer-definable parameter to allow appointment check-in to proceed if there are insurance changes or if the patient has no insurance or direct the patient to the registration clerk
- Insurance Card Scan capabilities
  - Customer-definable parameter to request an insurance card scan from every patient checking in at the self-service kiosk or only when the patient has indicated that insurance has changed
- Document Review, Accept/Not Accept, and Signature options
  - Customer-specific documents are displayed to the patient with control options to review the document content, Accept or Not Accept the viewed document and/or require the patient's signature
- Document Patient Identification
  - Documents viewed, accepted, and/or signed by the patient, can be appended with a unique patient identifier
- Wayfinding
  - Help your patients find their way by displaying maps from their current location to their appointment location
  - Maps are both viewable and printable
- Kiosk design options to best meet your needs
  - Desktop, wall mounted, free-standing, and tablet hardware options
  - Other configurations available

## Healthcare is More Than Ready

Adopting self-service technology is a proven strategy that gives providers the keys to successful healthcare delivery without having to add numerous employees to their staffs.

It is one of the only technologies that helps improve efficiency, while also enhancing the patient experience. No single technology is going to solve every challenge, but implementing an "At-Your-Service" strategy that includes self-service options is surely an important part of the answer. 🗝️

