

## Collect Engage Change

A recent study, published in the American Journal of Managed Care, finds the use of automated calls for follow up and care coordination is far less expensive and perhaps even more effective than tasking nurses to make calls to patients. “Driven by the value-based and financial implications of healthcare reform, providers have begun to transform their delivery structure, emphasizing the shift from inpatient to ambulatory settings and managing patients in an appropriate setting along the care continuum,” explain researchers.

- Provides a consistent contact with the patient
- Proactively monitoring patient progress throughout healing process
- Ongoing follow up of patients to ensure better adherence to post-discharge instructions
- Managing alert notifications to health care staff
- Collecting patient outcomes information
- Providing a wide range of reporting options for measuring patient outcomes
- **Proactively identifying problems before they lead to readmission**
- Using your professional staff's time more effectively

### Using Automated Patient Outreach Improves Patient Outcomes and Hospital Brand Perceptions

- Implementing an easy-to-use system that improves patient satisfaction
- Reinforcing discharge instructions and ensuring highest quality follow-up
- Reducing number of readmissions, especially from most at-risk patients

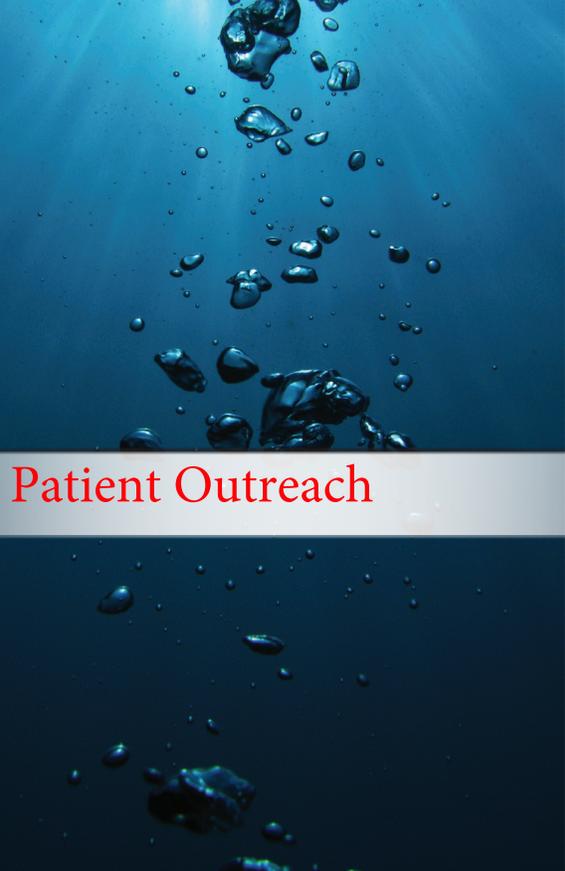
### The Importance of Early and Regular Follow Up

With a larger focus on keeping patients out of the hospitals, providers will need to proactively reach out to patients to ensure they are on the road to recovery. The 24-48 hours post-discharge window is when patients need to start taking medications, eating the right things, and acting upon their discharge instructions. Without technology to aid in the follow-up process, providers may be too late in reaching patients who have already been readmitted because they were unable to fill their prescriptions.

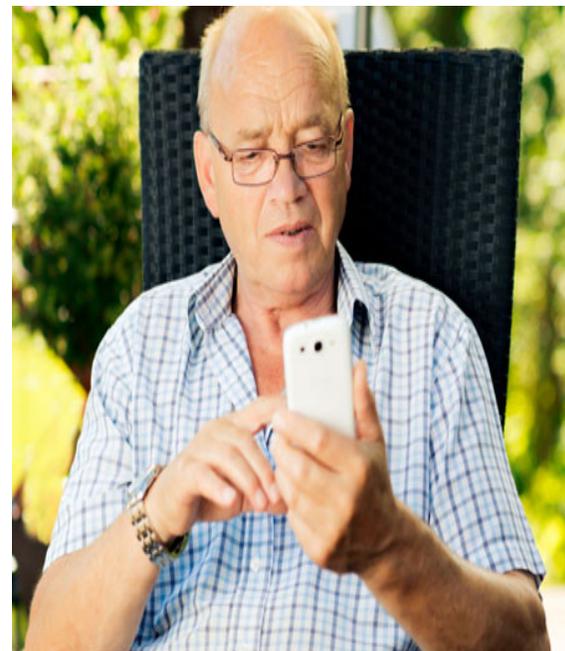
It is not only important to follow up quickly after discharge, but also critical to follow up often throughout the 30 days post-discharge. Patients may start gaining weight or stop taking their medications, two indicators of a potential CHF readmission. When providers frequently call patients, they are more likely to catch a potential adverse event before it occurs.

**Without technology, calling patients multiple times throughout the 30-day window is nearly impossible.**

Healthcare providers manually calling patients will only be able to call a small percentage of patients, whereas with a platform like Cloud 9 Healthcare™, staff members only call the 20% of patients with issues and know exactly what needs to be addressed before even picking up a phone.



## Patient Outreach



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