

Axial Alerts

Hospital System deploys Axial Alerts™ to improve patient outcomes and increase physician satisfaction

Overview

Customer Profile

800-bed metropolitan Hospital System in the US. Operates several large Emergency Department facilities, with a total of 200,000+ ED visits annually

Business Situation

The Hospital needed a solution to bridge the information gap between its EDs and its community of 1,000+ physicians

Solution

The Hospital deployed Axial Alerts™, which proactively notifies community physicians of ED visits and provides them with concise clinical data for major events during the hospital stay, where and when the physician needs it

Benefits

- Patients: more effective treatment and better outcomes across the continuum of care
- Physicians: increased efficiency and higher satisfaction
- Hospital: \$3M in expected cost savings and \$40M+ of potential new referral revenues

An 800-bed US Hospital System with more than 200,000 Emergency Department visits a year recently engaged Axial Exchange to deploy an important health information solution. The Hospital operates multiple facilities and specializes in services such as cardiology, neurology, orthopedics, high-risk pregnancy, children's care, trauma, physical rehabilitation and critical care transport.

To bridge the information gap between the ED and its community of 1,000+ physicians, the Hospital deployed Axial Alerts™ to proactively notify physicians of ED visits and provide them with web-based clinical summaries for major events during the hospital stay. By deploying Axial Alerts™, the Hospital staff and community physicians can access patient information where they want it, when they need it - facilitating smoother transitions and more effective treatment throughout the continuum of care. This creates a win-win proposition for all: patient outcomes are improved, physicians can treat patients faster and more effectively, and the Hospital can generate \$3M+ in cost savings and potentially \$40M+ in incremental referral revenues from happier physicians.

Physicians who are frustrated by the disjointedness of the post-discharge process may be less likely to refer patients - this represents lost revenues to the hospital.

Situation

Until the mid-1990s, clinical care was typically managed by a single provider who followed patients throughout the continuum of care. That model has been deliberately separated into hospital-based inpatient care and practice-based outpatient care, enabling greater specialization and more effective treatment in each setting. However, an unintended consequence of the change was the emergence of information gaps between providers, resulting in disjointed care as patients crossed boundaries. Hospitals have typically tackled this problem by having hospital staff manually call or fax the outpatient providers, such as PCPs, for a handful of the most high-risk patients - a laborious process that is inconsistent, prone to error, and ignores the bulk of the patients who walk through the ED.

From the outpatient provider's perspective, not only is it an embarrassment to be caught off-guard when a patient arrives from the ED, but it is also frustrating to scramble for the information needed - whether it be the laborious process of calling the ED, or logging into slow legacy hospital systems to retrieve an unwieldy 20-page EMR. Given, for example, that the average PCP has only 5-15 minutes to treat a patient, more often than not he/she will simply complete the patient visit without the benefit of that data. As a result, patient care

is compromised, and the hospital reputation suffers.

This results in lost referrals for the hospital, which is a major concern for hospitals that receive significant referral revenues. Outpatient providers typically refer patients to the hospitals that provide a strong level of base service and are easy to work with. As a result, in the eyes of this provider, the perceived disjointedness of the post-discharge transition can be a major factor in deciding whether or not to refer patients to the hospital.

Solution

In 2010, the Hospital deployed Axial Alerts™ at one location, an ED facility that receives 40,000+ patients per year. The initial launch targeted community PCPs linked to that location, with subsequent expansion to other facilities and associated providers. Axial Alerts™ provided a compelling solution for the Hospital and PCPs by delivering on three critical features: proactive communication, easy-to-read clinical summaries, and mobile and web access.

Proactive communication

Axial Alerts™ closes a critical information gap by automatically notifying the patient's PCP when one of their patients registers at the Emergency Department. Axial Alerts™ is designed to

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accommodate the PCP's busy day and allows them to set preferences on the alert - such as how to receive the alert (text message vs. email) and whether to receive the alert directly or have it triaged by another member of the staff. By being proactively notified, the PCP knows well in advance of the patient's next visit that he/she was admitted to the ED and the clinical information that was generated at the ED for the patient. In addition, because Axial Alerts™ connects to the ED information system, the PCP will know of all patient visits to the ED, not just those that resulted in a hospital admission.

Clinical Summaries

Axial Alerts™ provides a user experience that enables busy physicians to absorb key clinical data very quickly. The Axial Alerts™ clinical summary view was designed by physicians for physicians, and customized by specialty. This clean, simple, at-a-glance view enables the Hospital to provide an efficient and value-added experience to physicians who are trying to determine the right course of action for their patients often in circumstances of extreme time pressure. In addition, Axial Alerts™ provides one-click access to the highly detailed Electronic Health Record (EHR) that would otherwise have to be retrieved separately from the Hospital database.

Mobile and web access

Axial Alerts™ was built from the ground up with modern web technologies and designed for easy access through a secure connection via most browsers - a great step forward in terms of user experience and speed -- particularly versus phone calls and remote desktop logins. And because it is a browser-based experience, Axial Alerts™ can support smart phones and portable devices such as the iPad, enabling PCPs to have access to patient data wherever they are at the time they receive the notification.

Benefits

Axial Alerts™ delivers value by proactively notifying doctors of critical patient events, and providing a fast-access resource for core information -- freeing up time for higher-value one-on-one discussions of more complex patients. By deploying Axial Alerts™, the Hospital expects three major benefits: superior patient outcomes, lower costs, and increased patient referral volume.

Better Patient Outcomes and Lower Readmission Rates

By delivering the right data at the right time, Axial Alerts™ enables PCPs to deliver more effective outpatient treatment plans based on coordinated care, leading to better overall patient outcomes. Axial Alerts™ also facilitates a cleaner patient hand-off process by ensuring the doctors are

Axial Alerts™ can generate \$3M+ in cost savings and \$40M+ in additional revenues per year for a single 800-bed hospital system.

automatically notified and by keeping an audit trail of the notifications. This potentially mitigates the Hospital's liability in-between hand-off from the Hospital to the PCP and reduces the likelihood that the patient will "slip between the cracks" during the transition from in-patient to outpatient settings. This can reduce avoidable readmissions, particularly as the Hospital enables Axial Alerts™ for other stakeholders in the community (e.g., Care Coordinators, Medicaid Case Managers).

Lower Costs

By virtue of the automation gained through the Axial Alerts™ platform, the ED can substantially reduce administrative time. Event-triggered real-time notification removes the need for administrative staff to send faxes to PCPs, respond to as many inbound calls from PCPs, or spend time locating and communicating charts and discharge summaries. The Hospital estimates that Axial Alerts™ will generate more than \$1M in real annual savings for current ED cases - an ROI that pays for the Axial Alerts™ deployment in less than three months. In addition, by automating the work that staff would need to have done to alert PCPs of all patients (not just the handful of highest-risk patients, as is done today), Axial Alerts™ creates another \$2.3M of value for the Hospital.

Increased Referral Revenues

By deploying Axial Alerts™, the Hospital can save PCPs 30 minutes per day in administrative overhead. This translates to roughly 11 extra days a year - a motivating reason for providers to refer to a hospital that values their time. In the case of the Hospital's initial ED location, if the 200+ associated physicians were to increase referrals to the Hospital by an incremental 5%, it would translate into \$5M in additional revenue per annum. As the Hospital extends Axial Alerts™ into the other locations and physician groups, a 5% increase in referrals can mean over \$40M in additional revenue per annum.

Conclusion

The Hospital deployed Axial Alerts™ to make it easy for PCPs to be notified when their patients checked into the Emergency Department. Axial Alerts™ delivers value by proactively notifying doctors of critical patient events, and providing a fast-access resource for core information. This enables the Hospital to improve patient outcomes and facilitates a better in-patient to outpatient transition, enabling more accurate diagnoses and treatments. By achieving this, patient outcomes are improved, the physician care transition experience is more satisfying, and Hospital profitability improves.

For More Information

For more information about Axial Alerts™ and other products offered by Axial Exchange, please contact us through any of the following:

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Axial Alerts™

Our Axial Alerts™ product synthesizes clinical information and delivers it to key healthcare stakeholders -- automatically, as it is available.

Axial Alerts™ is easy on the budget, easy on the IT staff, and easy on the clinician:

- No rip-and-replace: Axial Alerts™ leverages your existing health information systems.
- Gradual rollout: Axial Alerts™ is not disruptive to your current workflow. Implement it for one department and expand its use over time as other service units demand it.
- At-a-glance clinical summaries: Axial Alerts™ was designed with input from healthcare professionals to ensure that its simple, intuitive user interface saves time and improves care through clear communication of the most important information.

About Us

Axial Exchange has created a suite of products that extract clinical data from existing hospital information systems and deliver it in real-time to the people who need it:

- Primary care physicians receive real-time easy-to-read clinical information when patients visit the hospital, and prepare effectively for outpatient care.
- Medicaid case workers are notified of Emergency Department visits and prevent avoidable readmissions by ensuring that post-discharge treatment plans are followed.
- Researchers reduce patient recruitment costs for trials by identifying potential candidates as they enter the hospital.
- The Emergency Department receives real-time information collected during EMS transport, saving precious time in preparation for critical care.

Healthcare information
where you want it. when you need it.