



5 Ways to Elevate Your Member Engagement Strategy

Understanding how to leverage Virtual Care to better engage your members

Context for Virtual Care

How Technology Can Help Healthcare Organizations Achieve the “Triple Aim”



Virtual care can help achieve health care's "triple aim" of improving member outcomes, access to care, and cost savings to the health care system. As the convergence between healthcare and technology continues, virtual care is increasingly recognized as a platform which can make health care more accessible, efficient and cost-effective.

Virtual visits break barriers of time, distance, and provider scarcities, especially in remote, rural areas and medically underserved urban communities. Virtual visits increase members' ability to access timely care while reducing the inconvenience of extensive or expensive travel.

"We are not changing the clinical service... but rather the how, when and where such service is conveyed."

**- Alexis Slagle Gilroy,
American Telemedicine
Association (ATA)**

Interest in Implementing and Using Virtual Care

Virtual care is becoming more mainstream given its ability to improve access to care and outcomes for patients / members and healthcare organizations.

Trends and Technology

Various population and provider dynamics are “on trend” with using virtual care.

- The aging population in the U.S. and the desire to “age in place” means that more elderly patients may face challenges in driving or being able to arrange for transport to/from healthcare facilities and providers.
- Younger patients expect to use mobile devices for convenient and immediate access to nearly all areas of their lives, including healthcare.
- Technology has the potential to alleviate physician and nurse shortages – especially for behavioral health professionals and in rural populations.
- Virtual care can also reduce staff’s windshield time, improve productivity, and increase the number (and frequency) of patients / members being “seen” via virtual visits.



Expected Impact of Virtual Care

Improving access and outcomes are amongst the top reasons for using virtual care. In a recent study, Synzi customers shared their perspectives on the top areas where virtual care could make a positive impact:

- 78% felt that virtual visits would be successful at reducing hospital readmissions
- 67% indicated that technology would enable access to remote specialists for virtual consults
- 33% felt that virtual visits can engage high-risk patients in their diagnosis, treatment and medical reconciliation
- 33% indicated that virtual care platforms can improve the productivity of their medical staff

Implications for Introducing and/or Expanding Virtual Care Initiatives

Virtual care can reinforce an organization's current market strengths and also extend its expertise to new markets.

Competitive Advantage

The American Telemedicine Association released a survey which confirms that expectations for investment in telehealth and related technology are positive. The majority of executives surveyed view telehealth as a key asset:

- 83% claimed they are likely to invest in telehealth
- 88% plan to invest in technology related to telehealth
- 98% feel telehealth services create a competitive advantage over other organizations that do not offer it
- 84% believe offering telehealth services strongly expand an organization's coverage and reach



Consistency in Care Delivery

Using technology to deliver care should be consistent with how care is provided in-person. Virtual care is a tool in the provision of quality care and the goal should focus on how this delivery model will affect/benefit the patient and member.



Workflow integration is key to ensuring that the use of virtual care is as smooth as possible. It is important not to completely disrupt the existing methods of delivering care. Technology should be incorporated into existing workflows and processes – and leverage the standards, guidelines and policies which are already in place by organizations and departments.

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Synzi's virtual care solutions can help improve outcomes, access to care, and cost savings for members and health care organizations.

1. More Convenient Access to Care.

Virtual care platforms allow members to engage with follow-up care via their preferred device (a tablet, smartphone, or laptop), from their preferred location (comfort of their own home), and at their preferred time (when it works best for their daily routine; when they have an urgent question or issue).

2. Decreased Travel Time and Travel Costs.

Care managers can support more members via technology vs. having to expend “windshield time” to physically reach members for an in-person follow-up. The benefit of virtual visits helps members be more engaged in their care since they do not have to worry about securing reliable and affordable transportation to/from appointments or changing their schedule in order to drive/wait for each appointment.

3. Better Integration of Touchpoints.

To ideally engage members, health plans must go beyond thinking of each member interaction as an isolated touchpoint. Virtual care should be comprehensive and integrated. With each member's individual situation and treatment in mind, providers can plan the scheduling and messaging (e.g., key questions to ask, key points to communicate) for each touchpoint - whether the touchpoint is an email, a text message, or the actual virtual visit.

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4. Optimized Use of Staff.

To optimize available provider resources, health plans should consider using a virtual care platform to enhance their current workflows. Staff can leverage virtual visits to follow-up with members, minimizing travel costs (and time) spent driving to/from members' homes for in-person appointments while increasing the ability to provide care to more members. Staff can also be scheduled to best match members' preferred timing for virtual visits. Staff can be augmented to address the shortfall of providers due to geographical or scheduling constraints.

5. Ongoing Interactions; Early Interventions.

Virtual care can support health plans' objectives to deepen members' understanding and ongoing compliance. The nature of a virtual visit will help the providers "see" the member in his/her home environment and personal lifestyle in order to better reinforce the member's understanding of the condition, the treatment, and how to manage their situation. As providers have the ability to detect members' potential issues before an in-person consult is needed, unnecessary ER visits and hospital readmissions can be minimized.

By providing members with more convenient access to ongoing care, health plans can drive better performance for their members' physical and mental health as well as their organization's financial health.

Conclusion

Technology is advancing, impacting the way we live and presenting new opportunities to improve the delivery of healthcare. Synzi leverages these innovations every day, developing state-of-the-art solutions that make it possible for healthcare professionals to do what they do, only better.

We enable better performance for healthcare organizations, better access for patients / members, and better outcomes for all. Our goal is to continuously improve our platform and future-proof offerings that simplify complexity and inspire positive change among healthcare professionals and in the lives of patients / members.

To learn more, visit our website at:
www.synzi.com

The Synzi logo is rendered in a large, white, sans-serif font. The letters are bold and modern, with a slight shadow effect. A small 'TM' trademark symbol is positioned to the upper right of the final 'I'. The logo is centered horizontally and set against a background of a blue-tinted photograph showing a group of people's hands and forearms gathered around a table, suggesting a collaborative meeting or a shared task.

SYNZI™

Better technology. Better care. Better outcomes.