The Case for Patient Engagement

Challenge: Patient Engagement as a Means to Deliver Higher Quality Patient Care

As competition and accelerated change drive today's healthcare landscape, healthcare providers have turned to optimizing their patient engagement strategies to deliver higher quality patient care. Empowered patients, savvy healthcare leaders, employers, and the government all want improved patient experiences and better care outcomes.

Historically, healthcare providers have lacked access to relevant and current patient sentiment data, as well as the financial and organizational motivation to aggressively address patient experience issues. With data stuck in healthcare organization's silos, in archaic datasets, or floating in social media commentaries, best practices for improving patient engagement remained unidentified or worse were unshared within the organization.

Today our technological and political environment has changed. New data from social media and traditional CMS and internal hospital data have become more accessible. The government has initiated the Hospital Consumer Assessment of Healthcare Providers & Systems (HCAHPS) national standardized survey and has moved towards a pay for performance model that will reimburse or penalize providers based on their patient satisfaction and care outcome scores. Now more than ever, leading providers must develop the proper strategic data management approach to identify performance improvement opportunities to optimize patient care.

A leading regional hospital management organization was faced with these same challenges when they came to Saama for help with improving their patient engagement and HCAHPS scores.

Solution: Saama's Patient Engagement Solution Enables Optimal Patient Engagement and Satisfaction

The regional hospital management organization turned to our Saama Patient Engagement Solution for the answer to its data and analytics needs. Saama's comprehensive, strategic big data solution identifies the priority patient concerns, key strategic insights, and optimal strategy for each hospital's unique demographic base. Building upon our powerful Saama Analytics Framework, we used industry-leading big data analytics, natural language processing (NLP), and scoring algorithms to develop an innovative Patient Engagement Solution to improve the patient experience.

Our strategic Saama Patient Engagement Solution leverages traditional government and internal hospital data sets with social media and industry best practices to effectively identify weaknesses and key opportunities for improving the patient care value chain. By regularly identifying the most critical patient care issues, innovative healthcare leaders can drive the most effective process improvement and change management strategies to improve patient engagement and overall patient care.
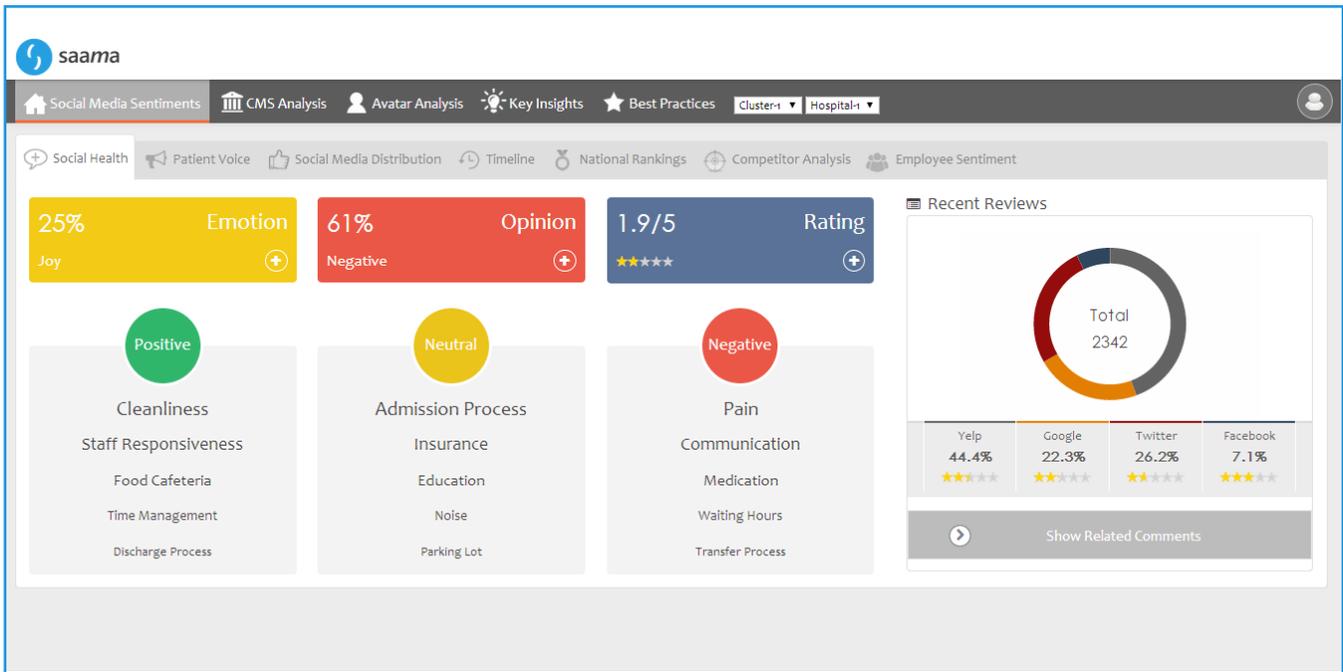
Business Value and Results: Optimal Patient Engagement Strategies Lead to Higher Financial Reimbursements and an Improved Patient Care Experience

Optimizing patient engagement means taking steps to improve the patient care value chain that includes: the patient experience, communication, care outcomes, general operations, and change management. Saama Patient Engagement Solution addresses the entire patient care value chain, enabling healthcare providers to achieve dramatically improved HCAHPS scores and improved patient engagement levels. The resulting improvement in patient care directly leads to enhanced financial performance, happier patients, and a better overall healthcare system.

With its repeatable nature, our Saama Patient Engagement Solution is easily applied. We have successfully deployed our strategic solution in some of the top hospitals in the country.