

Multi-location Home Health and Hospice Agency Adopts RMS to Streamline Operations

This Southeastern home health and hospice services agency provides compassionate palliative care services in private homes, nursing homes, and assisted-living facilities. The private company's 150 employees at eight regional locations focus on exceptional extended care that allows patients and their families to maintain control of healthcare decisions. These highly skilled professionals provide pain management, symptom control, medication and equipment, counseling, respite care, social services, home care aides, homemaker services, and dietary counseling. The agency provides care, comfort and dignity for hundreds of patients and families each year.

the challenge

Like many multi-location extended care providers, this home health and hospice services agency must maintain its dedicated focus on patient and family care while tracking and managing referrals of all types and from all sources. These widely varying sources include nursing homes, families, hospitals, pastors and many other facilities. Information arrives by fax, in person or over the phone. Families, care recipients, and the referral sources that advise them have many choices when placing patients with the right continuing care provider. That's why this agency puts an absolute premium on responsiveness in referral management as well as in compassionate patient care.

Manual, paper-intensive processes threatened referral responsiveness. With admissions and intake staff in the regional offices, marketing liaisons in the field, and management in the corporate headquarters, the agency struggled to keep people connected.

Referrals sent to the wrong office caused delays. The agency had no automated way to route referral documents immediately to the appropriate team members to review, assess and accept them promptly. With each case averaging 30 pages, the agency faced significant challenges reviewing and managing thousands of paper pages of patient referrals and inquiries. Employees waited by fax machines for reams of paper documents, sometimes delayed by lost connections. These inefficient manual processes threatened to divert staff from focusing on patient care and management, and the agency sought to streamline referral management and see all related activity in one centralized corporate view.

As the agency has grown, it has struggled to keep up with day-to-day activities. Managers lacked the information to track and analyze business trends such as referral activity, capacities and win-loss data, or to identify the services most in demand. Manual efforts to gather this information strained staff and produced outdated information.

snapshot

Challenge: Eight-location home health and hospice services agency must expedite referrals, keep costs low and better measure efficiency

The Patient Placement Systems Solution: Referral Management System Enterprise Edition, the automated Web-based referral management solution for multi-location continuing care providers

The Benefits: The referral system eliminates the manual handling of more than 100,000 pages of paper faxes, admits more referrals, and captures all activity, driving significant savings, happier referral sources, and more productive staff

the Patient Placement Systems solution

The agency chose the Referral Management System™ (RMS) Enterprise Edition from Patient Placement Systems, committing to a multi-year agreement with fixed monthly subscription fees. The agency corporate staff worked with the Patient Placement Systems services team to develop a project plan in the first week—and trained employees and rolled out the solution across all eight locations in the second week. Using simple administration and management tools, the agency quickly gave authorized employees anytime, anywhere secure access without any operational disruption.

The solution included comprehensive capabilities for managing referrals, inbound and outbound faxes, documents, and two-way communications—all electronically, all without paper and laborious human processes. The RMS Enterprise Edition also provides Referral Analytics™—live business intelligence that enables intelligent, nimble corporate referral strategies across all agency locations. This immediate, comprehensive view of wins and losses, referral sources, service requests, acceptance rates, and performance data helped guide informed workflow decisions based on current, accurate referral information.



The agency used role-based permissions to grant users access to specific system functions based on their responsibilities. These roles included referral creators, referral coordinators, report users, organization managers and systems managers. At no additional cost, RMS provided a dedicated fax number for each location's inbound faxes, which are all converted now to secure electronic format—eliminating paper faxes. The flexibility of RMS also allows the agency to adopt a central intake structure in the future.

The fixed monthly fees also cover user training, all system upgrades and maintenance, unlimited support during business hours, access to electronic user and system documentation.

benefits

The RMS Enterprise Edition provided the referral management visibility and efficiency that addressed the agency's challenges:

- Secure electronic patient referrals and online medical documents eliminate the need for an intake fax machine and the manual handling of paper documents
- Live Referral Analytics let the corporate staff and individual locations make swift, strategic decisions and adapt services and products based on demand and referral characteristics
- Instant alerts by fax, email, online or mobile device enable agency staff to respond immediately to referral sources, capturing opportunities before they get away
- Dedicated fax lines eliminate bottlenecks and long-distance charges for the agency's referral sources
- Assured, secure transmission, storage and tracking of documents with personal health information delivers simple, provable HIPAA compliance across multiple locations
- Automatic updates to the referral source eliminates phone tag, improving referral communications and relationships
- A real-time view of all referral activity for single or multiple locations increases control, responsiveness, flexibility and efficiency

For more information go to www.PatientPlacement.com or call **800-832-8397**.
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