Patient Experience

Case Study

PARTNERSHIP TYPE

Digital Patient Engagement

PROFILE

Organization Type:
Nonprofit health system

Size:
$1B+ NPR; 10+ hospitals

Location:
Midwest

Relationship:
Live with patient engagement platform (Odeza) since 2019

"Odeza is the gold standard in terms of vendor relationships."

Director, Digital Marketing + Consumer Experience

Health System Delivers Better Experience With Digital Tech

Ensemble's unified digital solution automates, streamlines and improves communications, saving $23.5M in annual revenue.

Problem

A Midwestern health system needed to fill gaps in their patient communication capabilities. They wanted an all-in-one suite of tools to deliver a high-touch, high-quality experience for their patients. Key to their communication strategy was having the ability to:.

> **Collect + respond to real-time patient feedback** to more quickly gauge satisfaction and understand pain points than the Press Ganey survey

> **Encourage patient reviews** to improve and amplify their online reputation

> **Simplify appointment management** and offer a more consistent experience by consolidating vendors

> **Quickly respond or communicate** to all population segments about urgent and evolving healthcare topics

Solution

Using Ensemble Health Partners' digital patient engagement solution, Odeza, they reduced manual workload and improved overall efficiency by deploying survey, appointment management and on-demand campaign tools.

Real-time surveys sent pre- + post-visit across 350+ departments, including the ED

Unified appointment management automates confirmations, reminders + waitlisting across 500+ departments

Text-based outreach campaigns inform new + existing patients of COVID-19 test sites, vaccine availability + roll-out schedule

Measuring Success

Ensemble delivered measurable performance and resource gains in year one.

37% reduction in appointment no-shows

24% reduction in late cancellations

28% conversion rate of pop health outreach efforts

15% increase in scheduling rate for orders

ENSEMBLE HEALTH PARTNERS