ENHANCING COMMUNICATIONS AND NOTIFICATIONS IN HEALTHCARE

OPTIMIZE HEALTHCARE PROCESSES AND DELIVER PATIENT-CENTRIC OUTCOMES WITH GENESYS INTELLIGENT WORKLOAD DISTRIBUTION (iWD)

BUSINESS SOLUTION BROCHURE
One of the defining challenges for efficient healthcare service delivery today is in the area of communications. Healthcare professionals need secure access to information from multiple sources, as well as real-time information flow between departments and people, otherwise they are simply unable to effectively do their jobs and patients are left feeling increasingly dissatisfied with the quality of their care.

While streamlining communication processes is the goal, there are many obstacles to overcome. Prevailing challenges for providers in traditional healthcare work are characterized by siloed work processes, a lack of cross-process integration and a distinct mix of work types.

To permanently improve their service delivery models, healthcare providers must change the conversation by addressing the primary root causes of patient dissatisfaction — human workflow latencies in standard healthcare processes and poor team/group collaboration, including the inability to follow through on tasks, and the ‘cherry-picking’ of easy jobs, rather than those that are most vital.

Unfortunately for patients, delivering direct care is just a small part of a healthcare professional’s job. For example, although clinicians are primary caregivers, they have to spend a considerable amount of their time on administrative tasks, patient care coordination and documentation — all areas that consume valuable time and resources.

According to the Journal of Healthcare Management (July-August, 2010), hospitals in the United States incur economic waste totaling $12.3B from three primary contributors:

- 7% of the economic waste is due to physician communication latency totaling close to one billion dollars
- 40% is due to nurse communication latency totaling close to $5B
- 53% is due to patient discharge latency totaling over $6.5B

Delivery processes involve an ever-increasing number of interfaces and patient handoffs among multiple healthcare practitioners (providers, medical site care team, ambulance workers and mobile clinicians). These teams require close collaboration to be as successful as possible. However, lack of transparency into staff and tasks across healthcare delivery processes delays access to information, which in turn can delay medical care and cause medical errors that can threaten patient safety.
Genesys intelligent Workload Distribution — the solution to healthcare delivery challenges

Doctors, nurses, caregivers — these are the professionals that patients actually see when they visit a healthcare facility. But, there’s a whole team behind the scenes who also contribute to patient outcome — from the nurse help-line through admissions to discharge, not to mention an army of people processing paperwork. All too often, communication bottlenecks obstruct patient flow and quality of care, causing long waits, delays in care and medical errors — all of which drive up the costs of healthcare delivery.

Genesys intelligent Workload Distribution (iWD) is designed to optimize and, most importantly, unclog healthcare processes by providing real-time visibility and control into work items and resources. For example, Genesys iWD can help eliminate inefficient processes — moving from a complex set of communication steps, latencies and delays towards getting the right request to the right resource at the right time, thus ensuring that the core function of health is the appropriate priority and focus.

Here are some of the many advantages that healthcare providers can realize by implementing Genesys iWD to bolster patient care and optimize operational efficiency.

- Improve staff efficiency and productivity
- Improve coordination of work across the patient care continuum
- Serve more patients and provide them with more quality time
- Eliminate bottlenecks and keep patient care on track
- Escalate tasks based on real-time status

Reduce Human Latency in Workflows and Monitor Tasks to Completion

Human latency in workflows appears throughout the patient care continuum. Genesys iWD improves the efficiency and productivity of healthcare staff, as well as how they coordinate care with each other. Better work allocation and transparency into assigned work items, resource utilization and performance give clinicians the opportunity to potentially see more patients and spend more time with them to improve quality of care.

Healthcare providers frequently use an electronic health record (EHR) system to replace paper charts, allowing physicians and clinical staff access to computerized patient information, such as a patient’s medical history and laboratory results. However, some EHR systems have limited workflow and business process management functionality. Further, different EHR systems used by different physicians, hospitals, and pharmacies may not be compatible with each other. While these systems may reduce paperwork, if they lack interoperability, they’ll do little to coordinate care.

ADVANTAGES FOR HEALTHCARE PROVIDERS

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Reduce costs associated with communication inefficiencies
- Decrease manual processing costs
- Avoid redundant work
- Meet SLA requirements for wait times and patient outcomes
- Reduce medical errors

Improve outcomes and overall resource utilization
- Decrease time to access resources and information
- Increase the speed and quality of patient care
- Improve job satisfaction
In contrast, Genesys iWD manages tasks for each healthcare professional by consolidating task information from disparate systems into a global task list so that the entire care team can see all work being done at any given time. This global task list helps to ensure that the right resources, regardless of location, are proactively receiving the most critical tasks, at the right time and right location. Genesys iWD leverages relevant context such as associated business rules, escalation process, medical test results, patient records, and images such as X-Rays, faxes and EHRs to help make the best decisions for prioritizing and routing healthcare delivery requests.

Another advantage of iWD is its ability to manage work tasks to completion by eliminating bottlenecks and keeping patient care on track. For instance, iWD can proactively notify the relevant caregiver when required paperwork or test results are missing. Or, iWD can escalate work tasks based on current status, such as a change in a patient’s condition or a wait time that is becoming too long.

**Using Genesys iWD to automate X-Ray process flow**
Genesys intelligent Workload Distribution can be used to automate the X-Ray process flow in hospitals. For example, prior to Genesys iWD, each stage of the electronic X-Ray process — from initial orders to diagnosis to escalations — was manually performed by professionals, which resulted in rising costs and unproductive use of staff. Genesys iWD, however, can be used to automate messaging to radiographers and other healthcare professionals at each stage, thus optimizing the handling of the entire process.

Genesys intelligent Workload Distribution can be used to:
- Capture new radiology orders
- Distribute orders to the “best” radiologist based on such things as location, skill, urgency, and so on
- Manage the completion of orders to meet hospital metrics
- Report completed studies to those who ordered them

**Figure 1: Reducing communication inefficiencies by automating x-ray process flows.**
Reduce Costs Associated with Communication Inefficiencies

Many healthcare organizations are struggling to improve staff productivity without compromising quality of care. Healthcare delivery involves many processes that require manual intervention, and care providers can get mired down trying to track down the right resources or appropriate information. These manual processes can cause priorities to be neglected, work to be repeated multiple times, care to be delayed and medical errors.

All too often, doctors and nurses allocate their valuable time to repetitive and low-touch aspects of care delivery, such as manual processing of patient discharge duties, that could easily be automated or handled by less skilled resources. Too much time spent on administration and coordination leads to less time spent actually caring for patients, which directly correlates with decreasing patient satisfaction levels and outcomes.

Genesys iWD streamlines communications, ensuring that the right work automatically gets to the right resource at the right time. Business rules are applied to ensure consistency, efficiency and the ability to quickly adapt to change. These business rules offer flexible, real-time prioritization of tasks and interactions. For example, the prioritization for completing lab tests could be based on patient criticality or status, such as either inpatient or outpatient testing. Or, it is possible to segment tasks and push them to the staff best suited for those particular skills, using skill-based assignments.

Improve Outcomes and Overall Resource Utilization

As patients proceed through steps of the care delivery system, such as admission, assessment, diagnostics and treatment, patient outcomes suffer when medical staff does not have access to the resources and information they need to do their jobs.

Genesys iWD reduces communication inefficiencies by automating process flows. Clear prioritization and dynamic routing of all voice and non-voice service requests occur across all processes according to factors such as urgency, task type, time and due date. These prioritized requests are pushed to ‘ready and available’ resources based on identified skill sets in order to reduce errors and care delivery inefficiencies.

By providing operational visibility and control into all interactions, iWD increases the speed and quality of care, and provides patients with the very best possible outcomes while reducing stress on overworked healthcare staff.

The Benefits of Implementing Genesys iWD are Enormous

Genesys iWD:

• Offers complete visibility into work items and staff across healthcare delivery activities, and decreases non-direct patient care tasks such as documentation, administration and coordination.

• Provides hospital administrators with visibility over key processes so that they can track performance and evaluate the results of their improvement initiatives. This can, in turn, be used to contribute to the bottom line and improve scores on surveys, such as Hospital Consumer Assessment of Healthcare Providers and System (HCAHPS), and reduce readmission rates, which are costly to hospitals.

• Manages and optimizes patient care resources by determining appropriate skills and prioritizing workloads, which helps improve patient outcomes while reducing expenses.

USING GENESYS iWD TO AUTOMATE PATIENT DISCHARGE

When a patient is ready to be discharged, several rounds of sign-offs and verifications are required, with various primary and attending physicians each needing to give their approval. This can be a lengthy and complicated procedure, but speedy processing is critical, as missing the discharge window means that the patient must stay another day.

Using Genesys iWD, discharge managers can automatically find and connect with the appropriate caregivers to reduce the time it takes to discharge the patient. Once the discharge is approved, iWD can notify affected hospital departments (housekeeping, pharmacy, food services and patient transportation) of the pending patient release.

In addition, Genesys iWD can ensure that patients are well prepared to be discharged by checking to see if they have all their medications (if needed), a ride back home, and home care instructions, such as how to care for dressing or bandages, thus decreasing the possibility that the patient will need to return to the hospital with minor complications.
• Drives increases in both operational control and efficiency across the entire healthcare delivery value chain and lowers service delivery costs.

• Enables the centralized distribution of work from multiple patient-facing and internal patient care systems, which provides more complete information and a single view of all tasks, and allows for improved clinician efficiency and more informed decision making.

• Provides strong enforcement of business rules and transparency to both online and offline care delivery work, ensuring the ability to quickly adapt to change and reducing medical errors.

Genesys iWD — Changing the Conversation in Healthcare

Communication is a strategic asset in healthcare, critical to current and future health processes. The demands on healthcare organizations today to optimize communications to ensure better, more integrated care delivery and improved patient satisfaction are high, but they are not insurmountable.

The solution is to restructure the communication process — ensuring that real-time communications and collaboration are the top priority. Streamlining the communication process improves patient outcomes and provides the optimum patient care delivery by reducing human workflow latency, and by facilitating team/group collaboration.

Genesys iWD changes the conversation with a single solution that operates seamlessly with your other systems to provide complete visibility into work across the entire healthcare delivery system. It integrates resources, capabilities and internal business processes to ensure that the right resources proactively receive the highest priority tasks and information at the right time, regardless of location or media type.

Genesys iWD can help reduce operating costs, serve more patients without sacrificing quality of care, increase patient satisfaction, and make the best possible use of the healthcare team. Bring Genesys iWD into your organization now and start optimizing patient care. Your patients — and your bottom line — will be glad you did.

USING GENESYS iWD TO AUTOMATE COMMUNICATIONS

Automated notifications provided by Genesys iWD can reduce costly and inefficient use of medical staff.

For example, Genesys iWD can be used to automate basic notifications so that nurses can focus their time solely on handling patients, instead of waiting around for information.

What’s more, it can be used to automate the immediate delivery of urgent patient information to doctors as it becomes available — such as critical laboratory results, availability of a new prescription, completion of a radiology study, or confirmation of insurance coverage — so that doctors can move forward with treatment rather than wait for manual notifications.