

SF Health Network Telephone Communication Program



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Director, Centralized Call Center

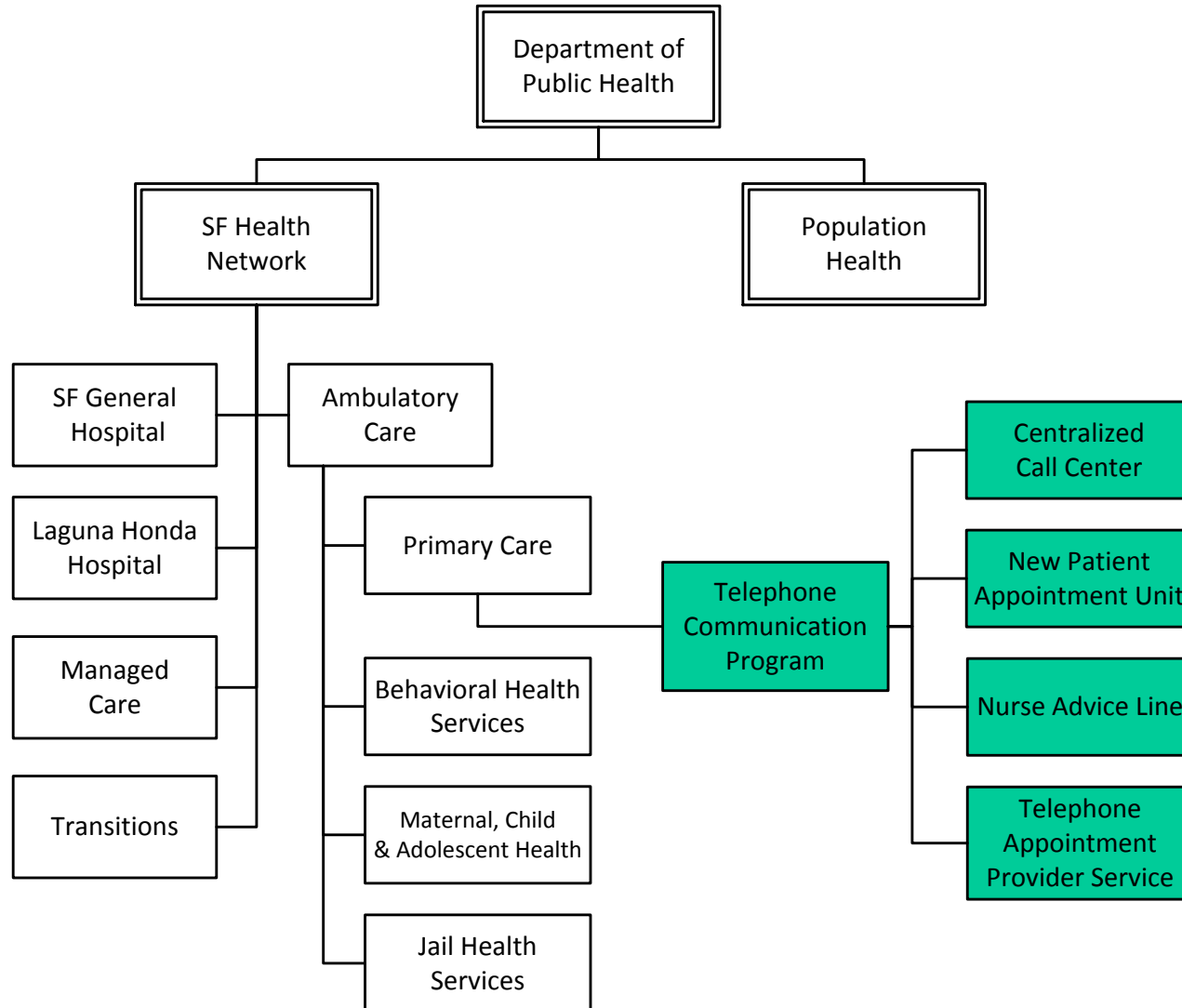
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Director of Care Coordination



- Organizational context
- Telephone communication program
 - New Patient Appointment Unit (NPAU)
 - Nurse Advice Line (NAL)
 - Telephone Appointment Provider Service (TAPS)
 - Centralized Call Center (CCC)



We provide high quality health care that enables all San Franciscans to live vibrant, healthy lives

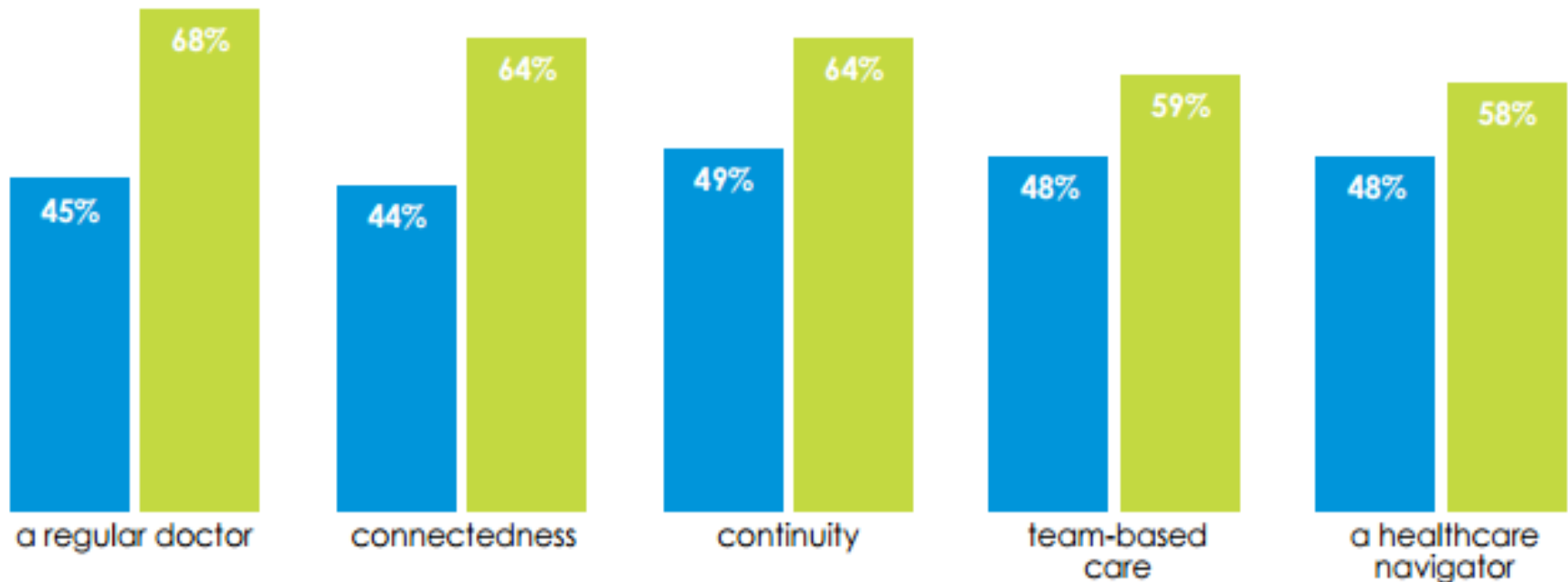


Continuity and seamless navigation throughout SFHN drive patient loyalty

% interested in switching their place of care (among low-income Californians)

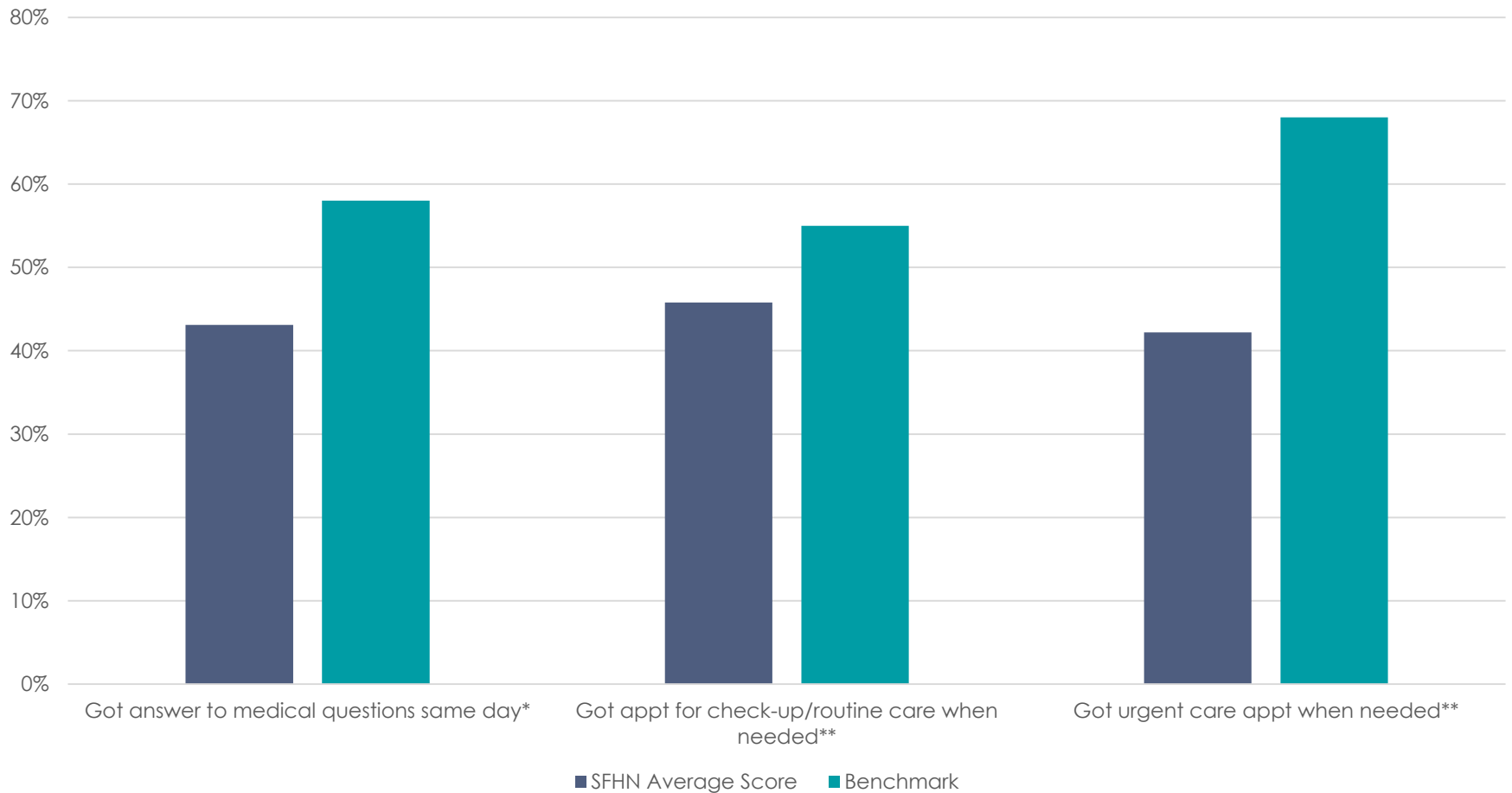
patients who have...

■ yes ■ no



It is difficult for our patients to access and connect with us

CG-CAHPS survey results

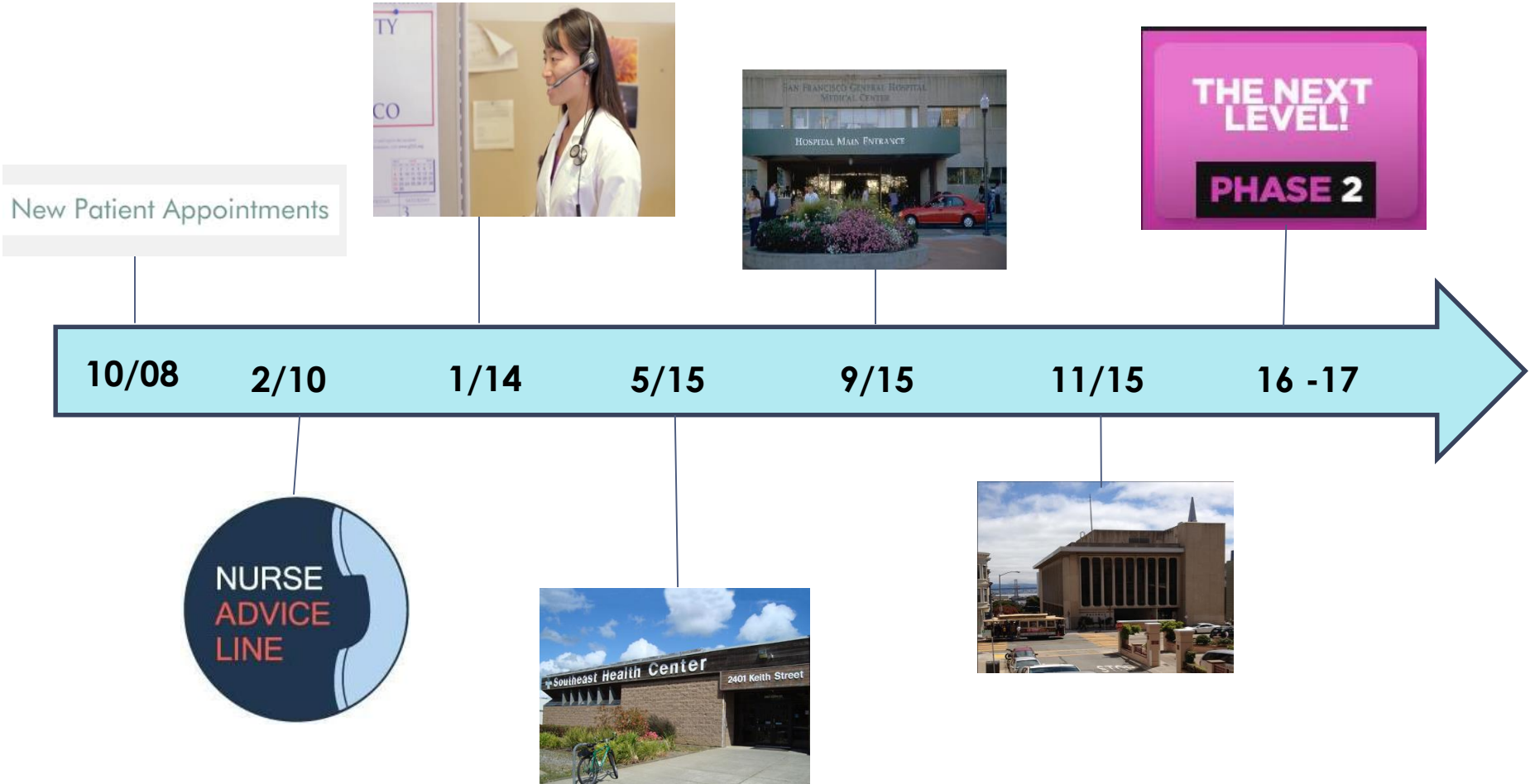


Patient needs are driving SFHN telecommunication strategy



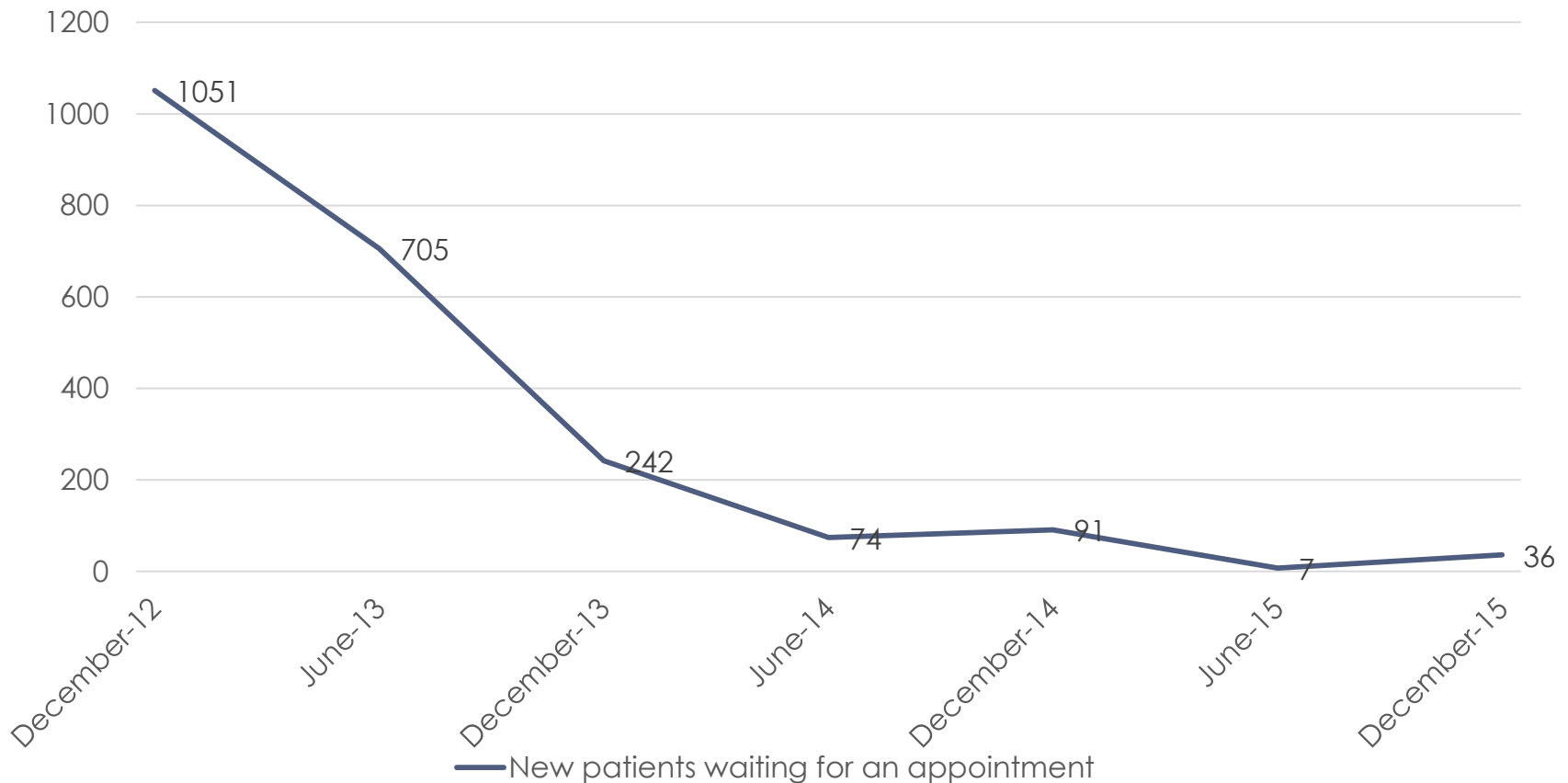
- Seamless entry into SFHN and PC clinics for new enrollees
- Single point of contact for patients who need appointments, medical advice, medication refill, or diagnostic results
- Single point of contact for SFHN and out-of-network providers to coordinate and transition patient safely and seamlessly across the network

DPH appreciates the need for an integrated telecommunication strategy



- Opened in 2008 with the launch of Healthy San Francisco
- Every new enrollee receives NPAU number
- Schedule appointments for:
 - New patients
 - Post hospital discharge follow-up
 - Dental
 - Limited specialty clinics
 - Referrals to primary care

Goal: zero primary care new patients waiting for an appointment

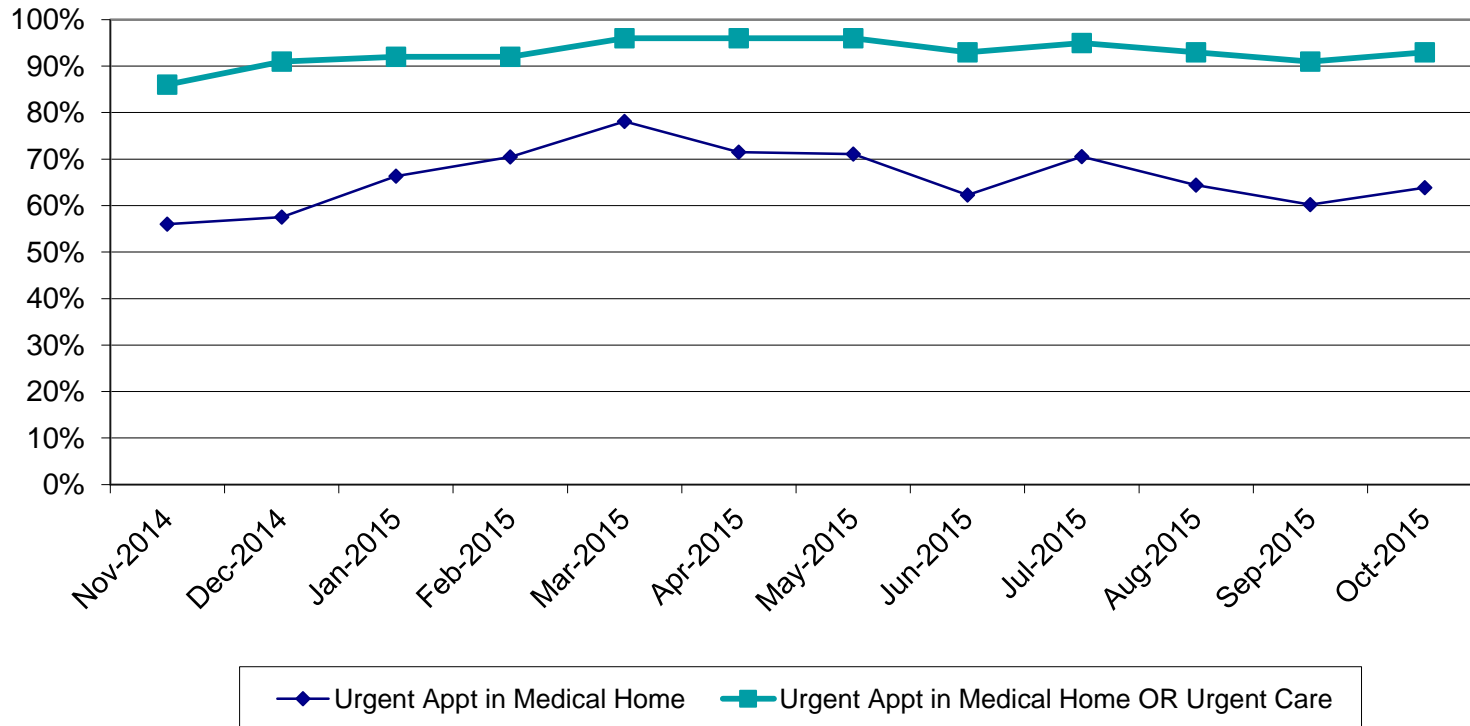




- Opened in 2010 to meet DSRIP access mandate
- Provide advice and triage
- Schedule urgent appointments
- Handle emergency calls
- Refer to Telephone Providers for care over the phone

SFHN patients have several options to receive care for urgent issues

Goal: 70% of patients with urgent needs will receive an appointment in their medical home



- 82% of patients referred to TAP have their needs addressed.
- 90% of patients report positive experience with TAP encounters.
- TAP providers also address provider-level tasks centrally.

- Launched May 6, 2015
- Goals:
 - Net promoter score: > 80%
 - Abandonment rate: < 5%
 - Average speed to answer:
< 60 seconds
 - Enhance experience for patient who is interacting with clinic front-desk staff

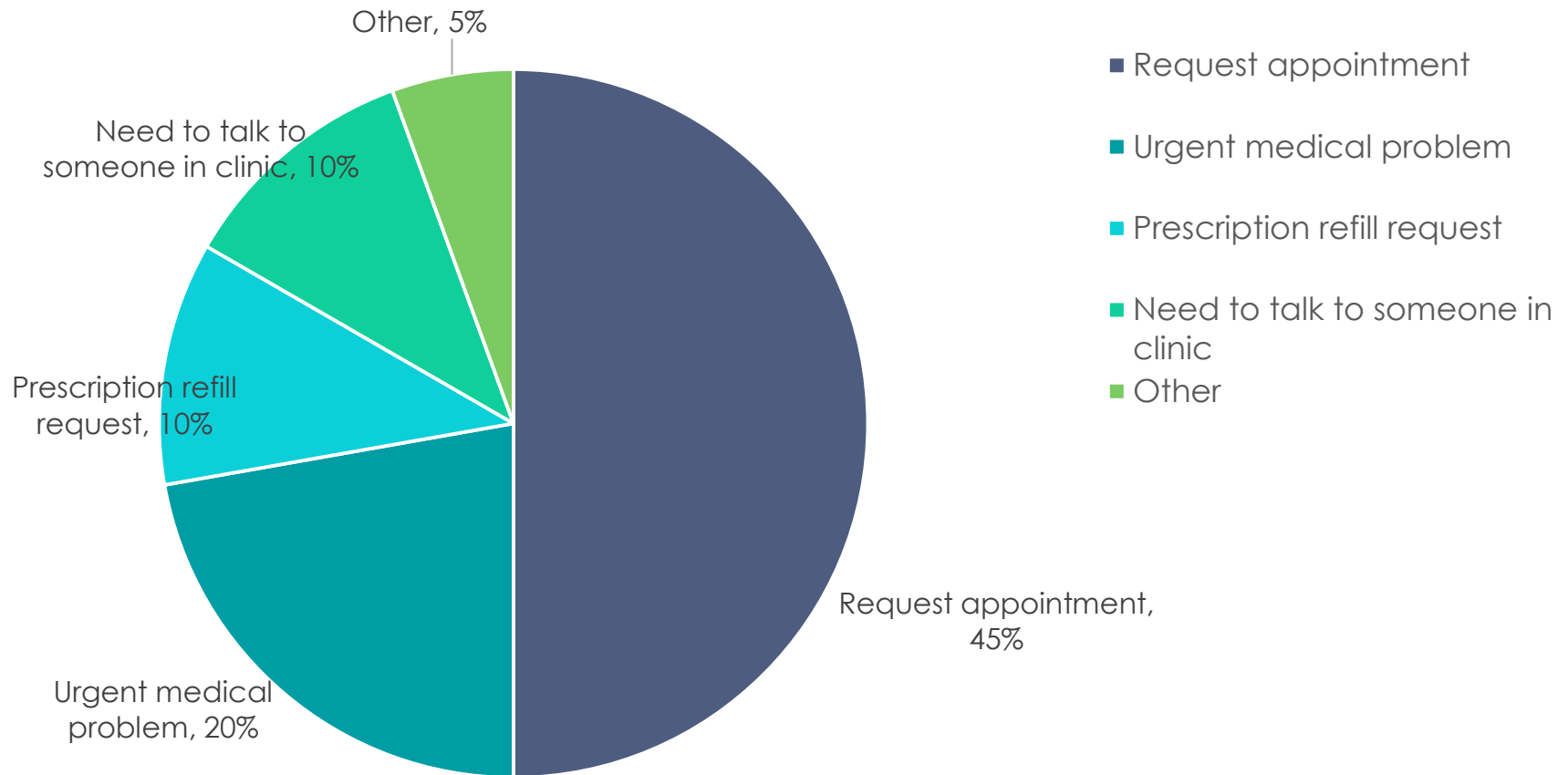


Using visual management tools to engage staff and leaders

Watch Indicator	Target	Baseline	May	Jun	Jul	Aug	Sept	Oct	Nov
Calls answered before caller hangs up	95.0% ↓	86%	91%	88%	93%	94%	94%	95%	91%
Customers who were able to get an answer to their medical questions during regular office hours in the last 6 months	60.4% ↑	47%	43%	43%	49%	54%	66%	43%	47%
Customers who were able to make an appointment for a check-up or routine care with as soon as needed	53.3% ↑	43%	46%	40%	45%	49%	58%	53%	66%
Customers who would recommend our services to a friend or family member?	80% ↑	n/a	75%	67%	93%	87%	93%	93%	87%

40,422 calls were answered since May, 2015

Types of Calls



- Fully integrate the NPAU, NAL, TAP, and CCC
- Expand the CCC to all SFHN primary care clinics
- Assess the ROI of shifting population health and patient engagement functions to the CCC
- Create standing order protocols for the NAL

