CARE SHERPA

Post COVID-19: Prepping for Pent Up Patient Demands

April 29th, 2020
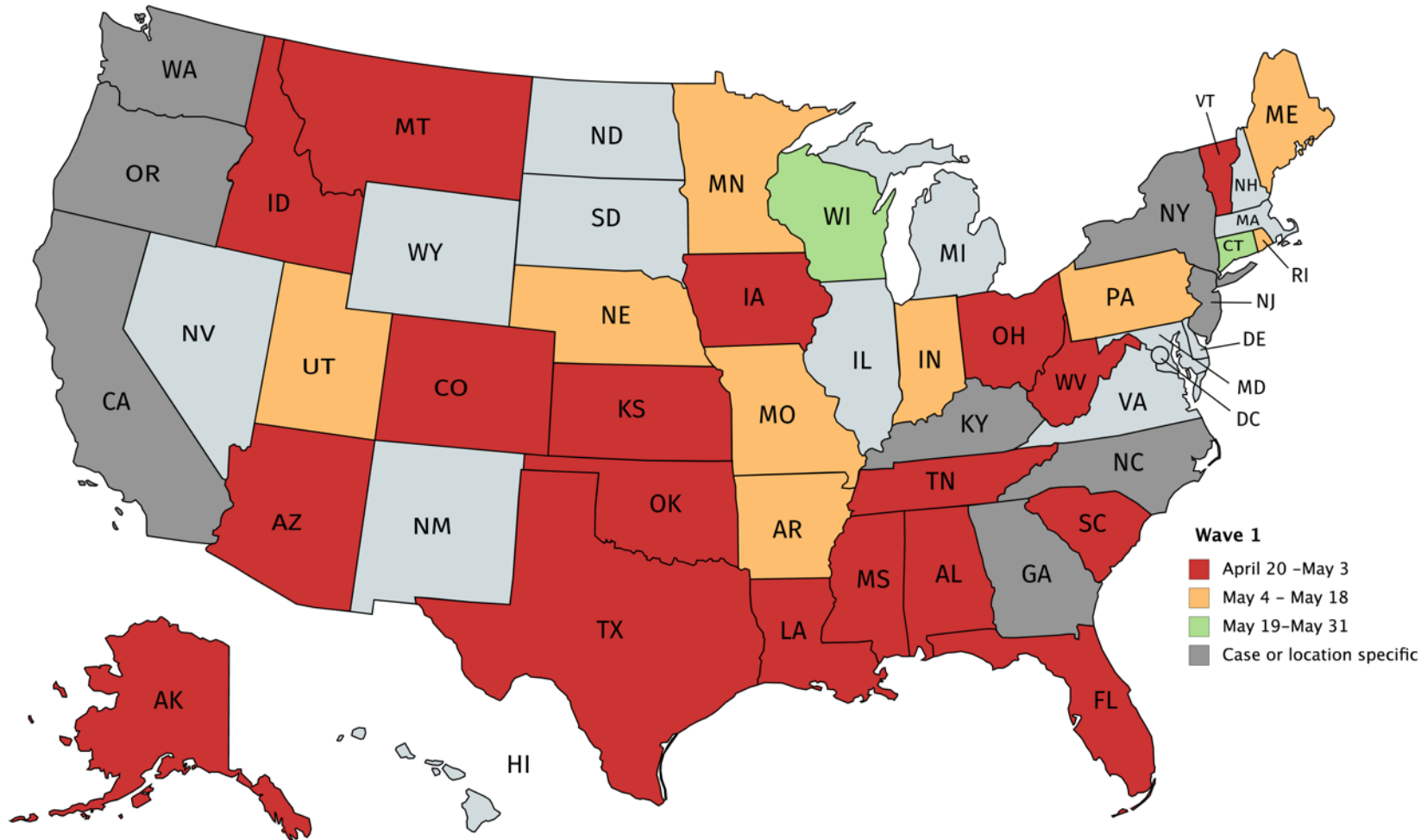
Elective Procedure Projected Reopen Date by State

Predictions show a return to full Elective Procedure Capacity within 4 Weeks of Reopening

Assuming a May 1 Reopen Date

Elective Capacity	Date
25%	May 4
50%	May 11
75%	May 18
100%	May 25

Wave 1

- April 20 –May 3
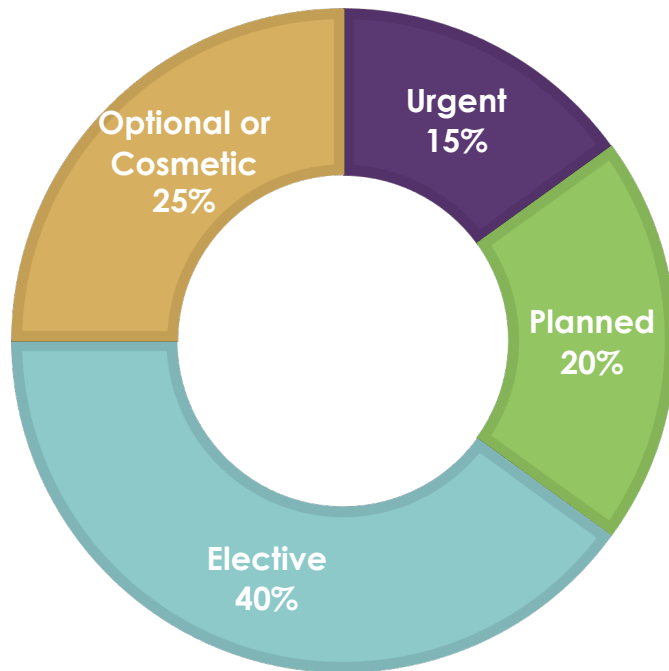- May 4 – May 18
- May 19–May 31
- Case or location specific

National Survey of Patients With an Elective Procedure Cancelled Due to COVID-19

Cancelled Procedure Patient Experience Survey

% OF RESPONSES

- Urgent 15%
- Planned 20%
- Elective 40%
- Optional or Cosmetic 25%

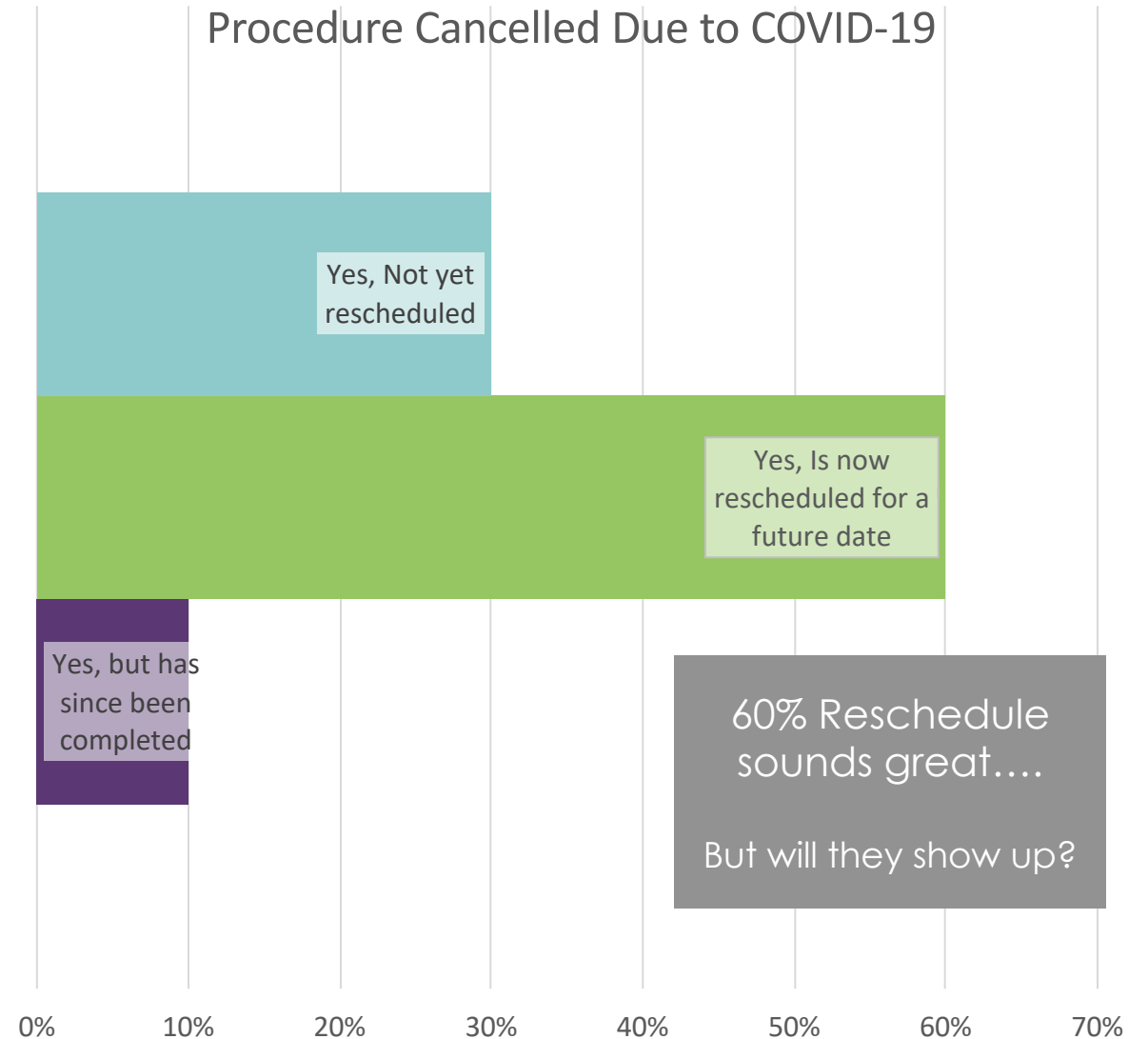Urgent - Need in 30 days or less

Planned - Need in 3-6 months

Elective - Need in 9-12 months

Optional/Cosmetic - No time based need

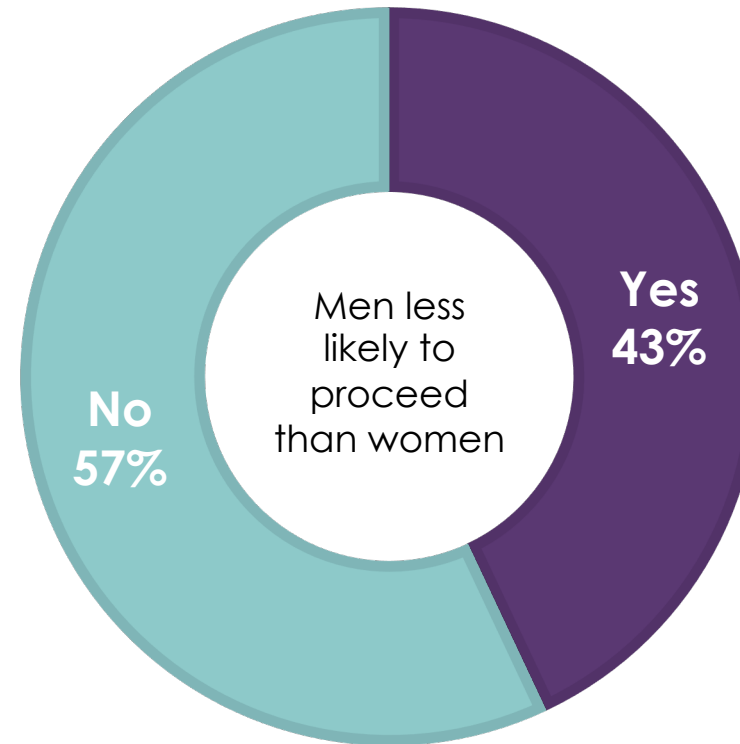## Procedure Cancelled Due to COVID-19

- Yes, Not yet rescheduled
- Yes, Is now rescheduled for a future date
- Yes, but has since been completed

60% Reschedule sounds great....

But will they show up?

Cancelled Procedure Patient Experience Survey

Experience as a Result of Delay

My medical condition has worsended

My mental health has been negatively impacted

My Anxiety/Stress level has increased

I am restricted from daily activities

My quality of life has declined

I am in pain or significant discomfort on a daily basis

0% 10% 20% 30% 40% 50%

Would you be willing to reschedule in the next **two weeks**?
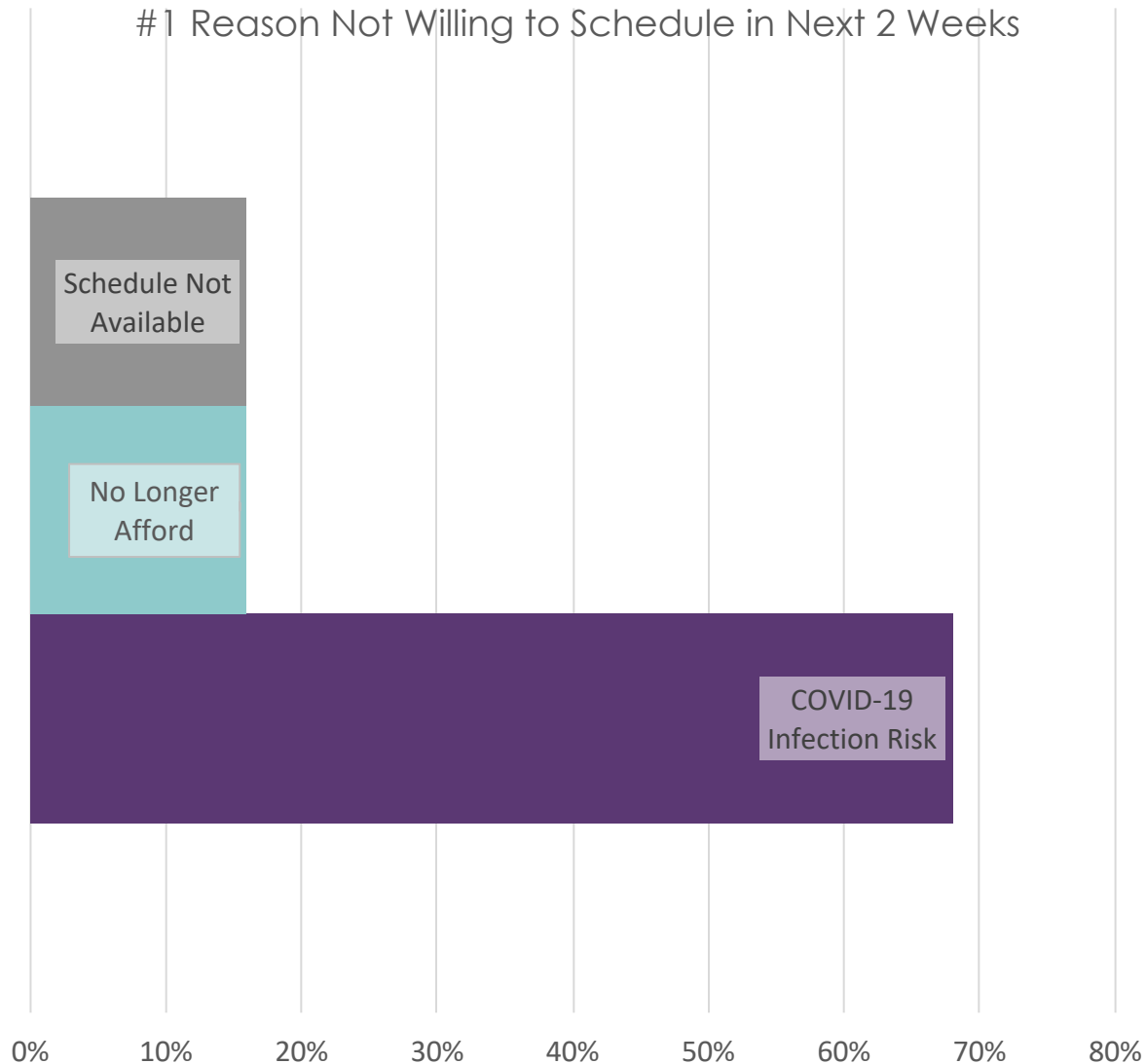

Yes 43%

No 57%

Men less likely to proceed than women

*60% those self reported to be **High Risk** are Not Willing to proceed in the next two weeks*

30 day Recapture

Not a NO, just a not right now

***27%** of Those Not Willing to Proceed in the next two weeks would proceed in the next 30 days*

Cancelled Procedure Patient Experience Survey

#1 Reason Not Willing to Schedule in Next 2 Weeks

Schedule Not Available

No Longer Afford

COVID-19 Infection Risk

0%   10%   20%   30%   40%   50%   60%   70%   80%

When asked to select Top 3 Reasons:

1. Schedule Not Available
2. No Longer Afford
3. Lack of Care Giver Support
4. Possible COVID-19 Exposure
5. Pre/Post procedure support needs

Cancelled Procedure Patient Experience Survey

If unwilling to schedule in next 2 weeks, what criteria would be needed to schedule in next 30 days

1. Safety communication personalized to individual **patient condition or procedure**

2. State/Local removing all COVID-19 restrictions
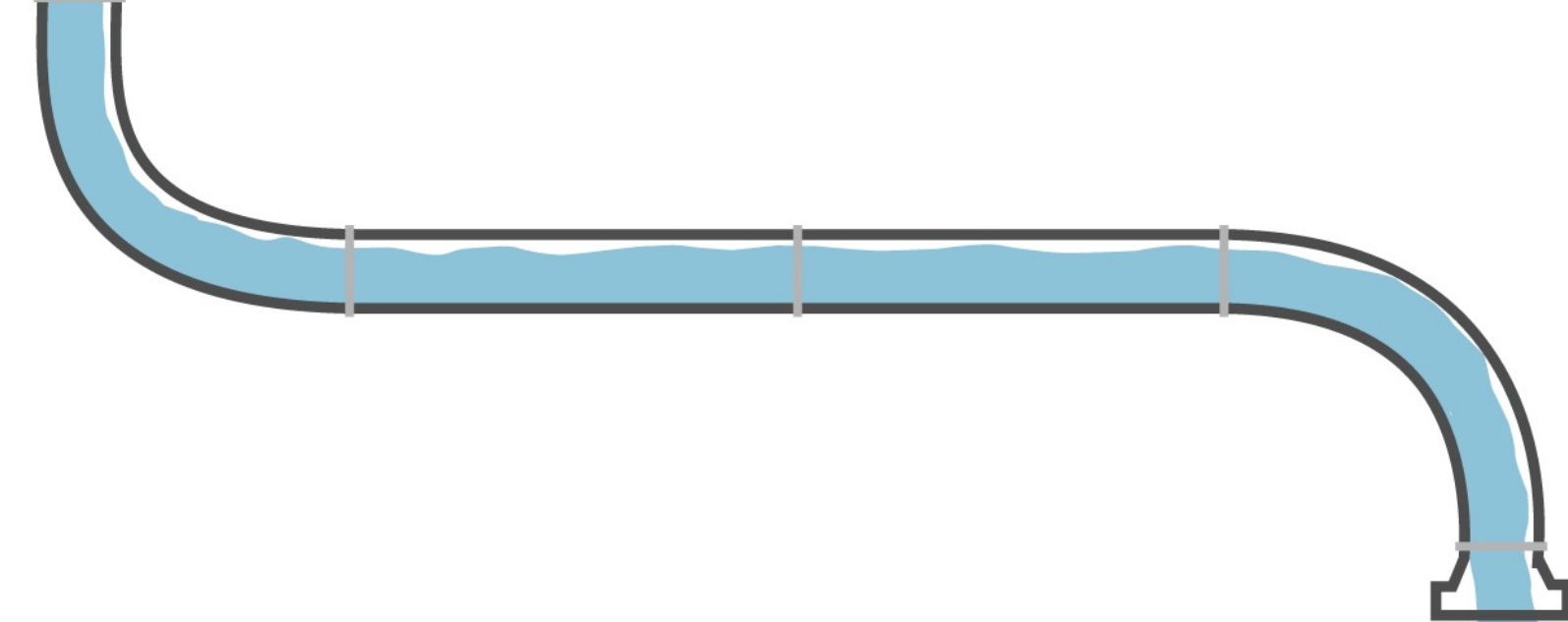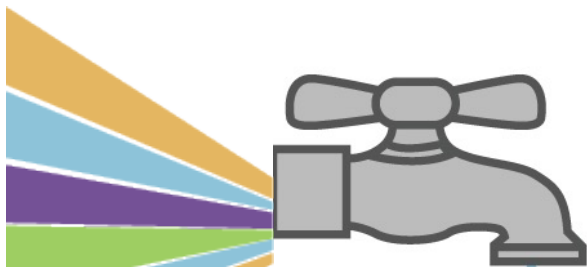3. Offered alternative procedures with less risk
4. Offered a discount on procedure

HELLO?

38%

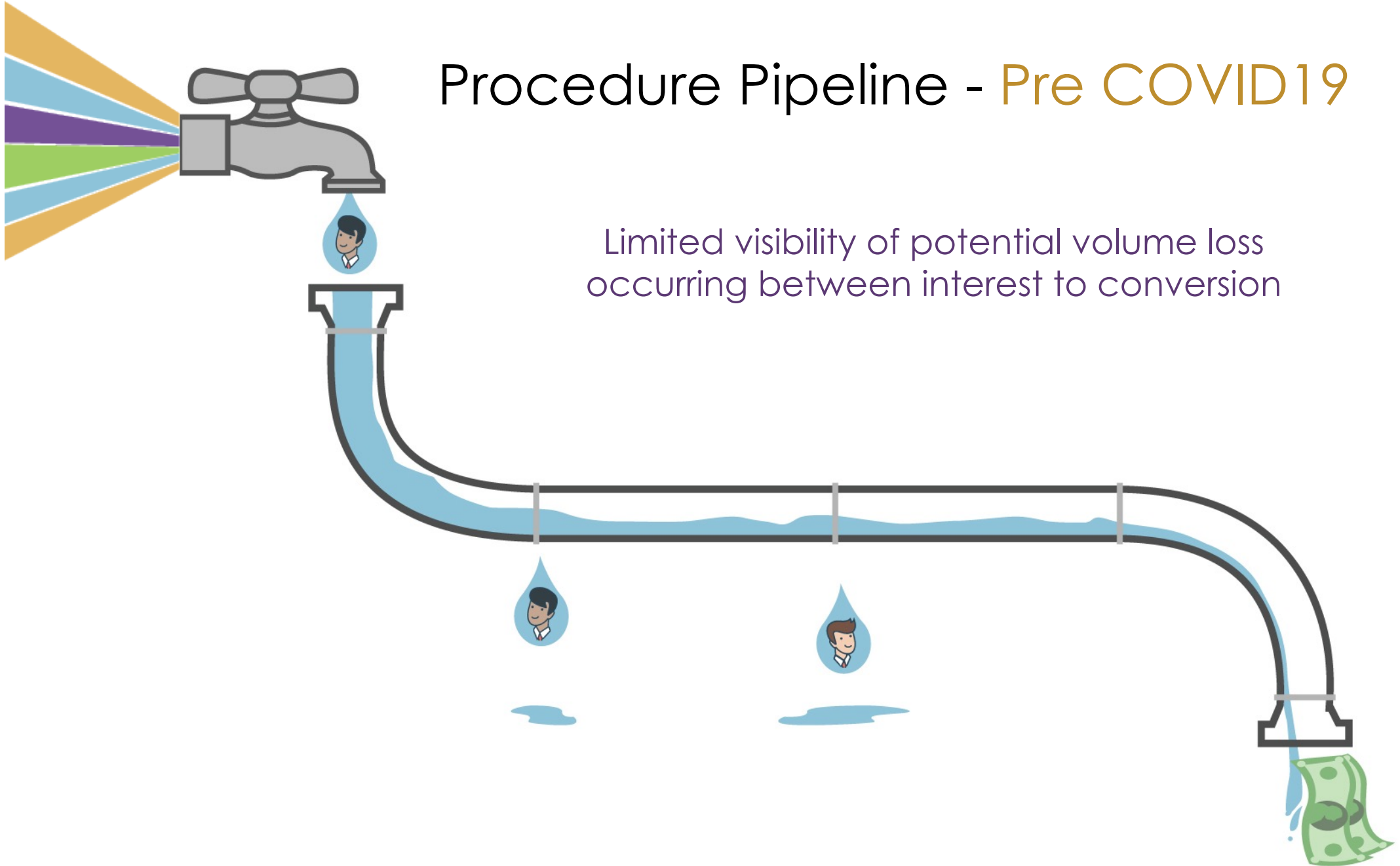*Of patients surveyed have **NOT** been contacted by their provider about their procedure status*

Cancelled Procedure Patient Experience Survey
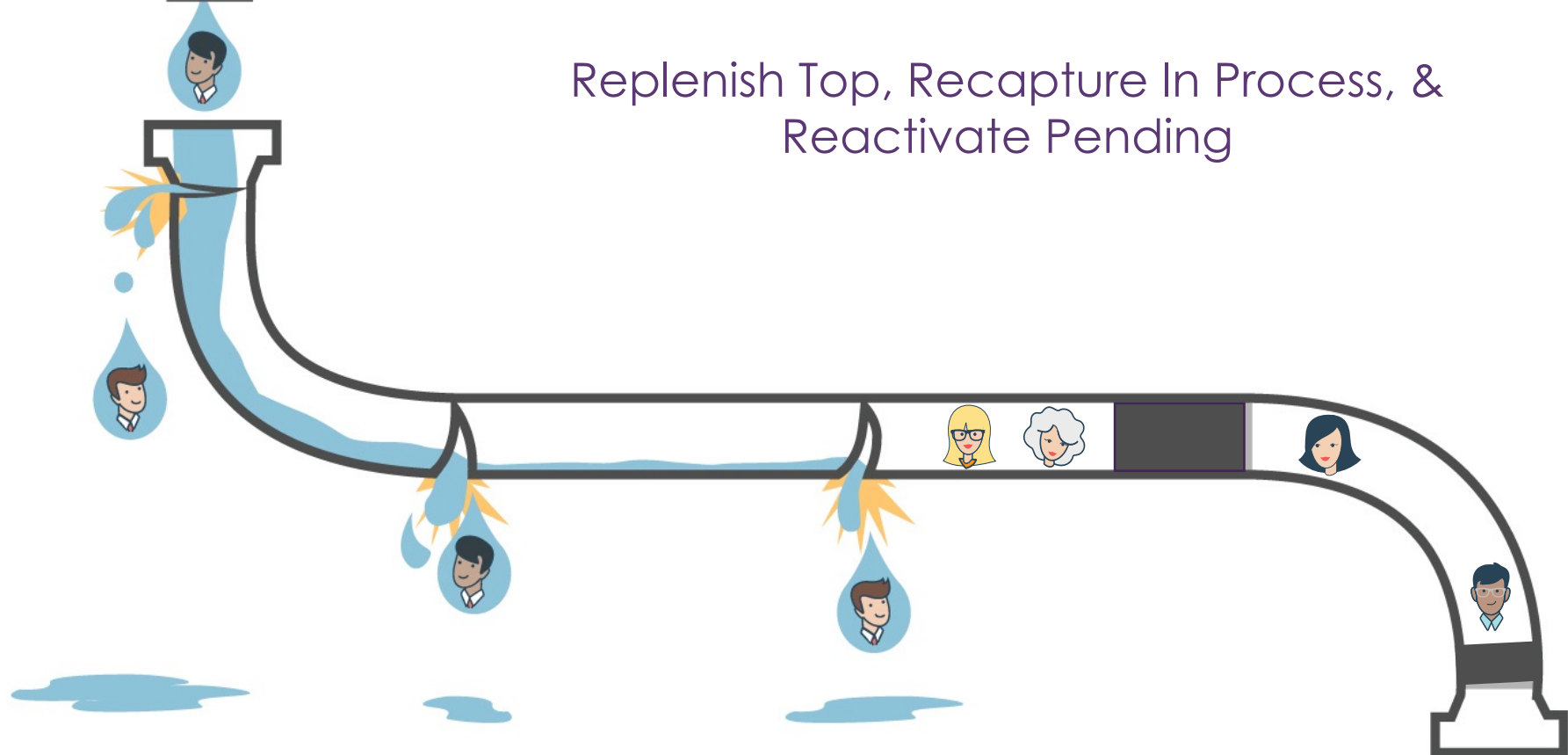
Procedure Pipeline - Pre COVID19

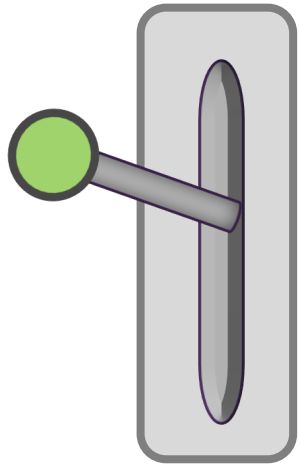Healthy pipeline with fairly predictable procedure volume

Procedure Pipeline - Pre COVID19

Limited visibility of potential volume loss occurring between interest to conversion

Procedure Pipeline - Post COVID
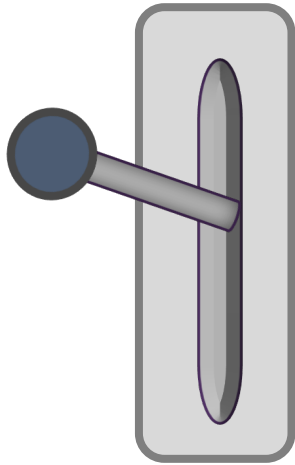
Replenish Top, Recapture In Process, & Reactivate Pending

Prioritizing Patient Demand

Levers to pull

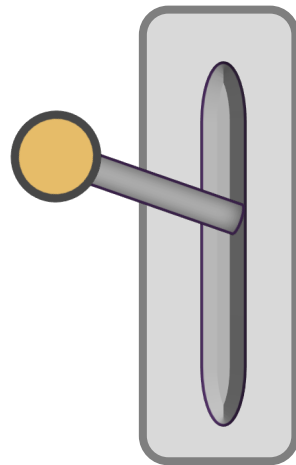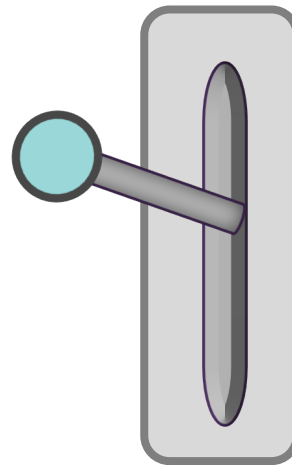| Clinical | Staffing | Environmental | Risk | Patient | Financial |

Prioritizing Patient Demand
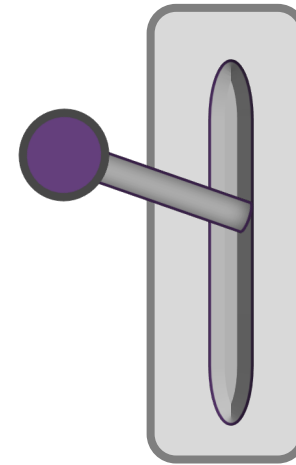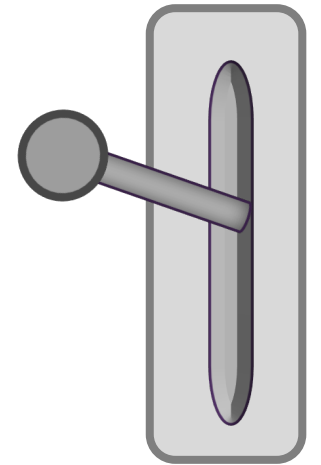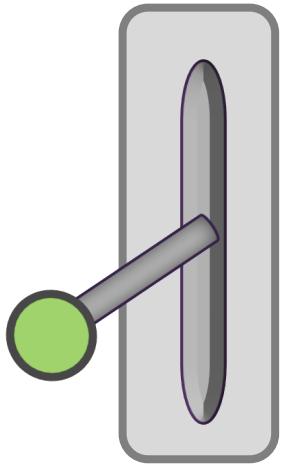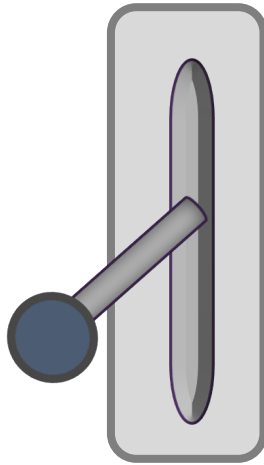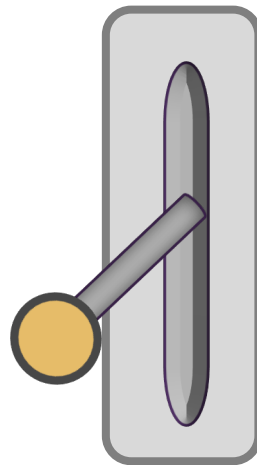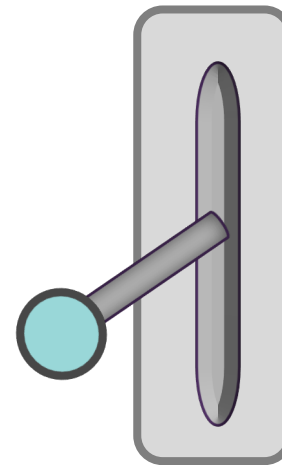
Levers to pull

Clinical Staffing Environmental Risk Patient Financial

Prioritizing Patient Demand

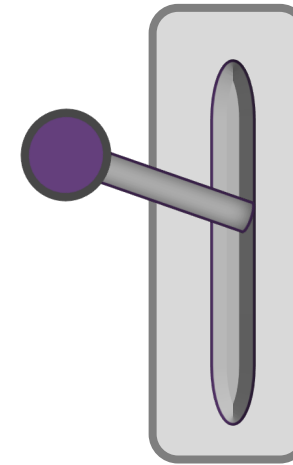Clinical · Staffing · Environmental · Risk · Patient · Financial

EASY

FINISH

Prioritizing Patient Demand

Facility Priorities & Patient Targets

3rd Party Databases   CRM   Scheduling   Payer/Financial   EMR

DATA

+

Telehealth   Chatbot   Omni Comm   Risk Assessments

Advanced Agents   Content   Agencies

TECHNOLOGY   **PARTNERS**

Prioritizing Patient Demand

Most organizations are starting with a First In, First Out prioritization. Rescheduling based on prior calendar sequence

To Call List

+

=

Prioritizing Patient Demand

First Contact to Evaluate Patient for Further Prioritization

Scheduling Availability

Contact & Communication

Infection Risk

Household Risk

Health Status

Financial & Payer

Behavioral and Motivation

Technology Access

Prioritizing Patient Demand

Triage to Align Demand to Capacity While Managing Risk

Prioritizing Patient Demand

A pologize
E mpathy
C onfidence
E xpectation
D irect

+ Next 2 Weeks

S URVEY

YES!

No

Confirm Eligibility

Clinical

Financial & Payer

No Response

Advanced
Outreach Team

Refer & Requalify
Team

Financial
Assistance Team

Prioritizing Patient Demand

Patient Conversion Barriers to Manage

Pending Procedure Management

Scheduled Outreach

Quality of Life

Communication Responsiveness

Motivation

Infection Risk

Clinicall Clearance

Personal Availability

Household Risk

Health Status

Technology Access

Care Giver Availability

Financial Status

Mental Health

Employment Status

4 Types of Patient Motivation & Need

Sign me up, lets go!

Reassure me

Well, maybe...

Nope, No Way, No How

Next 2 Weeks

Next 30 Days

Next 90 Days

Next 180 Days+

Majority of impactful volume comes from here

Pipeline Reactivation Experience

HIGH MOTIVATION

Infection Fears & Medical Necessity

Medical Need & Schedule Availability

LOW VALUE

HIGH VALUE

Infection Fears & Schedule Limitations

STOP

Personal Limitations & Financial Challenges

LOW MOTIVATION

Pipeline Reactivation Motivation to Value

HIGH MOTIVATION

High Motivation- Low Value

- Reassure me
- Navigate me to self-serve options
- Promote alternative sites of care
- Outbound call when lapsed

High Motivation -High Value

- Engagement & Personalized Service
- Rapid and direct communication procedure process
- Proactive management to remove barriers

LOW VALUE   HIGH VALUE

Low Motivation - Low Value

- Build brand awareness and confidence in care
- General safety procedures
- Redirect to appropriate sites of care (Telemed, Non COVID-19 risk)

Low Motivation - High Value

- Nurture with semi personalized service
- Responsive to communication
- Proactive management to remove barriers

LOW MOTIVATION

Pipeline Reactivation Motivation to Value

HIGH MOTIVATION

High Motivation - Low Value

- Email safety precautions
- Provider letter procedure info
- Telemedicine promotion
- Video with patient experience
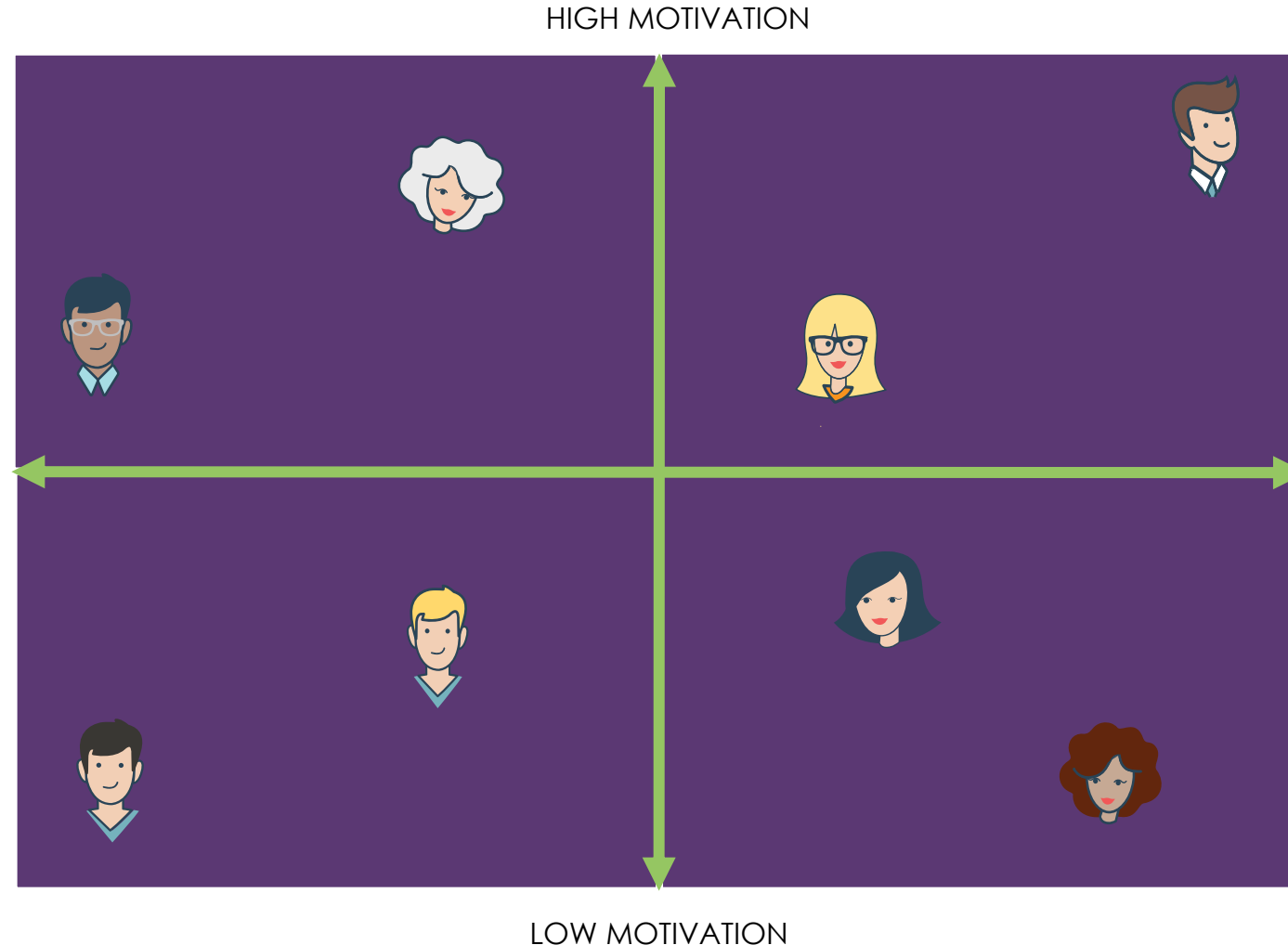- PR – News coverage on safety

High Motivation - High Value

- Manage in Advanced CRM
- Monitored workflow
- Omni Communication
- Conversion managers
- COVID Risk Assessments

LOW VALUE

HIGH VALUE

Low Motivation - Low Value

- Risk Assessments
- Chat Bots
- Targeted ad – Trust, Safety, Awareness
- ER Redirect

Low Motivation - High Value

- Newsletters
- Videos "Day in patient's mask"
- Manage in Advanced CRM
- Education content
- COVID Risk Assessments
- Outbound Phone

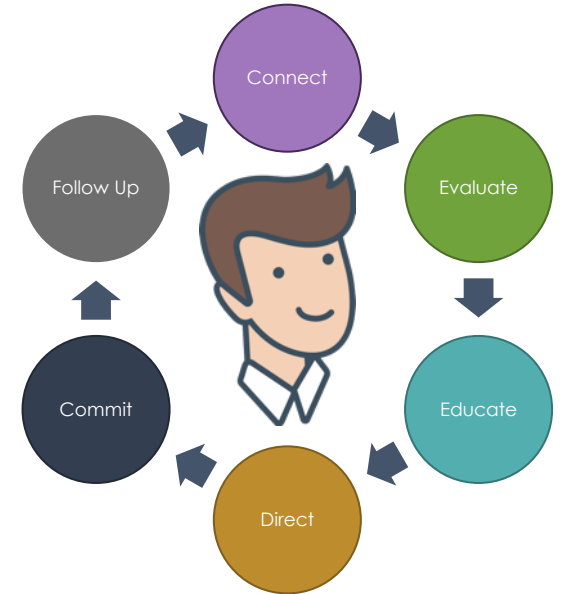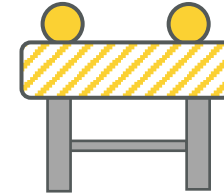LOW MOTIVATION

Pipeline Reactivation Experience

Clinical Match　　Schedule Options　　Outreach　　Motivation　　Risks & Concerns　　Engage & Manage

Managing By Patient Motivation, Mindset & Workflow

MOTIVATION

- Current pain, life altering condition or immediate schedule limitation
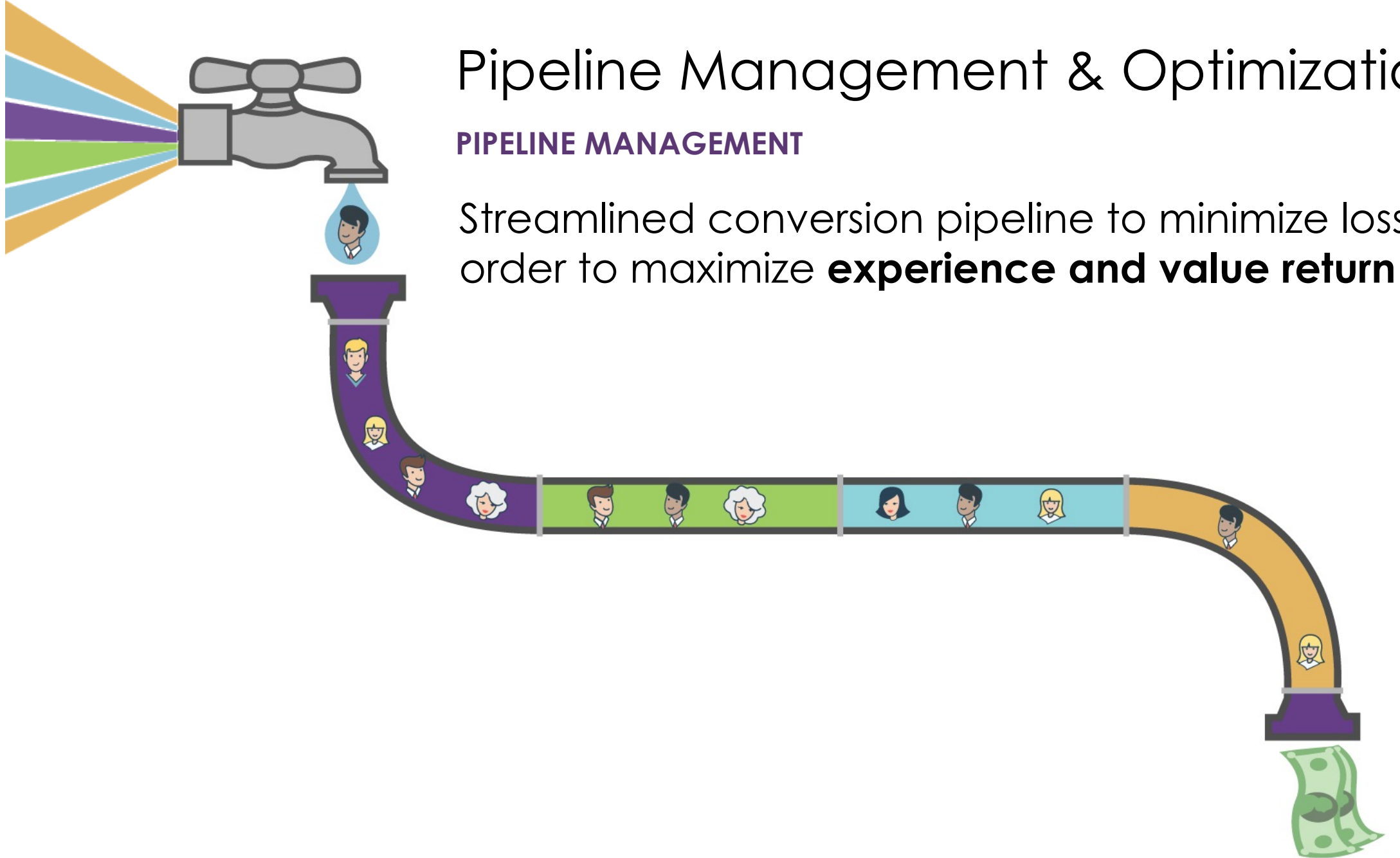- Responsive to communication

MINDSET

- Interested in safety but not highest concern
- Willing and able to accommodate scheduling even last minute

WORKFLOW

- **Connect** with me- Establish single point of contact at organization with relationship ownership with direct communication channels

- **Evaluate** me- Confirm financial qualification, clinical eligibility, and real time risk of infection/exposure at time of initial reengagement.

- **Educate** me – Provide timely procedure and information on how to prepare for procedure and minimize risk when first tentative date is set

- **Direct** me- Guide through process of pretesting, procedure, day of specifics, and finally when, where and who is caring for me 72 hours in advance and again 24 hours prior

- **Commit** to me- Consistent 1:1 communication to manage expectations as well as ensure ability and intent to proceed. Weekly and then daily week prior

- **Follow up** with me- Resolve any barriers, concerns or requests in a measured and timely manner. Monitor and resolve open items or resources requested on daily basis

Sign me up, lets go!

Next 2 Weeks

Pipeline Management & Optimization

PIPELINE MANAGEMENT

Streamlined conversion pipeline to minimize loss in order to maximize **experience and value return**

Thank You!

FREE WEBINAR • APRIL 29 • 1 HR

Post-COVID-19: Prepping for Pent-Up Patient Demands

Strategies for Health System Marketers to Plan Now for Post-Pandemic Backlogs & Workflows

Jessica Walker

CARE SHERPA

Jessica@caresherpa.com

https://www.linkedin.com/in/walkerjessica