Five **Health Campaign Strategies** that Really Work

RELATIENT

Table of Contents

Introduction

Health campaigns are important to healthcare leaders and medical providers who are hyper-focused on addressing gaps in patient care. The need is growing as physicians and medical providers from all specialties are finding that a lot of their patient put off important preventive and follow-up care during the COVID-19 pandemic, creating higher risk for complications, adverse outcomes, and disease progression.

With the many priorities competing for patients' attention, health campaigns are an important tool for cutting through the noise, creating lasting relationships with patients, and helping them prioritize their health.

Read on to find out how the right health campaigns can get the right patients to the right care at the right time.

Why Focus on Health Campaigns?

Engaging patients in their own healthcare helps healthcare organizations and medical groups keep patients current in their care and drives positive patient and clinical outcomes.

A health campaign is an automated engagement program that utilizes clinical information in the EHR to identify patients that are overdue for screenings, vaccines, exams, and other ongoing care and reaches these patients with specific messaging, education, and a prompt to take action. Varying health campaign ideas also help patients stay informed and up-to-date on available treatment options and expertise.

Automated health campaigns also aid in reporting for quality initiatives, thanks to time stamps and analytics. According to the World Health Organization (WHO), health campaigns ensure that your healthcare organization delivers quality care improvement and patient safety.

Patients engaged with their healthcare providers are well-informed and thus better placed to make critical decisions regarding their health. They're also positioned to voice their needs and share care opportunities with their contacts.

Patient engagement strategies are aimed at encouraging patients to share in the responsibility of maintaining and improving their health, acknowledging a patient's knowledge of their own bodies and health statuses. Involving patients in their own healthcare decisions in turn drives better adherence to care plans, medication plans, preventive, and follow-up care.

Using Health Campaigns to Drive Patient Engagement

Health campaigns drive better patient engagement, allowing healthcare providers to easily share important information on health risks and needs, preferred treatment options, and new services and care options that are available to patients.

Health campaigns empower patients to better understand how to maintain and improve their health and is timed in a way that delivers the right information to patients at the right time so patients can more easily consume healthcare information and take steps towards their care—helping healthcare organizations reduce costs, offer better patient care, and enhance health outcomes.

Engaged patients have better outcomes, higher patient satisfaction (up to 90% general rate of satisfaction) and lower readmission rates because they are better educated about their risks and their care and are more likely to make lifestyle changes and adhere to their treatment plans better.
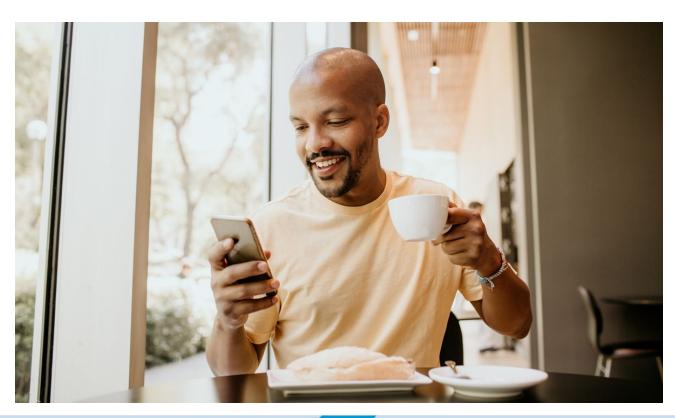
5 Health Campaign Strategies That Work

Consistently targeted health campaigns are winning strategies for retaining patients and reducing gaps in care. Clinical EHR data is used to segment patients by diagnosis or by screenings, vaccines, and other care they require.

Health campaigns allow you to educate and inform your patients about a variety of topics, including:

- New treatment options

- New healthcare trends

- Diseases and diagnosis information

- News and resources

- Tips for prevention and protection against particular diseases

Health campaigns also encourage patients to take action such as booking an appointment. We use submission of forms, touch-points, and number of newly-scheduled appointments to measure a campaign's success.

Matched with the following best practice strategies, health campaigns will not only help bridge gaps in care but they'll also drive new appointments, more revenue, and create a database of documented patient outreach for quality reporting.

Leverage the Power of Text Message, Email, and Voice Messages
Create targeted messages for your target audience. This ensures that you reach them with personalized messages that resonate with their needs.

Text, email, and voice messages are cost-effective ways to reach your patients and offer a level of reliability and efficiency that manual outreach can't match. Relatient's Health Campaign Manager makes it easy to create personalized messages for patients, track the outreach, deliverability, and responses. Use groups to develop templates for future campaigns based on chosen demographics.

Use Timing Strategically
You can leverage the timing of your health campaigns to build on the momentum of other events, timelines, and themes.

For instance, if you're running a Breast Cancer Awareness Campaign, October is the right time to promote your campaign as it's Breast Cancer Awareness Month. Let your campaign begin a month earlier and end a month later to make the most impact.
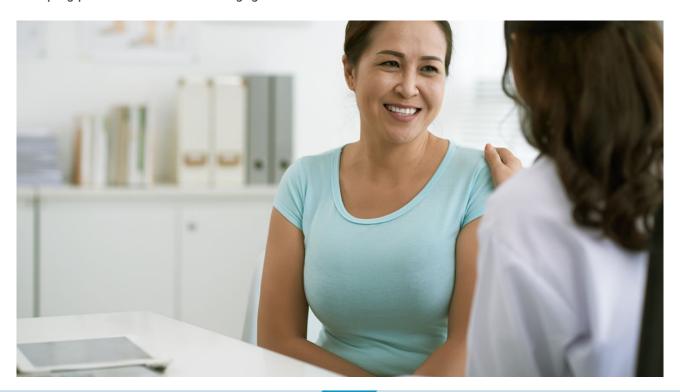
Leverage a Clear Call to Action

The purpose of a health campaign is to inform, remind, and educate patients about their ongoing healthcare and make it easy for them to take steps towards their providers. Leverage your other patient engagement solutions and easy action steps to drive better conversions from your campaigns. If you offer self-scheduling, either through your patient portal or your website, include the link in your health campaign so patients can make an appointment directly from the campaign messaging.

Customize the Campaigns Based on Patients' Feedback

Use feedback from patients to create health campaigns that resonate with your audience. This helps create content that patients find useful and interesting. It can encourage patients to share your content with their network, further improving patient engagement. We use surveys to collect feedback from target audiences and patients.

Utilize an Automated Health Campaign Manager

Sending text messages, reminders, emails, follow-up instructions, and voice messages are repetitive tasks that can consume a lot of resources if attempted manually. Using an automated health campaign manager ensures these tasks go out to patients consistently, regardless of staffing levels. Automation allows hospitals and other healthcare institutions to nurture inactive patients and offer ongoing support through existing patient engagement until they convert. The right healthcare campaign manager allows for automation of communication, building loyalty outside practice, and keeping patients informed and engaged.

3 Examples of Common Health Campaigns

Melanoma re-checks

Patients who have been diagnosed and treated for melanoma need consistent follow-up care and rechecks to ensure the melanoma does recur or spread. Ongoing follow-up is often hard for patients to keep up with but timed melanoma follow-up campaigns make it easy for patients to reengage at 3, 6. and 9 months post-treatment. Medical practices would create a list of patients due for these rechecks based on clinical data fields in the EHR and then customize messaging and include a link or phone number to make it easy for patients to schedule their recheck appointment.

Annual mammograms, colonoscopies, and other screening

Annual preventive care is incredibly important in driving early cancer detection and driving better patient outcomes. Health campaigns that utilize data sets of patients without current appointments or values within a 12 month period can be used to deliver education and appointment availability to patients who are due for this kind of care. If a patient's physician provides a digital "tap on the shoulder" to remind the patient to get preventive screening done, the patient is more likely to stay current and is more likely to catch cancer in an earlier phase when it's more easily treated.

"Not Seen in 3"

It's common for patients to drop off a physician's roster if they haven't been seen in 3 years, something that contributes to patient leakage and is also preventable. Medical practices can utilize a "not seen in 3" campaign to message patients, remind them they're due for a check-up, and make it easy to schedule an appointment. Take a look at how this women's health group added new appointments. and revenue to the schedule using this strategy.

Conclusion

Health campaigns are an easy solution to the rising gaps in care and declining patient volume that continue to impact health systems and medical providers even as the COVID-19 pandemic continues to resolve. Few providers can afford to pull their clinical or administrative staff to conduct manual patient outreach and yet patients continue to fall farther behind in their care, raising the risk that serious illnesses are going undiagnosed and untreated.

The risk to patients is the greatest concern of gaps in care, but there are implications for health systems and medical providers, too. Gaps in care can negatively impact quality scores and affect reimbursement, can make it difficult to qualify and maintain for recognitions like NCQA's Patient-Centered Medical Home, and make it difficult for physicians to meet the productivity numbers they are held accountable to. Health campaign automate and standardize outreach so patients are regularly reminded of the care and screenings they are due for and can schedule easily. Health campaigns can be utilized to educate patients about post-discharge and post-procedure recovery and follow up care, preventive care, and ongoing care to help them manage chronic conditions.

Health systems and medical providers utilizing health campaigns as part of their patient engagement strategy report better quality compliance, added revenue, better patient retention and schedule utilization, and higher patient satisfaction.

KLAS CATEGORY LEADER
PATIENT OUTREACH
2020

AWARDED #1 IN PATIENT OUTREACH

RELATIENT

Patient Engagement Solutions

(866) 473-8160 | Relatient.net

INDUSTRY AWARDS

KLAS CATEGORY LEADER PATIENT OUTREACH 2020 · 500™ Technology Fast 500 2019 NORTH AMERICA Deloitte. AWARDED IN 2018 & 2019 · RED HERRING 100 WINNER N. AMERICA · Capterra ★★★★★ USER REVIEWS · CUSTOMER RATED KLAS REVIEWED · High Performer WINTER 2020

PROUD SUPPORTERS OF

hfma · HBMA · naham · MGMA · HiMSS