

Pharos Innovations



The Organization

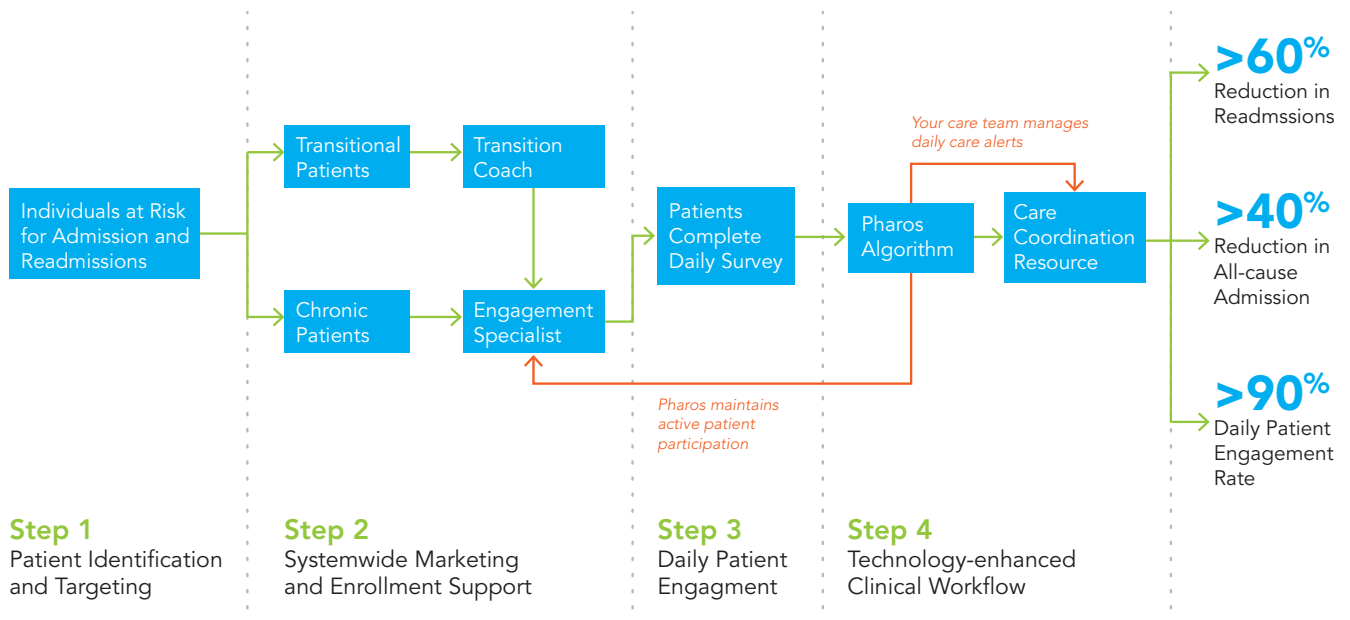
Pharos Innovations is a technology-enabled service provider helping healthcare systems and Accountable Care Organizations (ACOs) improve their economic performance by averting avoidable admissions through programs that regularly, consistently, and persistently engage patients in their daily self-care.

Motivation for Change

Under the Affordable Care Act (ACA), healthcare providers are incentivized to move from a fee-for-service payment model to one based on outcomes and value. For example, providers that coordinate patient care and reduce unnecessary hospitalizations can earn shared savings under Medicare programs.

The Pharos patient engagement solution allows these healthcare providers to identify segments of the population that are at risk for being readmitted to the hospital and empower these patients to actively participate in their daily care through easy-to-use automated surveys. Data gathered through the Pharos system helps the care management team identify and head off issues before a patient's health deteriorates. This ultimately leads to decreased hospital stays, patient behavioral change, and optimized care management models.

The Pharos Patient Engagement Approach



The Pharos patient engagement solution is built on the Aspect® Customer Experience Platform (CXP), a comprehensive software platform designed for the creation, management, reporting and analysis of omni-channel self-service applications. The Aspect® Customer Experience Platform is delivered through the Aspect Cloud, Aspect's expansive and patented global data center and telecommunications infrastructure.

In order to ensure patient adoption, Pharos determined that they needed to add omni-channel communication capabilities so that their customers could choose the channel they prefer (e.g., text or voice) and the context of the interaction would be maintained even if they switched channels.

Why Aspect

Pharos already had a strong relationship with Aspect and knew the company could provide the framework for a dynamic omni-channel cloud solution that could be easily configured when changes needed to be made. In addition, Aspect had best-in-class SMS and mobile web communication channels.

The Results

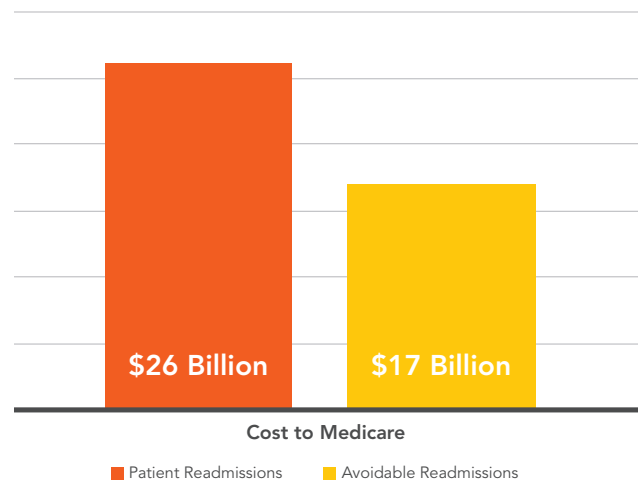
With the patient engagement solution rolled out, Pharos' ACO customers are seeing meaningful success for their patients enrolled in Pharos engagement programs. One customer, Community Health Network (CHN), cares for approximately 300,000 patients with a network of primary care providers, specialists, outpatient facilities, hospitals and post-acute services. They have been able to compare data from enrolled patients versus those who are not enrolled. The enrolled patient population experienced a 40+% reduction of all-cause hospital admissions thanks to the program.

“Patient engagement is a critical element to success in value-based care. The Pharos solution allows our customers to access actionable, near real-time data on their patients so they can improve the quality and outcomes of care.”

– Ryan Royal, Chief Technology Officer of Pharos

CHN selected Pharos in part because Pharos' daily patient engagement program enrolls patients with moderate to rising risk factors. Without engagement, this subset of patients often ends up in the hospital. Once engaged, patients take a proactive role in their self-care by completing daily health surveys and receiving education about their specific condition. Care managers can then identify participants in need of additional care and contact them to ensure proper follow-ups are taken. This continual exchange of information helps ensure patients not only take a more active role in their health, but also helps reduce preventable hospitalizations.

Last year, nearly 18% (roughly 2 million patients) of all Medicare patients in the U.S. who had been hospitalized were readmitted within a month, costing Medicare \$26 billion. Medicare officials estimate \$17 billion of that comes from potentially avoidable readmissions. Pharos' patient engagement program has made meaningful inroads in preventing readmission of participants. Part of this is due to daily patient engagement which helps Pharos clients and their participants keep 85% of physician appointments and achieve an average 98% prescription fill rate.





85% of physician appointments kept



98% prescription fill rate

CHN data revealed that patients who did not enroll in the patient engagement program experienced an 18% readmission rate, versus 6% for patients actively engaged in the Pharos program. CHN was very pleased that over 90% of patients would recommend the program to others. A year after implementing the Pharos program, CHN met their shared savings threshold, earning more than \$2 million and experiencing a 5x return on investment.



90% would recommend the program to others



5X ROI and earned \$2 million in shared savings

From a development standpoint, Pharos is pleased with the ease of configuration and flexibility of the program and has been able to easily enhance their personalization features.

“What is unique about our patient engagement solution is that we have near-real time patient data from self-reporting. This allows our program to trigger early intervention and possibly prevent an unnecessary hospital visit. And Aspect’s CXP platform has not only provided a flexible, dynamic platform to build our solution on, it has also made it easier for patients to use the system, increasing our customers’ adoption rate.”

– Ryan Royal

With the Pharos patient engagement solution, CHN is driving the best possible outcomes for patients and for the financial well-being of the organization.

Corporate Headquarters East

300 Apollo Drive
Chelmsford, MA 01824
+(1) 978 250 7900 office
+(1) 978 244 7410 fax

Corporate Headquarters West

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East

Headquarters
8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect’s fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world’s most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

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