



## “Remind me, why are we doing this again?”

Most organizations have lists of projects based on a high-level business case outlining how this will help with physician burnout, patient acquisition, care quality improvements, or any of the Triple Aim buckets. But as organizations create, integrate, and deploy content, tools, apps, and programs into use cases, the question naturally arises – why are we doing this?

Many times the response is, well because we’ve always done this and now we want to make it digital; or it’s an “innovation initiative” that the organization has prioritized.

These responses might work in the short term, but over time, these projects need to deliver. Xealth has drawn from our experience of working with dozens of health systems to create a quick reference guide for best-practice digital health measurement.

## What is a use case?

A use case is the overall asset or program that is being delivered to the patient plus the workflow that surrounds it – the defined patient population being targeted, order method, call-to-action to the patient, etc. Or more simply put – who do you want to do something, what do you want them to do, and why do you want them to do it?

## Most Popular Initiatives

- Behavioral Health
- Colorectal
- Diabetes
- Hypertension
- Mammography
- Maternity
- PT / Rehab
- Portal Adoption
- Tobacco Cessation
- Surgical Prep

## What is the value of a program or use case?

Digital initiatives generally hit one or more of the following categories of value:



### Revenue

Supporting clinical staff to easily deploy digital tools and use cases drives patient engagement, resulting in revenue impacts to the organization

- Increased visit/procedure volumes
- Reduction in no-shows to visits
- Improvement on VBC arrangements
- Payor subsidization



### Time Savings

Save providers, nurses, and clinical staff time in prescribing tools, following up with patients, searching for data, and clicking within the EHR

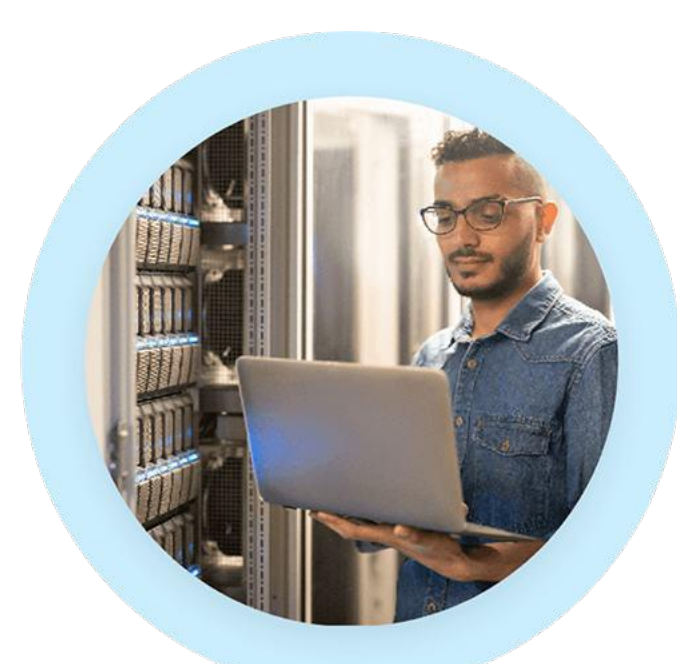
- Printing/collecting
- Phone calls
- Patient searching
- Manual data entry
- Multi-system login and access



### Patient Engagement

Increasing a patient’s engagement and activation on the use case drives additional value

- Portal activation
- App activation
- New patient acquisition
- LTV of Patient engaged with organization



### IT/IS Savings

Reducing the amount of IT/IS work required to implement additional digital tools, decrease overall maintenance of digital library

- App/Content integration
- Digital app integration
- Content library maintenance
- Digital app maintenance
- Repeated bespoke build for tools



# Making the Business Case

But how do you actually determine how all of the data fit together? Collecting both quantitative and qualitative data can help structure the big picture for you and your organization. Capturing important information like:

### Use Case Overview

- What is the use case - app, content, auto/manual order, patient population targeted, etc.

### Key Stakeholders

- Who are the champion(s) of this use case, who are the clinical and operational leaders over the project?

### Value Information

- What value category(ies) is this targeting?
- What metric is this use case measured by?
- What is the dollar value of the metric?

### Results

- What is the data related to this use case - order volume, patient engagement rates, visit volume?
- Total value - based on the data and value metrics, what is the value of this use case or initiative?

# How to Quantify Value

The value of a use case generally is based on two main components:

### Engagement Rate

The value of the use case is only applicable if the patient actually does what you want them to do

*Example:* watch the video, complete a PRO questionnaire, activates on the app

### Order Volume

The value of the use case is applicable based on each individual order of the use case because it is impacting staff time

*Example:* integration with an app reduces time for logging in and manually keying data; sending content digitally reduces the amount of phone calls staff need to make

## Example Customer Report Results: Academic Medical Center



### The Plan

Deliver an introduction video created for each provider, welcoming the patient to their upcoming appointment and a brief overview of the care provided.



### The Goal

Increase the patient's comfort with their upcoming appointment and provider, resulting in a reduction in visit no-shows.



### The Results

Over 20,000 patients engaged with the welcome videos, resulting in a no-show reduction of over 1,300 appointments, increasing revenue by over \$145,000.

## Xealth Analytics

At Xealth it's a priority not only to get use cases launched, but also to be able to measure the impact of those use cases. Having the right numbers easily accessible is crucial to measurement and reporting, so we have created Xealth's Digital Command Center with embedded Analytic Dashboards to better show you the facts, in a sensible way.

