

Proactive Patient Outreach

Improving Patient Care Has its Rewards

Neil Smiley
Chief Executive Officer
800-559-3057 x101
nsmiley@phytel.com



Transition to Proactive Care

Reactive



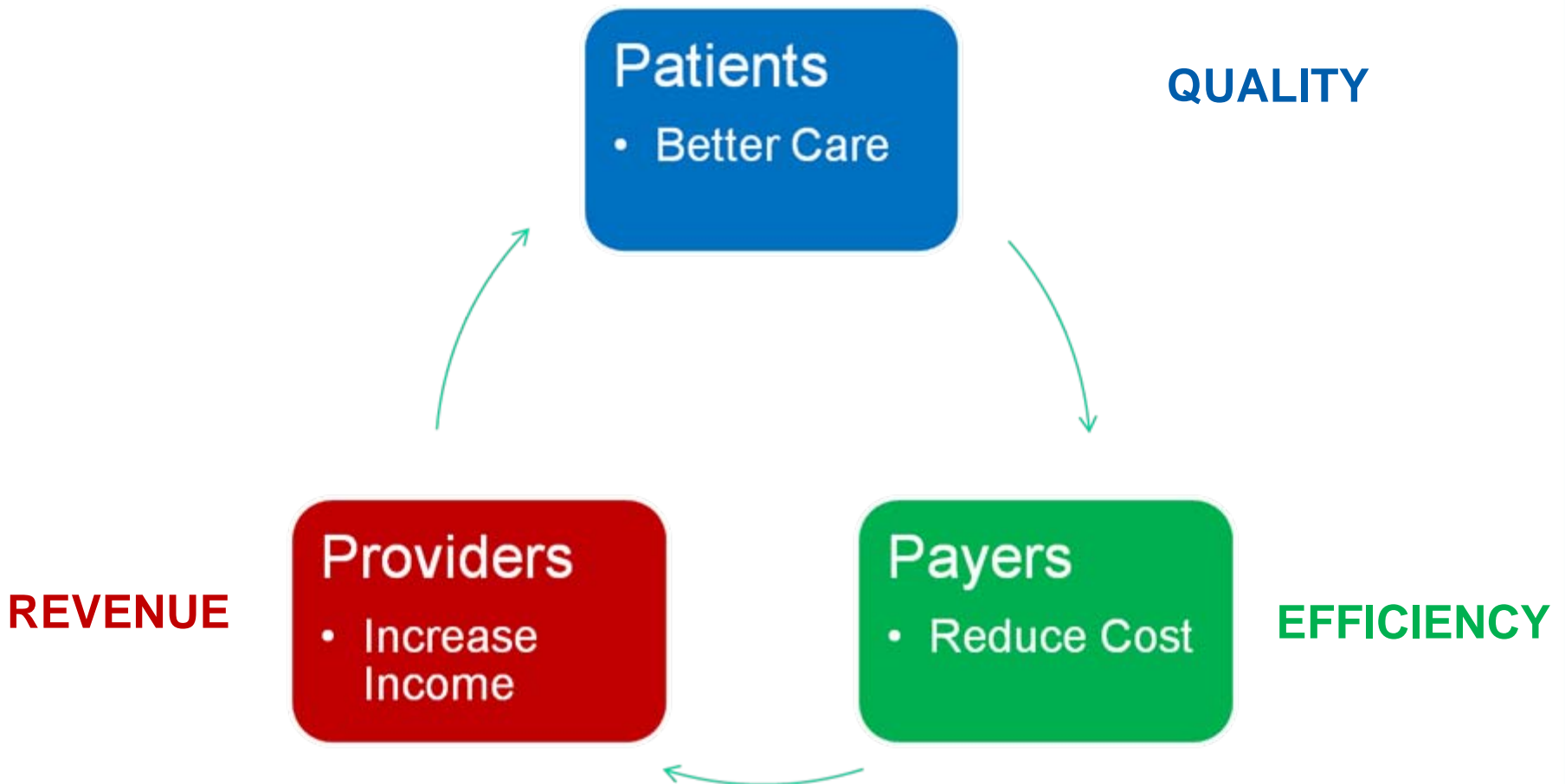
Proactive

- Whoever shows up
 - Chief complaint driven
 - Staffing constraints
 - Financial constraints
 - Limited clinical data
- Population management
 - Evidence-based protocols
 - Technology enabled
 - ROI justified
 - Leverage existing data while adding capabilities

Physician-Driven Disease Management

- Strengthen Patient-Physician Relationship
- Build on evidence-based guidelines
- Integrate clinical data from all sources
- Technology enabled solution
- Minimal disruption to existing workflows
- “Smart” communications

Framework for Sustainable Improvement

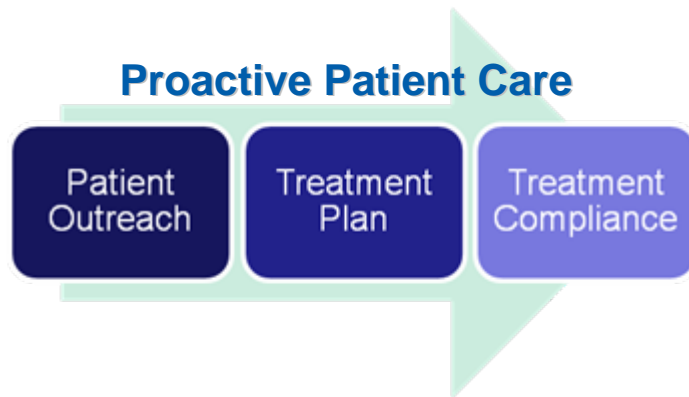


Proactive Patient Care

Patient
Outreach

Treatment
Plan

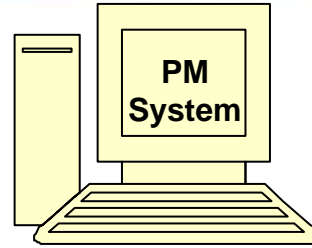
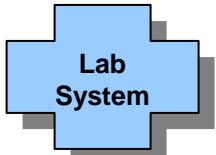
Treatment
Compliance



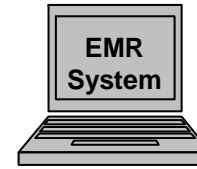
Proactive Patient Outreach

1. **Identifies** patients due for follow-up care
2. **Notifies** patients of recommended services
3. **Tracks** compliance events
4. **Measures** impact on quality and financial return.

When available



When available



Data Sources via Secure ASP



- Increased Adherence
- Pay-for-Performance
- Improve Outcomes

- Increased Bookings
- Pay-for-Performance
- Quality Improvement

Treatment Plan

- Alerts
- Paper/Electronic
- Evidence-based
- Orders
- Problem List
- P4P Measures

Point of Care

**Phytel
Protocols
Engine
Evidence-
based**

**Patient
Outreach**

**Phytel
Communications
Engine**

- Automated Process to:
- Identify Notify, Track, Measure Non-compliant Patients

HOW IT WORKS

Affordable set-up fees via **subscription business model**.

Demand on IT systems is minimal – Phytel works with existing PM system resources to define data fields and provide needed technical support.

Virtually no physician disruption or training is needed since the service operates invisibly in the background = **100% Physician adoption**

Limited impact on office workflow – schedulers are trained by Phytel.

Phytel cost is contractually guaranteed to provide a minimum 3X return on investment (via additional practice profitability and adherence improvements) or the Service Agreement may be cancelled and fees refunded.

IDENTIFY

Identify patients that are overdue for service (non-compliant):

- Data integration across all available systems (flexible input)
- Evidence-based protocols or provider specific recommendations
- Build and maintain an **active patient registry** for disease management and preventative care events
- Automatic, daily scan of all patients for non-compliant conditions
- Prioritization and consolidation of overlapping protocols

SAMPLE GUIDELINES / PROTOCOLS

Primary Care (Internal Med/FP)

- Diabetes
- Hypertension
- Congestive Heart Failure
- Coronary Artery Disease
- High Cholesterol/Lipid Management
- Thyroid Management
- Annual Visits
- IPPE/Medicare (one-time) Physical
- Prostate Screening

Pediatric

- Annual Visit Reminder
- Immunizations (MMR, Varicella)
- Well Baby Exam
- Chlamydia Screening
- School Physicals
- Sports Physicals
- Flu Vaccinations
- Asthma
- Birthday

Ophthalmology

- Cataracts
- Retinal Detachment
- Macular Degeneration
- Glaucoma
- Myopia
- Strabismus
- Corneal Decompensation
- Astigmatism

OBGYN

- Annual Visits
- Annual Pap Smear
- Breast Cancer Screening
- Osteoporosis Screening
- Chlamydia Screening

Ancillary Services

- Bone-Density (DEXA)
- Mammogram
- Ultrasound/Sonogram
- ECHO
- MRI/CT

Custom /Ad-hoc

- Health Alerts
- Drug Recalls
- Moving Notifications
- New Services
- New Providers
- New Locations
- Changes Notifications

Dermatology

- Dysplastic Nevi
- Melanoma
- Annual Scans

Cardiology

- Congestive Heart Failure
- Coronary Artery Disease
- Coumadin

Gastroenterology

- Polyp Surveillance
- GERD
- Colonoscopy

Pulmonary

- Cystic Fibrosis
- COPD

2008 PQRI

- CMS Performance Measures

EVIDENCE-BASED GUIDELINES / PROTOCOLS

Tier	Standards Organization	Sponsoring Entity	Update Cycle
1 st	PQRI	CMS	Annually
2 nd	Physician Consortium for Performance Improvement (PCPI)	AMA/CMS	Variable
3 rd	NQF	Consortium/CMS	Variable
4 th	USPSTF	AHRQ/CMS	Variable
5 th	Ambulatory Care Quality Alliance (AQA)	AAFP, ACP, AHIP & AHRQ/CMS	Variable
6 th	Integrated Healthcare Association (IHA)	Aetna, Blue Cross of California, Blue Shield of California, CIGNA HealthCare of California, Health Net and PacifiCare	Variable
7 th	NCQA-HEDIS	Independent 501c3 Quality Standards Organization	Annually
8 th	DOQ-IT	CMS	No longer updated
9 th	Specialty Society	Specialty	Variable
10 th	Disease Association	Association	Variable
11 th	Journal Citation	Individual(s)	Not Applicable

PM System Data (No EMR)

DIABETES MELLITUS, TYPE 2

HEMOGLOBIN A1c EVERY 6 MONTHS

PM System → Phytel Registry:
Patients with Type 2 DM and their contact information



Phytel Protocol Engine:
> 6 Months



PM System Appointment Module:
No Appointment Scheduled



Phytel Messaging:
Notify patient that lab test is due; notify scheduling why patient was called

Practice Management and EMR Data

DIABETES MELLITUS, TYPE 2

HEMOGLOBIN A1c OPTIMUM STRATIFICATION

PM System → Phytel Registry:

Patients with Type 2 DM and their contact information



Hemoglobin A1c Laboratory Results from EMR:

< 7% ("Well Controlled") = 6 months 7-9% ("Poorly Controlled") = 3 months
> 9% ("Uncontrolled") = monthly



PM System Appointment Module:

No Appointment Scheduled



Phytel Messaging:

Notify patient that lab test is due; notify scheduling why patient was called

NOTIFY

Notify patients that they are overdue for a needed service:

- Flexible Messaging to patients – phone, email, HIPAA-compliant secure messaging
- Communication back to scheduler(s) regarding what calls have been placed and for what reason
- Confirm All Existing Appointments



Sample Notification
Disease Management



Sample Notification
Bone Density Exam



Sample Notification
Well Child Visit










Sample Notification
Appointment Confirmation

THE PHYTEL CONNECTION® CLIENT - OUTREACH

Phytel Connection Client

File Action View



 Last First Date Today Status All Recall Reason

General

- Inbox
- Outbox
- Appointments
- Recall History

Contacts

- Patients

Recall

Sta	Status	Date/Time	Patient Name	Birth Date	PMS ID	Reason	Contact Informati
PI		09/14/2006 09:34 AM		11/08/1960	500002	/CHOL 6mo	(972) 998-0693
G		09/14/2006 09:33 AM		01/08/1992	496909	/Annual	(972) 986-6681
B		09/14/2006 09:33 AM		09/03/1988	21723	/Annual	(972) 986-8388
FE		09/14/2006 09:33 AM		09/09/1936	10681	/CHOL 6mo /THY 6mo /MA...	(972) 986-7600
M		09/14/2006 09:33 AM		04/29/2000	41898	/Annual	(972) 986-7130
M		09/14/2006 09:32 AM		02/24/1955	481802	/HTN 6mo /CHOL 6mo	(972) 986-4254
HI		09/14/2006 09:32 AM		02/13/1963	39007	/HTN 6mo /CHOL 6mo /TH...	(972) 986-0802
QI		09/14/2006 09:32 AM		09/29/1955	490872	/HTN 6mo /CHOL 6mo /TH...	(972) 986-1803
GI		09/14/2006 09:31 AM		07/26/1953	27556	/CHOL 6mo	(972) 898-7998
TI		09/14/2006 09:30 AM		08/03/2001	474756		(972) 870-5774
SI		09/14/2006 09:30 AM		09/23/1957	6586	/HTN 6mo /CHOL 6mo	(972) 841-8210
DI		09/14/2006 09:29 AM		03/23/1956	2674	/CHOL 6mo	(972) 790-9338
HI		09/14/2006 09:29 AM		01/24/1936	3286	/HTN 6mo /DEXA /MAMM	(972) 790-8918
w		09/14/2006 09:29 AM		02/17/1953	485890	/CHOL 6mo	(972) 790-6330
FC		09/14/2006 09:29 AM		01/19/1965	508611	/HTN 6mo	(972) 762-8990
TI		09/14/2006 09:28 AM		03/16/1987	488368	/Annual	(972) 745-1776
TI		09/14/2006 09:27 AM		09/14/1956	26875	/CHOL 6mo	(972) 642-6973
M		09/14/2006 09:27 AM		08/29/2001	503986		(972) 659-1158
S		09/14/2006 09:27 AM		05/08/1925	50506	/CHOL 6mo	(972) 570-0626
G		09/14/2006 09:26 AM		12/08/1999	19063	/Annual	(972) 567-9056
RI		09/14/2006 09:26 AM		12/12/1924	499514	/HTN 6mo /CHOL 6mo /DE	(972) 602-9870

Items: 125

Facility: River Oaks User: Gary Zimny

THE PHYTEL CONNECTION® CLIENT

Abbey, Jeff Q DOB: 11/09/1964 Gender: M - Protocol Opt Out

Opt Out Reason: **Protocol Specific Opt Out** Remove From Appointment Reminder Last Update Date: _____

Please check the protocols you wish to opt out for Abbey, Jeff Q and then select a reason. Uncheck the protocols you wish to reinstate.

Protocol Name	Effective Date	Opt Out Days	Expiration Date	Protocol Specific Reason
<input checked="" type="checkbox"/> Annual Visit Female Recalls	7/30/2007		NEVER	Please select a reason from the list
<input type="checkbox"/> Annual Visit Male Recalls				
<input type="checkbox"/> Annual Visit Recalls	8/23/2006			
<input type="checkbox"/> Bi-Annual Female Visit				
<input type="checkbox"/> Bi-Annual Male Visit				
<input type="checkbox"/> Bi-Annual Visit				
<input type="checkbox"/> Colon Screening 10-Year Recall				
<input type="checkbox"/> Colon Screening 5-Year Recall				
<input type="checkbox"/> Coumadin Recall				
<input type="checkbox"/> Default External Recall				
<input checked="" type="checkbox"/> DEXA Scan Recall	8/23/2006		NEVER	Please select a reason from the list
<input type="checkbox"/> Diabetes 3-Month Recall	8/16/2006			

OK Cancel

Patient is Opted Out of All Protocols - Global Opt Out

1. Doctor Request – Global Opt Out
2. Invalid Phone Number
3. Left Practice - Changed Doctors
4. Left Practice - Insurance Change
5. Left Practice - Moved From Area
6. Left Practice - Patient Dismissed
7. Not a Regular Patient
8. Other Global Opt Out
9. Patient Deceased
10. Patient Impaired
11. Patient Request - Does Not Like Automation
12. Patient Request - Prefers Not to Receive Reminders


Patient Is Opted Out of Specific Protocols



1. Appointment is Scheduled
2. Benefit Not Covered
3. Condition Not Valid
4. Condition Resolved
5. Doctor Request
6. Followed by Other Provider in Other Location
7. Other Reason
8. Patient Decline Permanent
9. Patient Decline Temporary
10. Service Provided Elsewhere
11. Service Provided in Office

PHYTEL APPOINTMENT CONFIRMATIONS

Phytel Connection Client

File Action View Report





 Schedule Appt Date 9/15/2006 Status Not Completed

General

- Inbox
- Outbox
- Appointments
- Recall History

Contacts

- Patients

Appointments

✓	Sta	Time	Dur	Patient Name	Type	Memo	Con
		08:30 AM	15	██████████, WM	OFFICE VISIT 15 MIN.	FU MEDS	(972) ██████
		08:45 AM	15	██████████, PAUL	OFFICE VISIT 15 MIN.	CHECKUP BP	(972) ██████
		08:55 AM	15	██████████, ROBERT	OFFICE VISIT 15 MIN.	FU BP	(972) ██████
		09:15 AM	15	██████████, ALUMKAL S	OFFICE VISIT 15 MIN.	CONGESTION	(972) ██████
		09:45 AM	15	██████████, LANNY	OFFICE VISIT 15 MIN.	MEDICATION REFILL	(972) ██████
		10:00 AM	15	██████████, LAWRENCE	OFFICE VISIT 15 MIN.	FU LAB RESULTS	(972) ██████
		10:15 AM	15	██████████, DOUGLAS	OFFICE VISIT 15 MIN.	CHECKUP CHOLEST	(940) ██████
		10:30 AM	30	██████████, BETTY	PHYSICAL 30 MINUTES	PHYSICAL	(972) ██████
		11:00 AM	15	██████████, SUSAN	OFFICE VISIT 15 MIN.	FU MEDS	
		11:15 AM	15	██████████, JUDY	OFFICE VISIT 15 MIN.	PAPERWORK FOR STEF	(940) ██████
		11:30 AM	15	██████████, MITCHELL	OFFICE VISIT 15 MIN.	FU LABS RESULTS	(469) ██████
		11:45 AM	15	██████████, KAYLEIGH	OFFICE VISIT 15 MIN.	TRIED ALOT	
		12:00 PM	15	██████████, EMMA J	OFFICE VISIT 15 MIN.	BLADDER INFECTION	(972) ██████
		12:15 PM	30	██████████, GEORGE	OFFICE VISIT 30 MIN	BACK PAIN	(972) ██████
		12:30 PM	15	██████████, RICHARD	OFFICE VISIT 15 MIN.	FU PAIN	(972) ██████

Confirmed on 09/13/2006 06:28 PM

Items: 15

Facility: River Oaks User: Gary Zimny

TRACK

Track to see if a visit is scheduled:

- Monitor booking activity and patient compliance rates as result of intervention
- Typically call up to 5 times over a 6 to 8 week interval based
- Historical outcome average is about 50% or 1 out of every 2 patients receiving an automated reminder will follow through and book the appointment

TRACKING IMPACT ON ADHERENCE

ProviderName	ActivePatients	DM	HTN	CHOL	THY	ASTHMA	CHRONIC	% N/C	NC_Annual	% N/C
Physician	1780	125	360	200	104	45	484	27.19%	320	17.98%
Physician	1441	57	160	100	36	31	267	18.53%	236	16.38%
Physician	1525	90	239	202	67	41	396	25.97%	307	20.13%
Physician	1,640	131	278	107	54	47	417	25.43%	267	16.28%
Physician	1,421	99	247	36	30	25	367	25.83%	305	21.46%
Physician	1,915	134	305	238	97	24	475	24.80%	387	20.21%
Physician	883	24	81	51	32	24	115	13.02%	197	22.31%
Physician	1,897	171	447	369	144	60	616	32.47%	373	19.66%
Physician	2,303	160	400	260	129	77	629	27.31%	426	18.50%
Physician	2,240	120	354	137	95	24	559	24.96%	419	18.71%
	17,045	1,111	2,871	1,700	788	398	4,325	25.37%	3,237	18.99%

Active Patients	Patients seen within last 24 months or available history		
DM	Diabetes	NC_DM	Diabetes Non-compliant 6mo follow-up
HTN	Hypertension	NC_HTN	Hypertension Non-compliant 6mo follow-up
CHOL	High Cholesterol	NC_CHOL	High Cholesterol Non-compliant 6mo follow-up
ASTHMA	Asthma	NC_THY	Thyroid Disorders Non-compliant 6mo follow-up
CHRONIC	Count of unique patients with one or more chronic	NC_ASTHMA	Asthma Non-compliant 6mo follow-up
THY	Thyroid Disorders	NC_CHRONIC	Count of unique patients non-compliant with one or more chronic conditions
		NC_Annual	Count of patient non-compliant without annual visit exam

MEASURE

Measure patient adherence to drive and validate quality improvement:

- Better patient adherence = better outcomes.
- P4P can add practice revenue to justify investment in achieving greater adherence and quality
- Manage the quality measurement denominator: bring patients into adherence, verify care elsewhere, or dismiss from the practice
- Report to providers

ADHERENCE MEASUREMENT

Facility	Recall Provider	Patient	Days Since Last Appt	Days Since Last Chronic Visit	Days Since Last Prev Visit	Days Until Next Visit	First Recall Date	Call Count	Recall Reason	Booking Type	Booking Date	Sched Date	Days Recall To Book	Days Book to Visit
FAM-BROADWA	PHYSICIAN A	PATIENT A	59	254			02/13/07	1	/HTN CON /CHOL CON	EXM:Physical, Annual	02/21/07	03/01/07	8	10
FAM-BROADWA	PHYSICIAN A	PATIENT B	34	215	215		02/16/07	1	/HTN CON /CHOL CON /MAMM	LAB:Fasting	02/20/07	03/06/07	4	16
FAM-BROADWA	PHYSICIAN A	PATIENT B	34	215	215		02/16/07	1	/HTN CON /CHOL CON /MAMM	OFF:Follow Up	02/20/07	03/09/07	4	19
FAM-BROADWA	PHYSICIAN A	PATIENT C	220	220			02/22/07	1	/CHOL CON	OFF:Follow Up	03/02/07	03/13/07	10	11
FAM-BROADWA	PHYSICIAN A	PATIENT D	296	296			02/16/07	1	/HTN CON	EXM:Physical, Fasting	02/21/07	04/30/07	5	69
FAM-BROADWA	PHYSICIAN A	PATIENT E	303	303			02/20/07	1	/HTN CON /CHOL CON	EXM:Physical, Fasting	02/21/07	04/30/07	1	69
FAM-BROADWA	PHYSICIAN A	PATIENT E	303	303			02/20/07	1	/HTN CON /CHOL CON	OFF:Follow Up	02/27/07	03/01/07	7	4
FAM-BROADWA	PHYSICIAN A	PATIENT F	73				02/22/07	1	/CHOL CON /MAMM	OFF:Follow Up	02/22/07	02/26/07	0	4
FAM-BROADWA	PHYSICIAN A	PATIENT G	94	354	354		02/14/07	1	/HTN CON /CHOL CON	LAB:Fasting	02/16/07	03/06/07	2	20
FAM-BROADWA	PHYSICIAN A	PATIENT H	94	354	354		02/14/07	1	/HTN CON /CHOL CON	EXM:Physical, Annual	02/16/07	03/12/07	2	26
FAM-BROADWA	PHYSICIAN A	PATIENT I	374	374	374		02/23/07	1	/CHOL CON	EXM:Physical, Annual	02/27/07	03/05/07	4	8
FAM-BROADWA	PHYSICIAN A	PATIENT J	374	374	374		02/23/07	1	/CHOL CON	LAB:Fasting	02/27/07	02/28/07	4	1
FAM-BROADWA	PHYSICIAN A	PATIENT K	342	342	383		03/01/07	1	/HTN CON /CHOL CON	LAB:Fasting	03/02/07	03/06/07	1	4
FAM-BROADWA	PHYSICIAN A	PATIENT L	342	342	383		03/01/07	1	/HTN CON /CHOL CON	EXM:Physical, Fasting	03/02/07	03/09/07	1	7
FAM-BROADWA	PHYSICIAN A	PATIENT M	213	213			02/07/07	1	/DM CON /HTN CON /CHOL CON	LAB:Fasting	02/08/07	02/15/07	1	7
FAM-BROADWA	PHYSICIAN A	PATIENT M	213	213			02/07/07	1	/DM CON /HTN CON /CHOL CON	OFF:Follow Up	02/08/07	02/20/07	1	12
FAM-BROADWA	PHYSICIAN A	PATIENT M	213	213			02/07/07	1	/DM CON /HTN CON /CHOL CON	OFF:Follow Up	02/13/07	02/20/07	6	7
FAM-BROADWA	PHYSICIAN A	PATIENT M	213	213			02/07/07	1	/DM CON /HTN CON /CHOL CON	LAB:Fasting	02/21/07	05/21/07	14	90
FAM-BROADWA	PHYSICIAN A	PATIENT M	213	213			02/07/07	1	/DM CON /HTN CON /CHOL CON	EXM:Physical, Annual	02/28/07	05/25/07	21	85

BOOKING MEASUREMENT

ApptType	BookingCnt	Avg Reimb	Booking Revenue
ACT:Cough/Cold	2	\$ 80.00	\$ 160
ACT:OTHER,SEE COMMENT	19	\$ 80.00	\$ 1,520
DXT:Nuclear Stress Test	1	\$ 80.00	\$ 80
EXM:Phys- Well Woman	16	\$ 200.00	\$ 3,200
EXM:Physical	1	\$ 200.00	\$ 200
EXM:Physical, Annual	28	\$ 200.00	\$ 5,600
EXM:Physical, Fasting	44	\$ 200.00	\$ 8,800
EXM:Physical, PreOp	1	\$ 200.00	\$ 200
EXM:Physical, Well Child	1	\$ 80.00	\$ 80
LAB:Fasting	37	\$ 80.00	\$ 2,960
LAB:Normal	3	\$ 80.00	\$ 240
OFF-New Patient Mcare	1	\$ 80.00	\$ 80
OFF:Established Patient	50	\$ 80.00	\$ 4,000
OFF:Follow Up	232	\$ 80.00	\$ 18,560
OFF:Hospital Follow Up	1	\$ 80.00	\$ 80
OFF:Meds Check	5	\$ 80.00	\$ 400
Unknown Appointment	1	\$ 80.00	\$ 80
	443		\$ 46,240

ROI MEASUREMENT

Package	Subscription	Providers	Total
Phytel Patient Outreach Package (including setup costs with 3yr Amortiza	\$ 338.00	10	\$ 3,380

Range of Return	ROI	Benefits / Mo	Benefit / Yr
Low ROI (Guaranteed Pricing Level)	3.0	\$ 10,140	\$ 121,680
Medium ROI	10.0	\$ 33,800	\$ 405,600
High ROI	15.0	\$ 50,700	\$ 608,400

Phytel Benefit Components:

Booking Revenue from formerly non-compliant patients

Incremental Appts X Avg Reimb Rate = Incremental booking revenue

Typical ROI Estimating Factors (Specific rates may be higher or lower)

Office Visit Revenue	\$ 80.00
Annual visit revenue	\$ 200.00
Dexa Scan Revenue	\$ 130.00
Staff cost per hour	\$ 13.00

Actuals from February 5 thru March 5 2007

	Monthly Cost	Months	Total
Subscription Costs	\$ 3,380.00	1	\$ 3,380
Booking Revenue from Formerly non-compliant patients			\$ 46,240

Return on Investment

13.7

OUTREACH EXCEPTION MEASUREMENT

DM Recall Exceptions

Facility: **FAMILY PRACTICE**

Report Generated: **Jun 14 2007 11:00PM**

This report contains patients who have not booked an appointment after receiving 3 successful Disease Management Calls or a total of 5 attempts. This group of patients was last contacted during the week of Jun 11, 2007.

, MD

Patient Name	PMS ID	Phone	Reason	Last Appt	Accessed	Failed	Attempts
	456335		/THY 6mo	Mar 21 2007 12:00AM	3	0	3
	476057		/Annual	Apr 17 2007 12:00AM	0	3	3
	426441		/Annual	Mar 26 2007 11:10AM	2	0	2
	404414		/Annual /MAMM	Mar 29 2007 12:00AM	2	0	2
	475507		/Annual	May 2 2006 8:30AM	2	0	2
	502245		/Annual	Mar 28 2007 2:20PM	2	0	2
	475141		/THY 6mo	Oct 13 2006 2:45PM	3	0	3
	503263		/HTN 6mo /CHOL 6mo /THY 6mo	Nov 3 2006 2:00PM	0	5	5
	61518		/Annual	Feb 16 2007 9:20AM	2	0	2
	407584		/Annual	Mar 26 2007 3:00PM	2	0	2
	446715		/HTN 6mo /CHOL 6mo	Oct 4 2006 11:00AM	3	0	3
	500626		/Annual	Mar 26 2007 1:30PM	2	0	2
	448952		/Annual /MAMM	Apr 16 2007 2:40PM	0	3	3

CASE STUDY



Profile

- Private multi-specialty group practice with 55% PCPs servicing suburban Milwaukee (Menomonee Falls)
- 100+ physicians across 27 specialties & 5 sites
- Wellness Center, PT, Diabetes Clinic
- Ancillary: Lab, Bone densitometry, Mammography
- Self Reporting to Wisconsin Collaborative for Healthcare Quality (www.wchq.org)
- NCQA recognition & excellent quality ratings
- GE IDX Practice Management System & InteGreat EMR
- GPIN, AMGA Membership (Presenting at AMGA 2008)
- Launched quality project to improve cancer screenings

CASE STUDY



Opportunity

- Automate patient recalls & appointment confirmations
- Proactive patient care and patient safety
- Increase revenue & physician productivity
- Optimize resources within ancillary departments
- Improve quality scores
- Reduce staff time - currently doing 3,000 manual calls daily or 150 hours/day
- Redirect staff time to provide better patient service

CASE STUDY

Phytel Solution

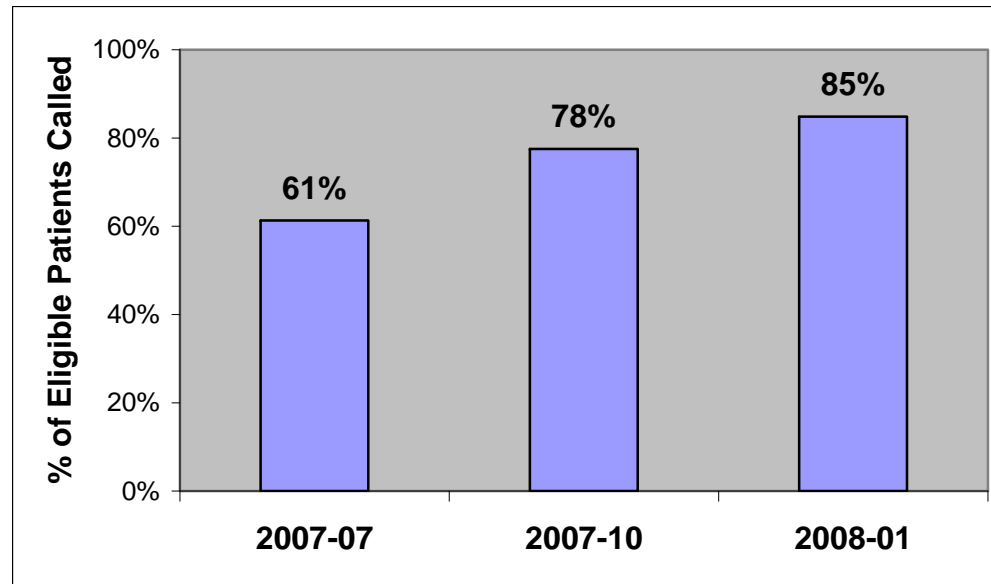


- Proactive Patient Outreach Service
 - 100% Primary Care Physician Adoption
 - Phytel protocols for diabetes, hypertension, cholesterol, CAD, CHF, annual physicals, paps, immunizations, colorectal screenings, Dexa, mammograms
- Automated Appointment Reminders
 - 100% Primary Care Physician Adoption
 - 95% Specialist Physician Adoption
 - 176 Providers/Resource Schedules Deployed
- Collaborative Implementation Project with Go-Live in 63 Days

Methodology

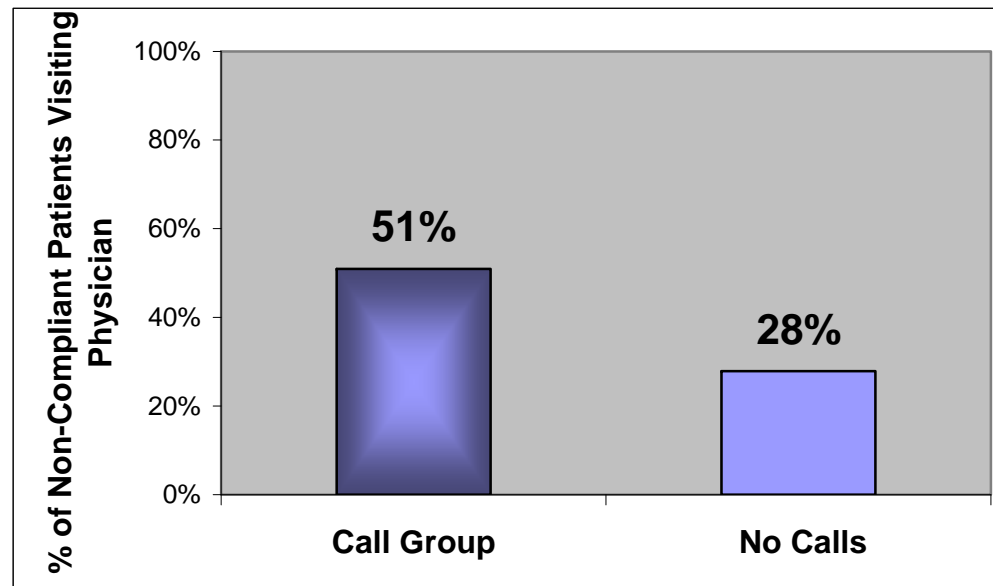
- All patients that were non-compliant with a Phytel chronic protocol in the program inception registry were identified.
 - Protocols included Asthma, Diabetes, Heart Failure, High Cholesterol, Hypertension and Thyroid Disorder.
- The analysis was divided into three time periods:
 - 7/2007 to 9/2007: 1st quarter
 - 10/2007 to 12/2007: 2nd quarter
 - 1/2008 to 3/2008: 3rd quarter
- For each time period, the population was divided by protocol into those who received calls from Phytel and those that did not.
 - The percentage of patients who received a call or calls was compared to those who did not receive a call.

Percentage of patients called over course of study



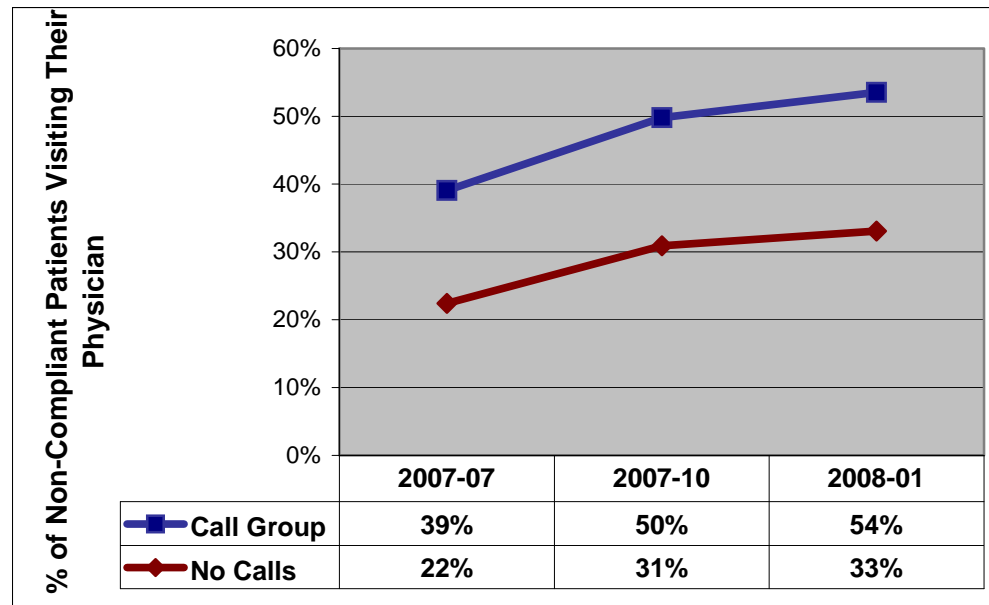
- By the third quarter, 85% of the chronic patients had been called.
- It should be noted that call volume is determined by the contracted physicians.
- Had the call volume been higher, Phytel could have reached the 85% threshold earlier in the course of the program.

Physician visits by non-compliant patients after 9 months



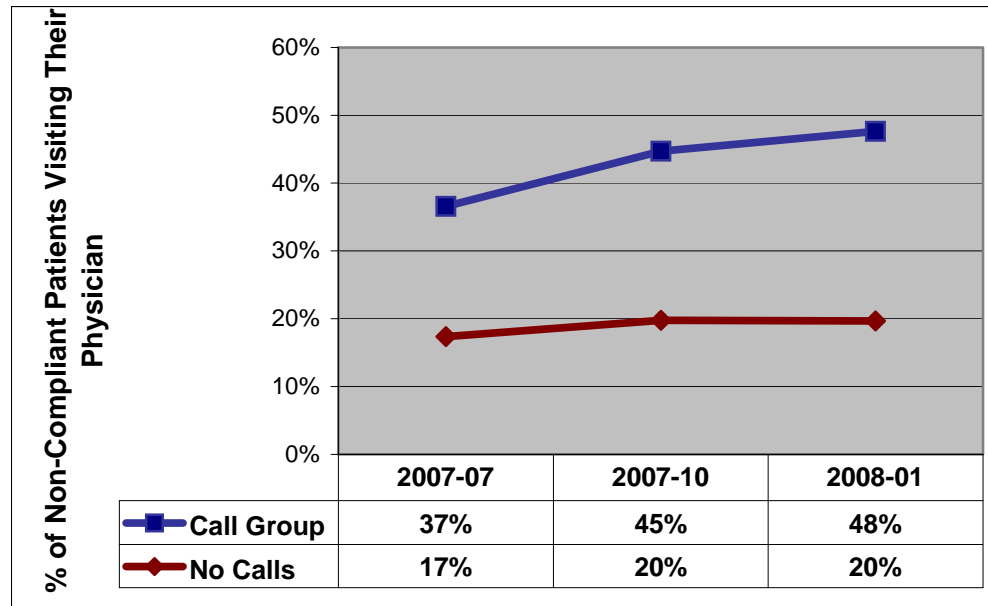
- By the end of the third quarter, the percentage of outreach patients who visited their physician after receiving calls from Phytel was almost **85%** better than those who received no Phytel calls.

High Cholesterol visit percentages by quarter



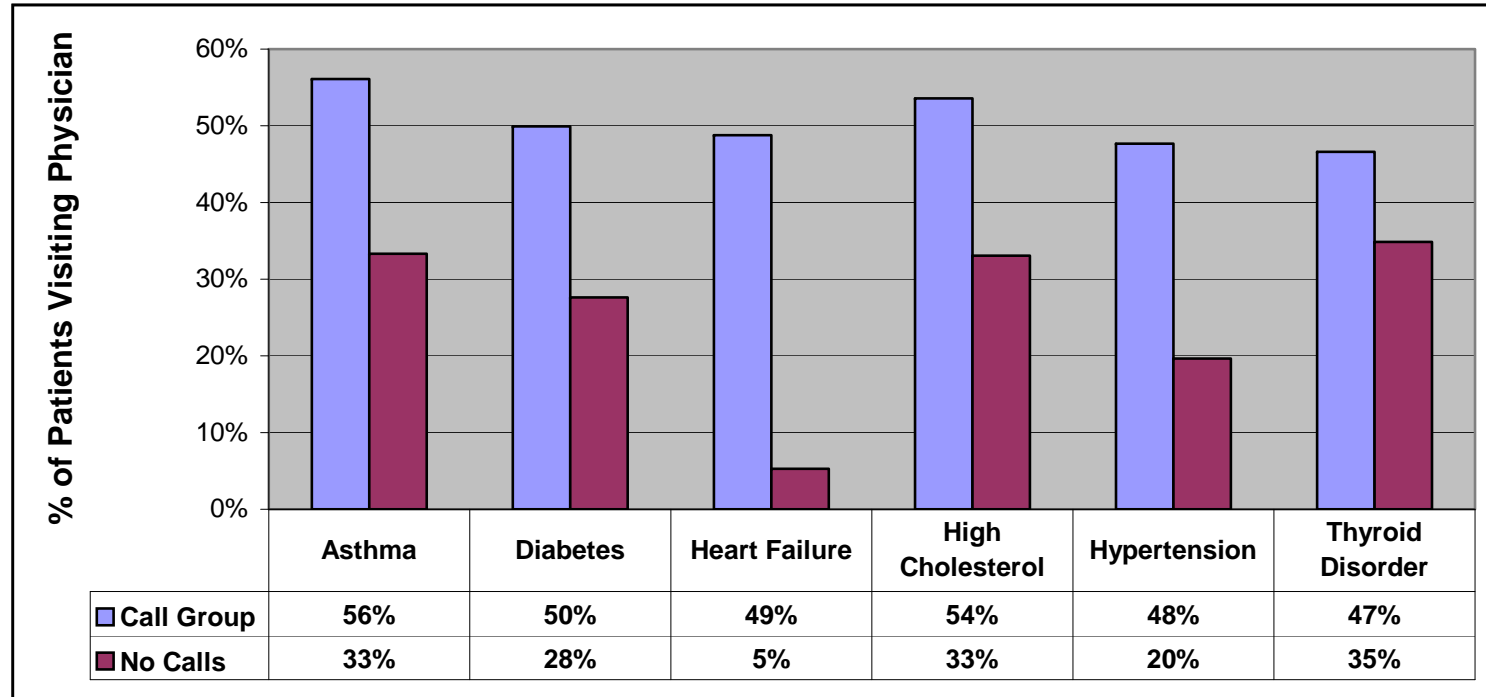
- The difference between the visit percentages of the two high cholesterol groups gradually increases.
- By the end of the third quarter, non-compliant high cholesterol patients receiving calls from Phytel are **62%** more likely to visit their physician than patients who are not.

Hypertension visit percentages by quarter



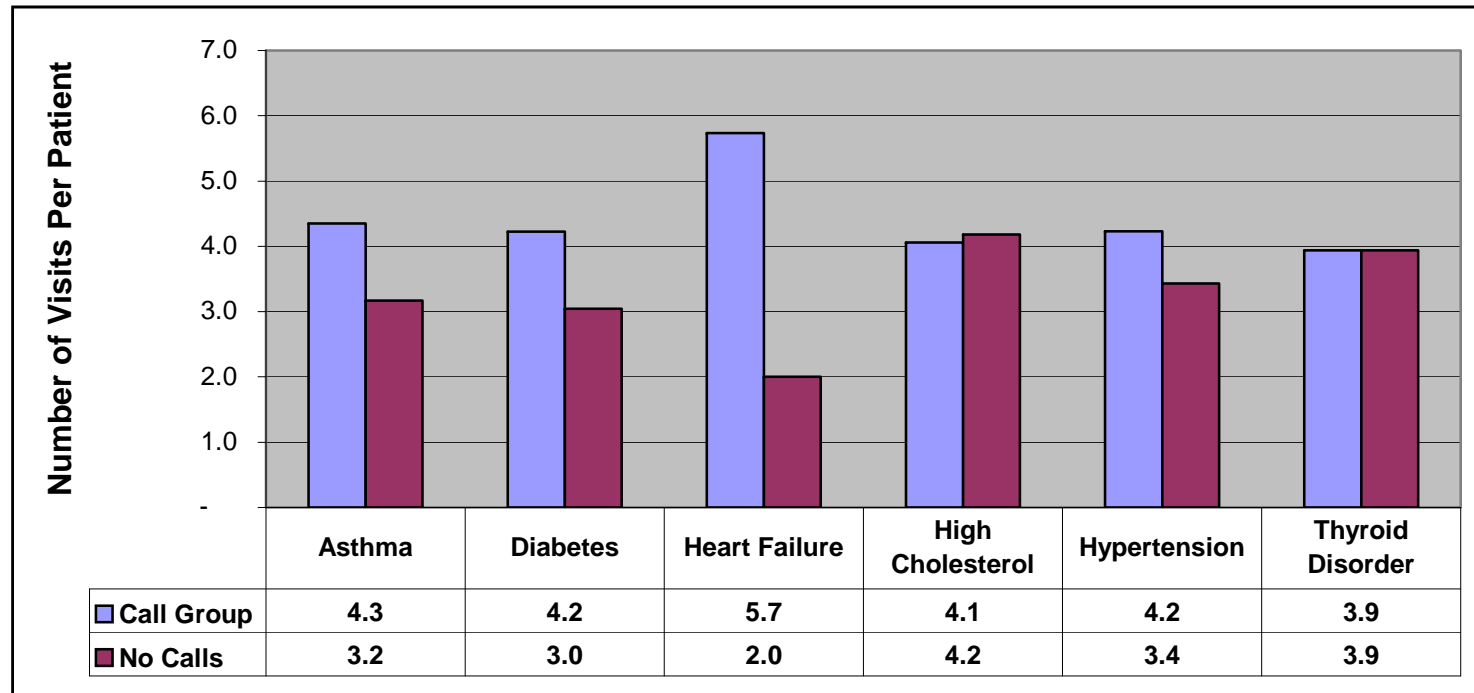
- By the end of the third quarter, non-compliant hypertension patients receiving calls from Phytel are **140%** more likely to visit their physician than patients who are not.

End of study results for all chronic protocols



- For each chronic protocol, the call group has a higher visit percentage than the group not receiving calls.
- Overall the increase is about 85%.

Average number of patient visits



- In addition to increasing the number of visits by about 85%, Phytel also increases the average number of visits per patient.
- For all protocols, the average increase is 10%.
 - Asthma, Diabetes, Heart Failure and Hypertension together show an average increase of 40%.

CASE STUDY



Clinical Results – First 120 Days

- ✓ **729 days** of most non-compliant patient booked – Chronic
- ✓ **832 days** of most non-compliant of patient booked – Preventative
- ✓ **31,863 patients** recalled
- ✓ **11,359 additional** appointments (patients back in compliance)

Financial Results – First 120 Days

- ✓ **100,000+** appointment reminders delivered with **3.3% No Show Rate**
- ✓ **\$61,576** in operational savings from **9,000 minutes per day** - redirected staff time from not having to make manual calls
- ✓ **\$1,244,920** incremental booking revenue
- ✓ **14X ROI**

SAMPLE PHYTEL CLIENTS

- **Aurora Healthcare**, Milwaukee, WI (~1,000 providers)
- **Gundersen Lutheran Health System**, La Cross, WI (~500)
- **Health Management Associates**, Naples, Florida, (~700)
- **Mamoidodes**, Brooklyn, New York (~1,000)
- **Great Falls Clinic**, Great Falls, Montana (~150)
- **Ogden Clinic**, Ogden, UT (~100)
- **John C. Lincoln Health System**, Tucson, AZ (~50)
- **North Shore Medical Group**, Boston, MA (~130)
- **Medical Clinics of N. Texas**, N. Richland Hills, TX (~115)
- **East Texas Medical Center**, Tyler, TX (~200)
- **Community Health Systems**, Nashville, TN (~1,200)
- **Compass Medical Group**, Boston, MA (~100)
- **Community Care Physicians**, Boston, MA (~150)
- **Hampden County Physicians**, Boston, MA (~80)
- **UNT Health Sciences Center**, Ft Worth, TX (~210)

Questions

Thank You