



# Patient Communications



Significantly **REDUCE HOSPITAL READMISSIONS** and **IMPROVE OUTCOMES** with **INTELLIGENT DISCHARGE PLANS** and **POST-CARE COMMUNICATIONS**

HP Patient Communications is part of the HP Customer Communications Solutions portfolio. Based on the HP Exstream software platform, this solution is designed to enable healthcare providers to improve patient interactions and reduce readmissions with more targeted and meaningful communications to patients, physicians, and other caregivers. It helps healthcare teams increase patient health literacy and compliance with care instructions that lead to greater safety, improved outcomes, and patient satisfaction.

## What if you could...

**REDUCE** readmission rates?

**IMPROVE** patient outcomes and satisfaction?

**DELIVER** communications via print or electronic channels as preferred by patients and physicians?

**PROVIDE** comprehensive summaries of care to physicians to improve the quality of care they deliver?

**COMMUNICATE** in multiple languages as required by patients and caregivers?

**VERIFY** delivery of electronic communications?

## Emerging challenges

Today's healthcare providers face a variety of challenges. Looming healthcare reform entails sweeping changes for the industry, bringing issues such as value-based reimbursements and meeting Meaningful Use criteria to the forefront. While providers increase their focus on "Triple Aim" goals of better care, better health, and lower per-capita costs, they are finding their current systems and processes unequal to the task of effectively communicating with patients, other providers, health insurers, and other stakeholders. Many providers still rely on a variety of home-grown technologies and manual processes to produce communications, and cannot take advantage of new delivery channels, such as email, the web, and SMS.

## High re-hospitalization rates

One of the most pressing concerns for providers is the threat of re-hospitalization. Research shows that the overwhelming majority of re-hospitalizations that occur within 30 days are both unplanned and acute, and that 20% to 50% are preventable.<sup>1</sup> This can have significant financial impact, with public and private payers responding with value-based payments for certain conditions.

A major factor in re-hospitalization is the breakdown in communication that occurs when patients transition from one care setting to another—whether to the patient's home, a nursing home, rehabilitation center, or other facility.

To improve patient outcomes, many providers are reviewing the quality and effectiveness of their discharge and follow-up care communications. Although intended to promote positive patient transitions, these communications are typically difficult for patients to navigate and understand. Patients often receive generic communications that are not targeted to their condition, diagnosis, or procedure, do not explain how to best care for their situation, are not at an appropriate reading level, and are not in their preferred language.

The result? Patients and their caregivers are frustrated and unsure of the next steps to take to continue their care, inpatient and outpatient providers are flooded with questions that could have been addressed at discharge, and—all too often—patients are readmitted to the hospital.

## More effective communications

HP Patient Communications addresses these challenges and improves communications across the continuum of care. It can access all of your existing systems and data—such as patient data from multiple health information systems (HIS) and electronic health records (EHR), other clinical systems, and patient education content—because it seamlessly fits into any IT environment, including service oriented architectures (SOA).

Pulling from these existing systems and databases, HP Patient Communications provides a simple, intuitive interface for hospital staff to quickly produce easy-to-read, yet comprehensive discharge documents and summaries of care that automatically compile all of the information necessary to aid in a positive transition from the hospital. In addition to summarizing the care that patients have received, you can help physicians and patients (plus their families and caretakers) understand and follow a post-hospitalization care plan.

HP Patient Communications also makes it easy to produce high-volume statements and health and wellness newsletters that focus on recipients' needs and are easier to understand. You can automatically include targeted messages, such as information about relevant classes and service offerings.

All communications can be delivered in the recipient's desired language via the channels they prefer, including local print, a secure web patient portal, email, print/mail, SMS, and voice message. HP Patient Communications even allows you to verify that patients receive the electronic communications they've requested.

# OPTIMIZE the creation and delivery of care summary, discharge plan, transition care and post-care communications



Access all of your patient data and content in any system or format to deliver patient-centered communications

## Improve post-hospital care

Most discharge communications fail to take full advantage of the vast resources available to healthcare providers. HP Patient Communications simplifies the creation of informative, helpful discharge plans and transition of care communications that can be tailored to each patient's specific needs. These documents can be automatically populated with:

- **A list of medications with pictures**—Provide instructions on which medications to take, in what dosages, and when to take them. You can even include images, which provide a simple, yet effective way to help patients identify medications and properly follow their medication schedule.
- **What to expect**—Educate patients on what their healing process might entail. When they know what complications to look out for, the pain duration and intensity to expect, and the drug side-effects they may experience, they'll be more likely to spot warning signs.
- **Who to contact**—Patients are often disoriented when discharged and may not remember who treated them. Helping them know how to contact the right people avoids confusion and ensures they'll receive the best response. This personal touch can also positively increase patient and other caretaker satisfaction.
- **Detailed instructions for follow-up appointments**—Making sure patients understand when they should follow up with which care providers—and what they should expect or provide at those appointments—helps them comply with their discharge instructions and after-hospital-care plan.

## Proven results

HP Patient Communications is based on the HP Exstream customer communications management software. Packed with capabilities, yet intuitive, HP Exstream is a single platform used by more than 700 industry-leading companies around the world. Enterprises, including the top six healthcare insurers, are unlocking the potential of their content, becoming more competitive and efficient, improving the customer experience, and ultimately driving higher profits. The results speak for themselves: HP Exstream customers consistently report they are achieving a positive return on their investment.

HP Exstream has been a leading customer communications software platform for more than 10 years and has consistently been recognized by industry analysts as the market leader.<sup>2</sup> Let us show you how we have changed the way our customers do business.

## Why HP?

For more than 50 years, HP has been partnering with leading healthcare organizations, supplying the technical expertise and business savvy required to position these companies at the forefront of healthcare innovation. Today, industry analysts rank HP as a leading provider of information technology and services to the health and life sciences industry. Contact an HP Exstream representative today to find out how we use technology to deliver better patient outcomes for healthcare providers.

## Learn more

For more information about HP Patient Communications, please visit: [www.hpexstream.com](http://www.hpexstream.com) or contact us at [hpccsinfo@hp.com](mailto:hpccsinfo@hp.com) or 866-318-5925.

"HP Patient Communications has the potential to pick up where typical health information systems leave off in terms of communicating a patient's care plan to the post-hospital care team including primary care providers and a wide array of specialists, and other healthcare professionals. Enhancing the quality and completeness of those communications could ultimately improve patient safety, enable more effective care, and reduce length of stay and readmission rates."

**John M. Chandler, MD, FACP**  
Chief Medical Officer,  
US Federal Healthcare  
Enterprise Services, HP

<sup>1</sup> Jencks, Stephen. "Transitional Care and Rehospitalization: Information Technology" in "Managing Patient Care Transitions." Agency for Healthcare Research and Quality. February 24, 2010.

<sup>2</sup> Celent Deal Trends Report, 2010.

© 2010, 2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. Some HP Exstream features and functionalities do not currently include support for double byte character sets (DBCS). Please check with your HP Exstream representative for details.

4AA3-2363ENW, September 2011, Rev. 2