



# Exstream

Patient communication solutions for **healthcare providers**

Significantly **REDUCE HOSPITAL READMISSIONS**, improve patient outcomes and promote **TRANSITION CARE** with intelligent **DISCHARGE PLANS** and other dynamic communications delivered using the patient's **PREFERRED LANGUAGE** and delivery channels



## Emerging challenges

Today's healthcare providers face a variety of challenges. Looming healthcare reform entails sweeping changes for the industry, bringing issues such as reduced reimbursements and meeting Meaningful Use criteria center stage. With an increasing focus on patient outcomes, providers are finding their current systems and processes unequal to the task of effectively communicating with patients, physicians, insurance companies, Medicaid and Medicare agencies, and other interested parties. In fact, many providers still rely on a variety of point solutions and manual processes to produce communications. At the same time, an increasingly technologically savvy population is demanding communications in a variety of delivery channels, including email, the web, and SMS.

## High re-hospitalization rates

One of the most pressing concerns for providers is 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 has significant financial impact on providers, because Medicare agencies are responding by paying reduced fees when a patient must be readmitted.

A major factor in re-hospitalization is the breakdown in communication that occurs when handing off patients from one caregiver 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 documents. Although these communications are intended to promote positive patient transitions, they are typically difficult to navigate and understand. Often, patients receive generic communications that provide little personalized information and that are not in the patient's preferred language. The result? Patients are frustrated and unsure of the next steps to take to continue their care, the hospital staff is flooded with questions that could have been addressed at discharge time, and—all too often—patients are readmitted to the hospital.

## More effective communications

To address these challenges and improve communications, HP Exstream offers a comprehensive patient communication management solution. HP Exstream can leverage all of your existing systems and data to deliver communications in the right format, at the right time. Include relevant information targeted to recipients' needs and delivered in the patient's preferred language via the channels they prefer, including a secure web patient portal, email, print/mail, SMS, and voice message.

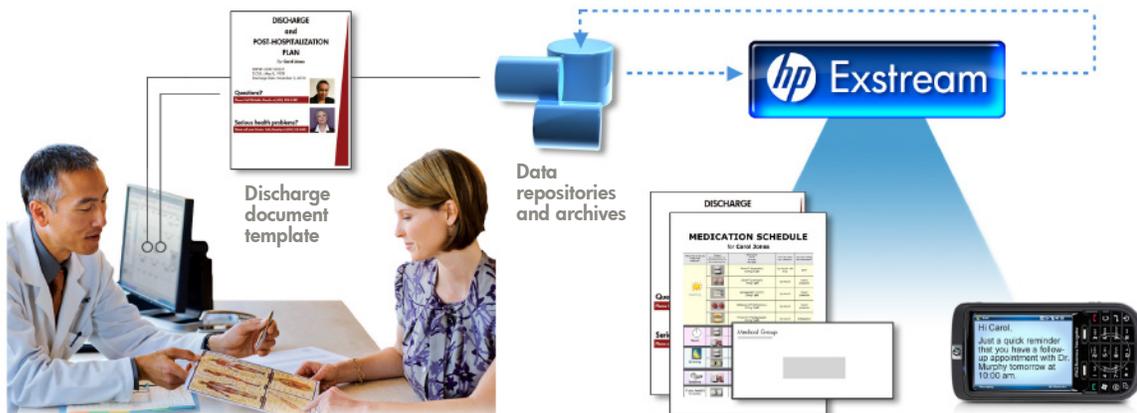
From a simple interface, hospital staff can quickly produce discharge documents that pull relevant content from existing systems and databases to automatically compile all of the information necessary to aid in a positive transition from the hospital. These documents not only summarize the care patients have received, but also help patients and their families or caretakers continue the post-care regimen and healing process. 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 themselves.
- **Who to contact**—Patients are often disoriented when discharged and may not remember who treated them. Helping them contact the right people avoids confusion and ensures they'll receive the best response. This personal touch can also positively impact the patient's satisfaction and opinion of the hospital.
- **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.

# OPTIMIZE the creation of your discharge plans and transition care documents

**Create discharge document**—From a controlled editing environment or their current system, staff can quickly create comprehensive and effective communications

**Automate fulfillment**—Print locally, provide copies to care providers, patient portals, and EHRs, and enable follow-up processes, such as appointment reminders delivered via voicemail or SMS



## One solution for all communications

In addition to helping you produce more effective discharge documents, HP Exstream offers one platform for *all* of your communications. Designed to fit into any IT environment, including service oriented architectures (SOA), HP Exstream can access all of your existing systems and data. You can access content from health information systems (HIS), electronic health records (EHR), patient data, and patient education content.

Communications can be created for high-volume, on-demand, or interactive fulfillment. Interactive documents can be completed during patient interactions and produced immediately. All documents can be delivered in the patient's preferred language to virtually any patient-preferred channel, including local print, print and mail, fax, web, email, and even SMS and voice messages.

You can streamline high-volume (batch) processes and redesign statements and health and wellness newsletters so that they're more patient-friendly and easier to understand. Business users can automatically include targeted messages, such as information about relevant classes and service offerings in the communications.

## HP Exstream—an industry leader

HP Exstream customer communications management software is a proven single platform used by industry-leading companies around the world. Enterprises are unlocking the potential of their content, becoming more competitive and efficient, improving the customer experience, and ultimately driving higher profits.

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?

HP Exstream can transform the way that providers communicate with patients, physicians, and insurance companies and substantially reduce document processing costs. 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 Exstream, please visit: [www.hpexstream.com](http://www.hpexstream.com) or contact us at [exstream.info@hp.com](mailto:exstream.info@hp.com) or 866-318-5925.

<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.

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Effective communications. Multiple channels. **One solution.**

