

# Our Solutions

## Emergency Department Diversion

When the poor or uninsured fall ill, they often seek medical care at a hospital emergency department (ED), where they know they won't be turned away. As a result, ED visits are skyrocketing nationwide – even though the number of EDs is in decline.

Unnecessary ED visits raise healthcare costs and causes overcrowding. And when used as a substitute for primary care, there's no focus on prevention, wellness or continuity of care. The fact is, people need information on their health services options.

We can help. Through data analysis of historical medical claims, access analysis and creative education, we're helping revolutionize the way people are finding and using healthcare services.

### Our Strategy

Our strategy is simple: appropriate care at the point of need. It encompasses a comprehensive process that includes:

- Analyzing medical and pharmacy claims to identify frequent ED users, and calculate patient-specific compliance with evidence-based medical standards. The results help prioritize outreach and better customize counseling efforts.
- Proactively soliciting feedback from patients and providers, to help identify and define knowledge gaps, access issues or social barriers that drive recipients to inappropriate ED use.
- Developing and designing educational materials to redirect individuals to their primary care physician (PCP) or a Nurse Helpline as their first point of contact when faced with a health situation.
- Educating people on preventive care through a medical home or Nurse Helpline, which can triage health situations, introduce preventive care and wellness concepts, and determine the best plan of action.
- Helping people with chronic conditions by collaborating with PCPs to put a comprehensive action plan in place.

- Helping with appointment scheduling, reminders and follow-up calls, so individuals make and keep their medical appointments.
- Conducting targeted outreach and education through PCPs, with assigned recipients who visit the ED unnecessarily.
- Conducting face-to-face meetings with patients and providers.
- Integrating with Nurse Helplines to ensure consistent, recurring messaging.
- Offering monetary incentives for each six-month period during which the ED is not inappropriately used.

We understand that both the medical and psycho-social needs of a population must be addressed to reduce and prevent inappropriate ED use. So we conduct outreach that will have the greatest impact on modifying patient and provider behavior. We focus on breaking down the social barriers to care, which helps keep people healthier – and out of the ED.

### Contact Us

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