Significant ROI Can Be Achieved Using An Active Patient Engagement Technology

Health delivery systems, driven by increased risk for outcomes and evolving reimbursement trends, are exploring solutions to enhance patient engagement both before and after care encounters. Active patient engagement is a strategy that provides health education information to patients with interventions designed to promote positive patient behavior, improve patient experience of care and optimize care outcomes in a cost-effective manner.

Active patient engagement is increasingly understood to stimulate the Triple Aim goals. Passive means of engagement simply do not adequately activate appropriate behavior.

Before investing in an active patient engagement solution, it is prudent to evaluate the potential benefit gained from that investment. Return on investment (ROI) is just one method for determining the pros and cons of alternative solutions and clearly considerations other than financial apply in the healthcare setting. Patient outcome is paramount. Nevertheless, ROI has the virtue of being a well-recognized method of determining how best to allocate scarce resources. Determining ROI requires evaluation of both cost and return factors of the solution.

Cost factors of a solution include both technology and staff. Additional technology or staffing adds directly to cost but some effects of the solution, such as elimination of existing systems, may partially offset solution cost. Grants or payer subsidies may also be available to partially offset cost.

Return factors include improving population health, reducing readmissions (which may result in avoiding Medicare penalties) and increasing the level of patient satisfaction (which not only improves the patient care experience but may have an ROI impact as well).

The benefit of the active patient engagement solution for the care team and care managers is primarily that of increased productivity.

Care teams gain transition of care efficiency and at the same time systematically optimize outcomes for their patients. Care managers gain improvements in care coordination and collaboration through better patient-centric tools, access to data and automated outreach to patients designed to proactively uncover complications.

Consideration of ROI can provide one means of evaluating an active patient engagement solution and quantifying the benefits it may provide to the delivery system and healthcare payers. Many elements must be considered in calculation of ROI for a proposed solution.

EcoSoft Health offers an Active Patient Engagement solution and has developed a detailed White Paper and Modeling Tool to analyze the ROI for your specific health delivery system. To request the free White Paper send your request to info@ecosofthealth.com.