

# Reply “CARE”: How Big Data Kept Our Patients Connected to Care During the COVID-19 Pandemic

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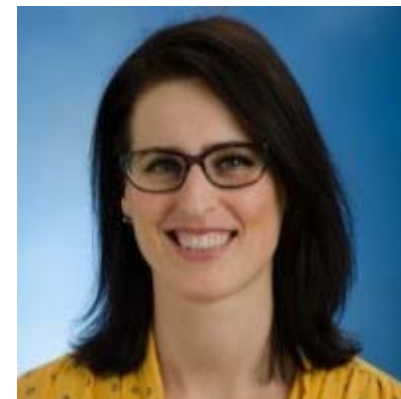
# MEET THE TEAM



David Vliet, MBA  
Chief Executive Officer




Yui Nishiike, NP  
Deputy Chief Medical Officer & Provider



Hannah Tikalsky, MSW, MPH  
Director of Clinical Outcomes

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# AGENDA


 LifeLong at a glance

 Building the tools

 Operational overview

 Outcomes & impacts

 “The new normal”

 Questions & Discussion

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# WHO WE ARE

*LifeLong Medical Care provides high-quality health, dental, and social services to underserved people of all ages; creates models of care for the elderly, people with disabilities and families; and advocates for continuous improvements in the health of our communities.*

- Reply “CARE”

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# HOW WE SERVE

- 16 Primary Care locations
- 3 Dental clinics
- 4 School Based Health Center Programs
- 3 Urgent Care
- 14 Supportive Housing sites
- 15 Skilled Nursing Practices
- 3 Street Medicine Teams



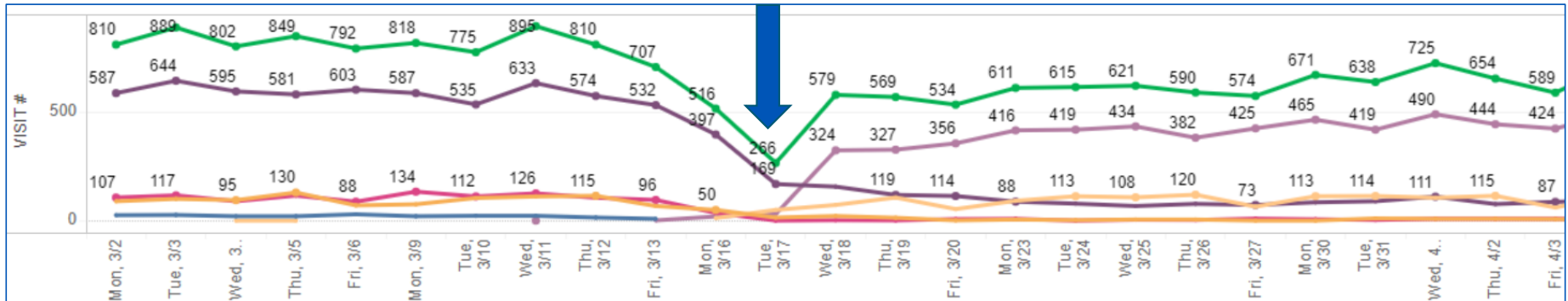
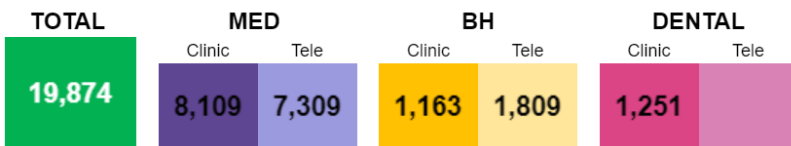
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# UNPRECEDENTED TIMES...

- CEO change after 40 years
- National media COVID frenzy
- Fear & anxiety
- Sickness, dying and death
- Economy shut-down
- School closure
- Care delivery constrained

- Reply “CARE”

# ...CALL FOR UNPRECEDENTED DATA



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# PATIENT VISIT RAMP-UP

1. Maintain access for our patients
2. Generate revenue
3. Allocate workforce appropriately

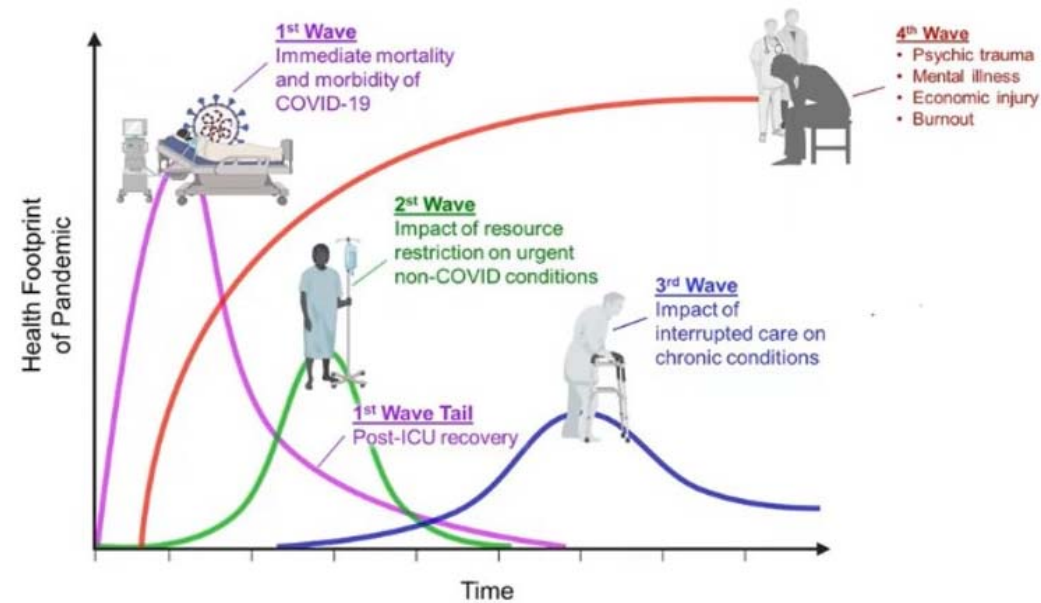
Pre-SIP	VISITS GAP2GOAL	OUTREACH IMPACT
	80%	0%
Post-SIP	VISITS GAP2GOAL	OUTREACH IMPACT
	63%	0%



# OUTREACH STRATEGY

- 8 prevalent chronic conditions likely to worsen without primary care
- COVID+ follow-up
- 4<sup>th</sup> wave: come one, come all – we're open!

## Waves of COVID-19



Source: Center for Care Innovations Webinar, April 9, 2020

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# RAMPING UP THE RAMP UP

- 40 staff (30 FTE) working from home
- 2/3 of that staff new to patient outreach
- Measure it to manage it

- Reply “CARE”

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# PROTOCOL POWER

- ✓ Texting: quantity and quality
- ✓ Look both ways for seniors!
- ✓ There *is no* “lost to follow-up”



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# OUTREACH THAT CHANGES AS LIVES CHANGE

WHEN	WHO	HOW	WHAT
April 13 – May 29	Active patients with at least 1 of 8 prevalent chr. conditions who are due or past due for care	Text	Offer PCP appt.

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# OUTREACH THAT CHANGES AS LIVES CHANGE

WHEN	WHO	HOW	WHAT
April 13 – May 29	<b>Active patients with at least 1 of 8 prevalent chr. conditions who are due or past due for care</b>	Text	Offer PCP appt.
June 1 – August 14	Same as above PLUS: <b>African-American and Latinx patients who have seen us for anything since Jan 2019</b>	Text young Call Old	Offer PCP appt. Offer depression screen
August 17 – Present	Same as above PLUS: <b>Preventive services: well child, Ped vaccine, cancer</b>	Text then call	Offer PCP appt. Offer depression screen

# DATA TO THE PEOPLE

PHASE (All) Outreach Method (All) Outreach Location (All) Time Period 4/6/2020 - 9/28/2020

\*\*Due to manual data processes for Well data, this dashboard should be considered "current" at 3pm with up to previous business day's data\*\*

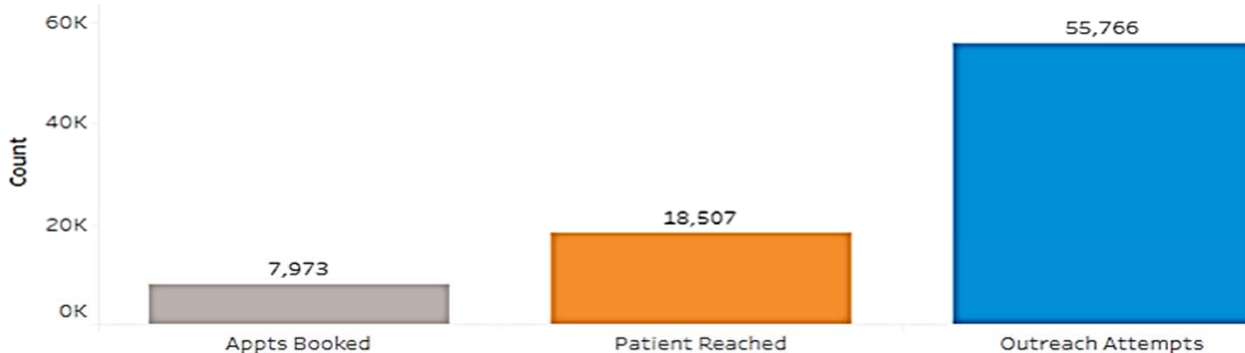
## POPULATION OUTREACH: PRODUCTIVITY & OUTCOMES

CONTACT RATE  
**33%**

AVG. APPTS BOOKED / DAY  
**59.5**

BOOKED / REACHED  
**43%**

SCREENED FOR DEPRESSION  
**622**







Last Update : October 1, 2020 1:07 PM

NAME	HOURS	1,553	1,015	10,083	12,651
Staff 1	20	1,553	1,015	10,083	12,651
Staff 2	20	874	530	4,195	5,599
Staff 3	40	649	391	2,721	3,761
Staff 4	35	616		2,844	3,748
Staff 5	40	424	1,829		2,590
Staff 6	40		1,879		2,419

# ALL-IN-1 DAILY WORK USING TABLEAU

HTN Outreach Dashboard | HTN Outreach List

 **Population Health Management Outreach Tracker: Hypertension**    [Back To Outreach Home](#)  
Last updated at 10/1/2020 1:06:59 PM

Mrn	Patient Name	Age	PCP	CCM	Care Neigh borh..	Last Any Visit	Next Visit	Next Visit Provider	DM Patient	Last Contact Date	Last Contact Result	Baseline BP Date	Baseline BP	Last BP Date	Current BP	Current Status
		57.3	Olivia DeBree NP	N	N	09/02/20			N		No Contact Attempted	12/12/19	190 / 106	01/22/20	157 / 88	Poor Control
		56.0	David Pakter MD	N	N	09/21/20	10/05/20	Robert Dubois LAC	Y		No Contact Attempted	09/05/19	124 / 90	01/14/20	125 / 90	Poor Control
		70.6	JUSTIN CHIN DO	N	N	09/11/20			Y		No Contact Attempted	09/11/20	151 / 91	09/11/20	151 / 91	Poor Control
		62.5	Douglas Frey NP	N	N	08/03/20			N		No Contact Attempted	02/10/20	98 / 58	02/10/20	98 / 58	Control
		74.4	Kelley Stewart NP	Y	N	09/22/20	10/06/20	Aarentino Smith NP	Y		No Contact Attempted	06/12/19	140 / 90	12/19/19	132 / 75	Control
		83.7	Michael Goldrich MD	N	N	12/03/18			Y	06/09/20	Spoke to Family Mem..					No BP
		46.6	No PCP	N	N	08/29/20	10/22/20	Mimi Ogawa MD	Y	05/04/20	Appointment Scheduled	08/26/19	126 / 78	10/10/19	115 / 69	Control
		50.0	Margaret Hsu NP	N	Y	11/07/19			Y	05/20/20	Left Message	10/24/19	147 / 104	11/07/19	127 / 85	Control

Current Status

- Control
- No BP Measured
- Poor Control

# Hypertension Patients

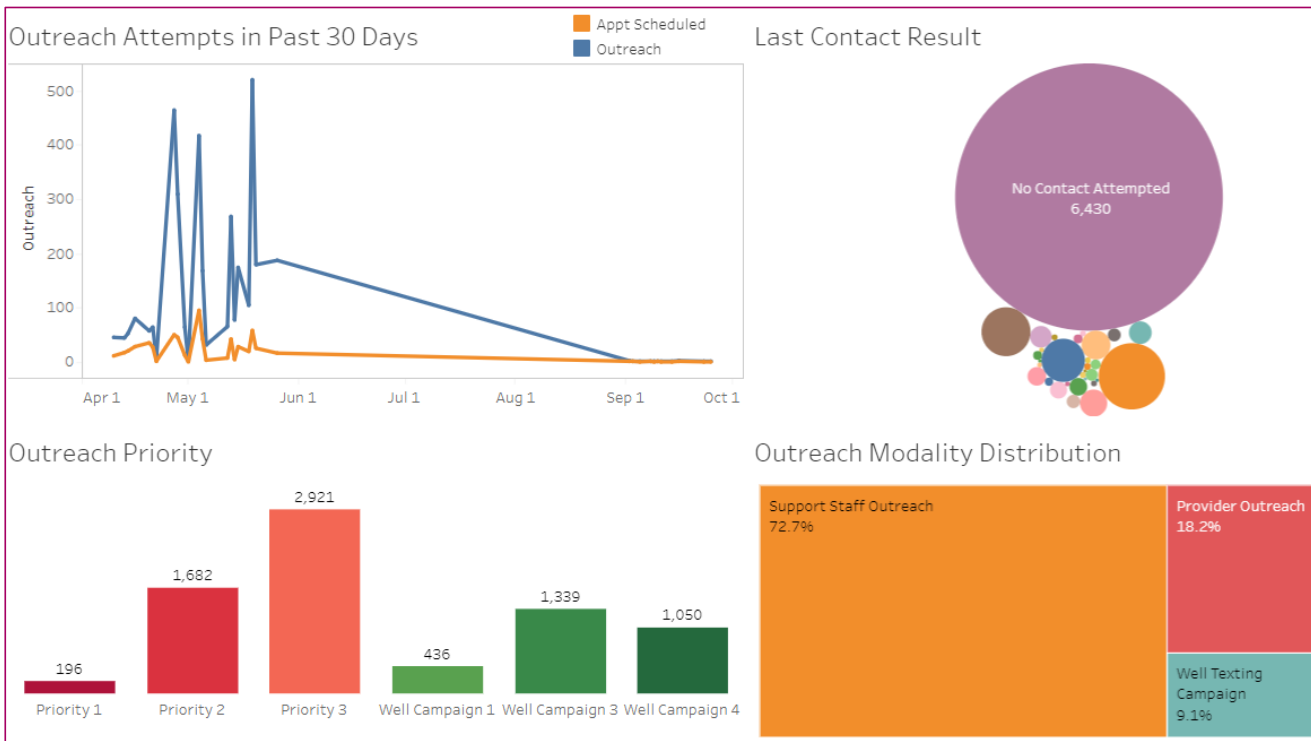
## 7,624

Sort by

Patient Name ▾

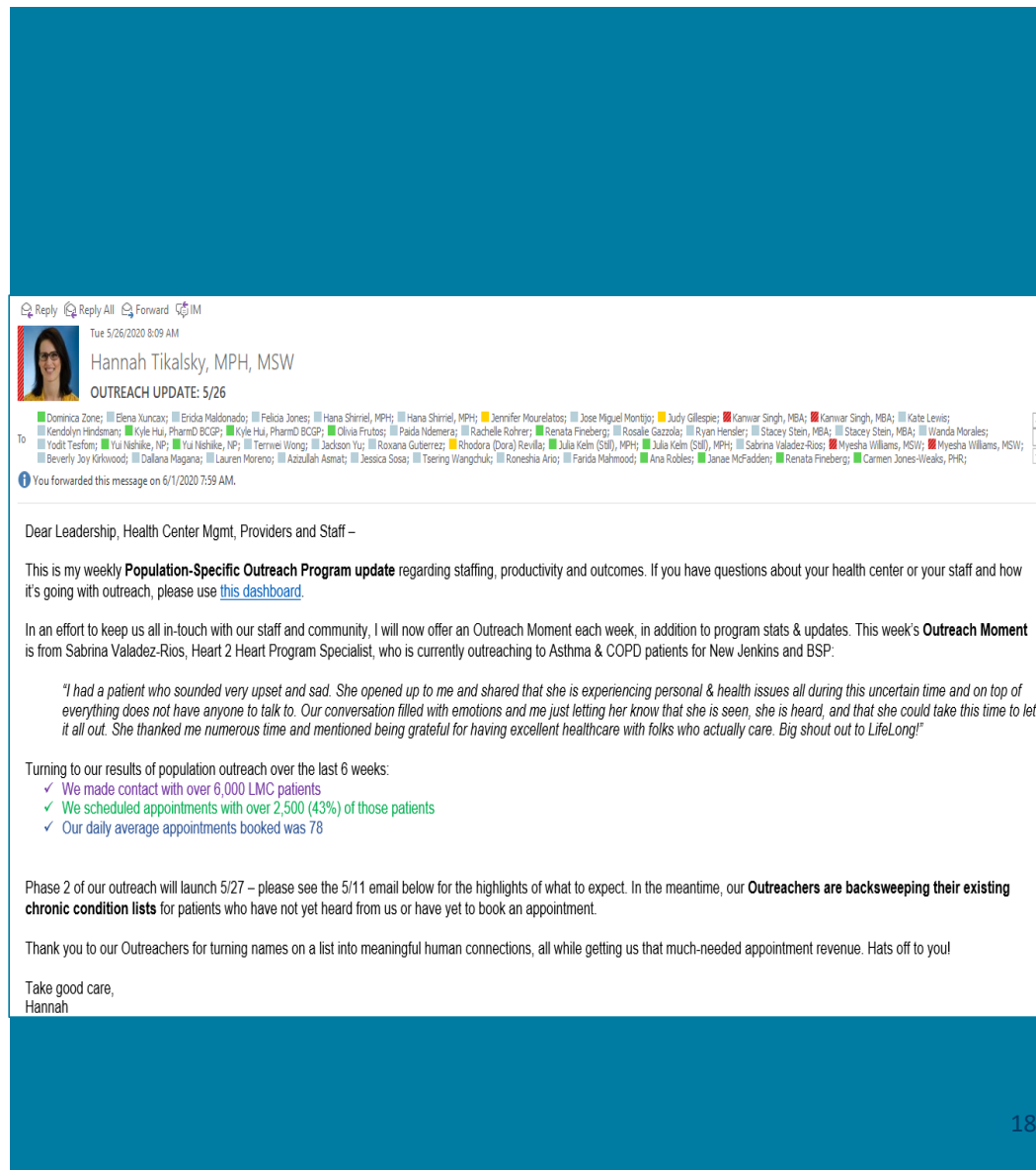


# ALL-IN-1 DAILY WORK USING TABLEAU




# WEEKLY NEWSLETTER

- Sent to Leadership, health center clinical leadership & mgmt., and outreach staff
- Call out performance
- Highlight a patient story
- Provide outreach updates
- Link back to Tableau



Reply Reply All Forward IM

Tue 5/26/2020 8:09 AM

 Hannah Tikalsky, MPH, MSW  
OUTREACH UPDATE: 5/26

To: [Dominica Zane](#); [Elena Xuncax](#); [Erica Maldonado](#); [Falcia Jones](#); [Hana Shiriel, MPH](#); [Hana Shiriel, MPH](#); [Jennifer Mourlatos](#); [Jose Miguel Montijo](#); [Judy Gillespie](#); [Kanwar Singh, MBA](#); [Kanwar Singh, MBA](#); [Kate Lewis](#); [Kendolyn Hindman](#); [Kyle Hu, PharmD BCGP](#); [Kyle Hu, PharmD BCGP](#); [Olivia Frutos](#); [Paola Niderera](#); [Rachelle Rohrer](#); [Renata Fineberg](#); [Rosalee Gazzola](#); [Ryan Hender](#); [Stacey Stein, MBA](#); [Stacey Stein, MBA](#); [Wanda Morales](#); [Yodi Tesfom](#); [Yui Nishike, NP](#); [Yui Nishike, NP](#); [Terreli Wong](#); [Jackson Yu](#); [Roxana Gutierrez](#); [Rhodora \(Dora\) Revilla](#); [Julia Kelm \(Still\), MPH](#); [Julia Kelm \(Still\), MPH](#); [Sabrina Valadez-Rios](#); [Myesha Williams, MSW](#); [Myesha Williams, MSW](#); [Beverly Joy Kirkwood](#); [Dalana Magana](#); [Lauren Moreno](#); [Azulrah Asmat](#); [Jessica Sosa](#); [Tsering Wangchuk](#); [Roneshia Ario](#); [Farida Mahmood](#); [Ana Robles](#); [Janae McFadden](#); [Renata Fineberg](#); [Carmen Jones-Weaks, PHR](#)

You forwarded this message on 6/1/2020 7:59 AM.

Dear Leadership, Health Center Mgmt, Providers and Staff –

This is my weekly **Population-Specific Outreach Program update** regarding staffing, productivity and outcomes. If you have questions about your health center or your staff and how it's going with outreach, please use [this dashboard](#).

In an effort to keep us all in-touch with our staff and community, I will now offer an Outreach Moment each week, in addition to program stats & updates. This week's **Outreach Moment** is from Sabrina Valadez-Rios, Heart 2 Heart Program Specialist, who is currently outreaching to Asthma & COPD patients for New Jenkins and BSP:

*"I had a patient who sounded very upset and sad. She opened up to me and shared that she is experiencing personal & health issues all during this uncertain time and on top of everything does not have anyone to talk to. Our conversation filled with emotions and me just letting her know that she is heard, and that she could take this time to let it all out. She thanked me numerous time and mentioned being grateful for having excellent healthcare with folks who actually care. Big shout out to LifeLong!"*

Turning to our results of population outreach over the last 6 weeks:

- ✓ We made contact with over 6,000 LMC patients
- ✓ We scheduled appointments with over 2,500 (43%) of those patients
- ✓ Our daily average appointments booked was 78

Phase 2 of our outreach will launch 5/27 – please see the 5/11 email below for the highlights of what to expect. In the meantime, our **Outreachers are backsweeping their existing chronic condition lists** for patients who have not yet heard from us or have yet to book an appointment.

Thank you to our Outreachers for turning names on a list into meaningful human connections, all while getting us that much-needed appointment revenue. Hats off to you!

Take good care,  
Hannah

*46 year old diabetic woman really appreciated the call. She said Kaiser did not call not even once, even though they know that she is diabetic and needs more care. She said, "They didn't call and ask, 'you good? Your numbers weren't so great last time, so are you doing alright?' Nothing. They did not call at all." She said she really appreciates that we care. The pt stated, "From a pt.'s perspective, thank you. I've received the text messages, they have been seen, I hear you and I really appreciate it." She ended with this, which was my favorite part: "I know it's not just (her PCP), it's what all you guys are doing, and I really want to thank you for that because it shows that you care."*

- Eveling, Outreach Staff

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## OUTCOMES & IMPACTS



- Reply "CARE"

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# OUTREACH & TELE-MED SAVE THE DAY

- **4,860 completed billable visits** as a result of outreach
- 70% billable visits were telemedicine (80% medical; 18% behavioral health; 2% dental)
- April – September: **\$607,500 in visits**

## Pre-SIP

VISITS GAP2GOAL	OUTREACH IMPACT
80%	0%

## Post-SIP

VISITS GAP2GOAL	OUTREACH IMPACT
63%	0%

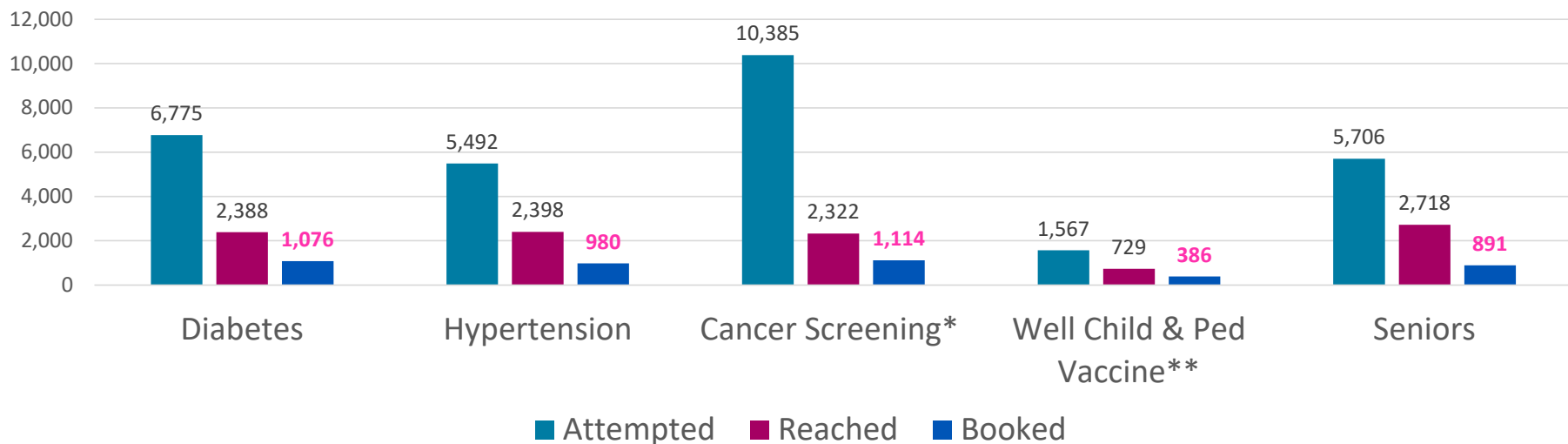
## May - July

VISITS GAP2GOAL	OUTREACH IMPACT
92%	8%

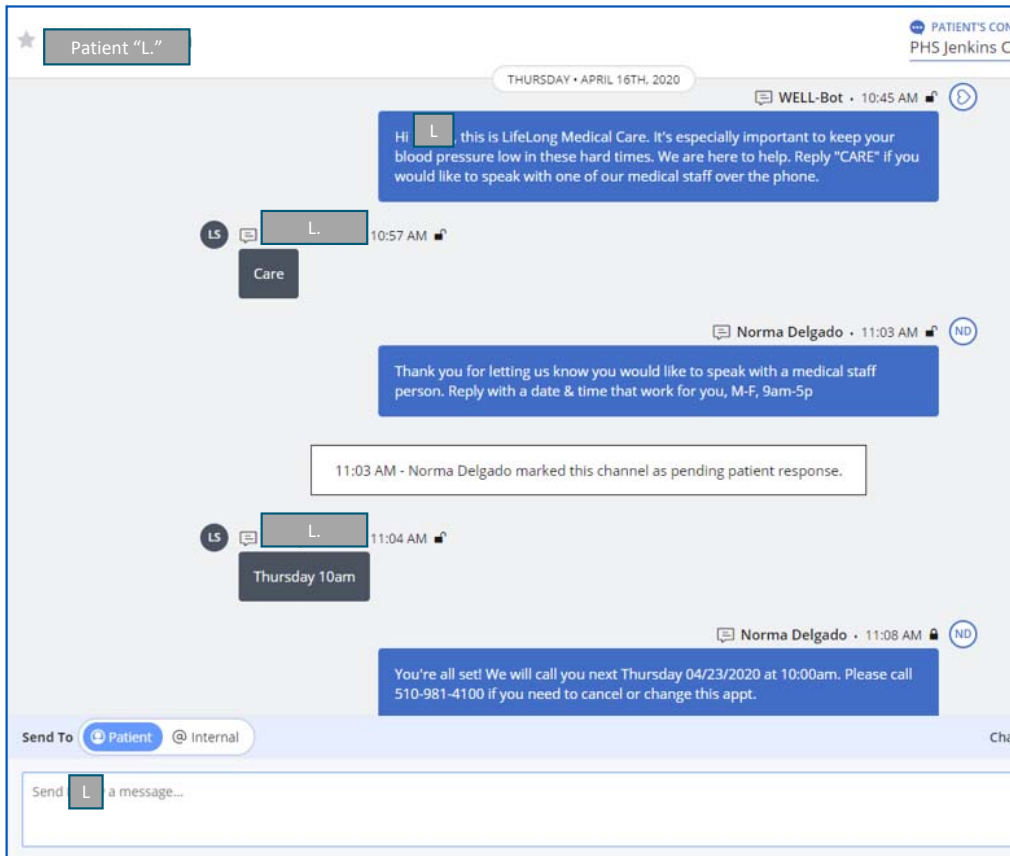
# POPULATION OUTREACH

## April – September 2020

Attempted	Reached	Booked
56,058	18,690 (33%)	8,028 (43%)



# L.'s STORY



*30 year old young lady was very glad that I texted her. She was experiencing high blood pressure even though she was taking her daily dosage of meds. The pt stated this was going on for a couple of months, but was afraid to make appointment due to COVID. Pt stated she had very bad headaches and was beginning to get worse. I advised pt to go to urgent care. Pt was seen in urgent care, called me back to thank me for advising and recommending her to visit urgent care, where she received increase in meds and was informed by the doctor of the seriousness of her condition. Pt stated she had no idea how serious it was, due to she was taking her meds daily. Pt states she loved the fact that LMC checks on their patients.*

*- Norma, Outreach Staff*

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# OUR STABILIZED STATE



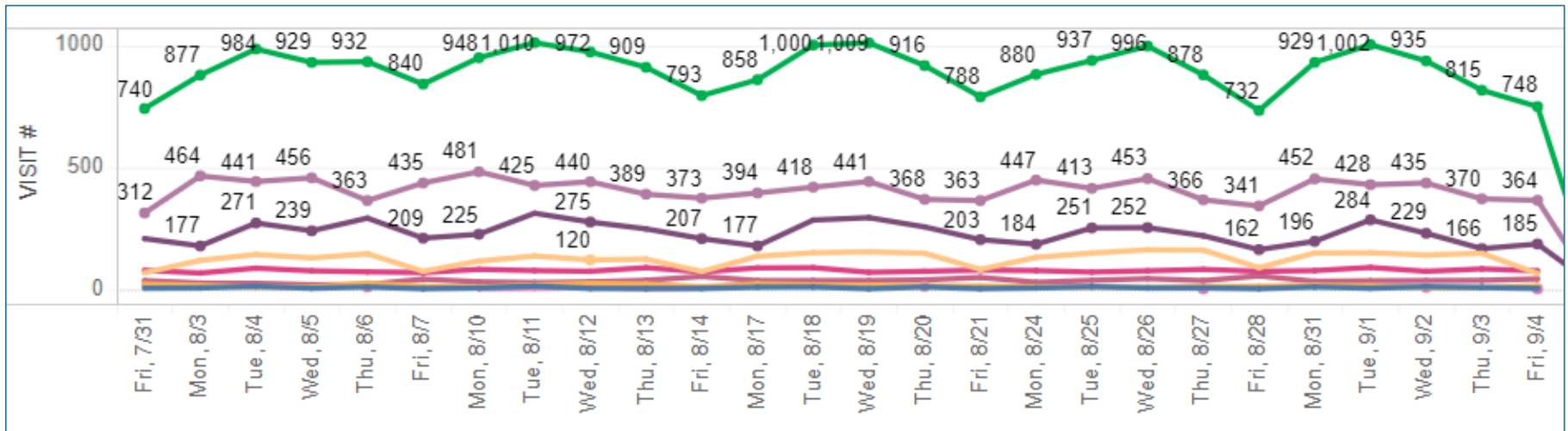
- Reply "CARE"

# TELEHEALTH, OUTREACH ARE HERE TO STAY

TOTAL	MED		BH		DENTAL	
	Clinic	Tele	Clinic	Tele	Clinic	Tele
19,858	5,134	9,036	322	2,739	1,679	64



VISITS GAP2GOAL	OUTREACH IMPACT
90%	3%





# THAT'S ALL, FOLKS!



Any questions???