



# A Roadmap for Delivering on the Healthcare Triple Aim



Meeting the triple aim — better outcomes and enhanced patient experience at a lower cost — is achievable. The key? Patient-centered, wellness-focused care delivered by robust primary care teams — and the right technology tools.

## High Quality + Low Cost = Value

Research reveals that primary care providers who consistently deliver high-quality care at lower-than-average cost have these characteristics:<sup>1</sup>



**Deeper patient relationships**



**Wider interactions with the healthcare system**

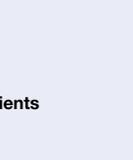


**Utilize a team-based practice approach**

These high-value care practices all placed in the...



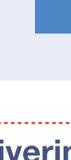
**Top 25%**  
on quality measures



**Lowest 25%**  
for costs

## The Challenge: Make the Most of Scarce Resources

High-value care requires:



**Constant communication between caregivers and patients**

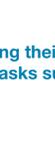


**On-going interaction between primary care teams and the wider healthcare ecosystem**

**Modern systems for personalized patient experience**



**Flexible technology that reaches patients where they live, work and play**



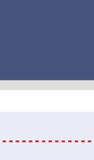
## Delivering High-Level Care at an Affordable Cost: Technology Can Help

Technology empowers primary care teams by extending their reach, improving efficiency and streamlining administrative tasks such as scheduling, billing and communications.

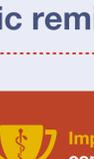
### Robust patient portals



**Streamline admin tasks such as inputting patient data and scheduling**



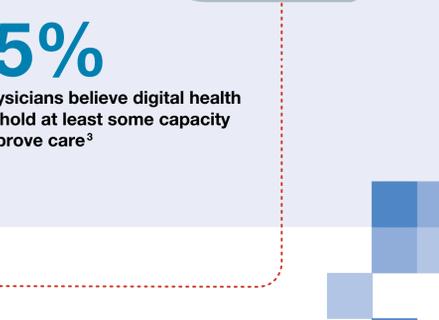
**Provide a secure platform for test results and medical records**



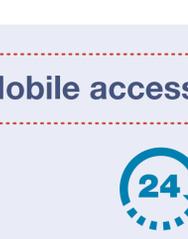
**Enhance patient experience with self-service options**



**Most effective tools in increasing patients' meaningful participation in care:<sup>2</sup>**



## Electronic reminders and health coaching



**85%** of physicians believe digital health tools hold at least some capacity to improve care<sup>3</sup>

## Social media



**Enhance patient understanding of disease and treatment with targeted education**

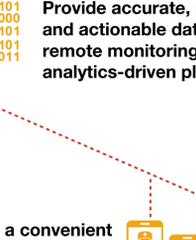


**Personalize caregiver-patient relationships via social interaction**

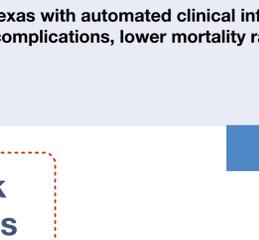
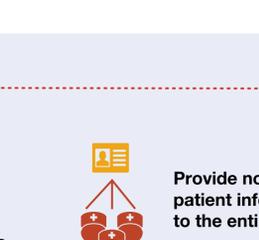


**Provide immediate access to the local healthcare conversation**

**80%** of Internet users (about 93 million Americans) have searched for a health-related topic online



Which health-related topics patients search for:<sup>4</sup>



## Mobile access



**Provide 24/7, anywhere access to patient data and information for caregivers**



**Offer anytime, any-device access to portal and telehealth systems for patients**

Percent of people who would choose primary care doctor offering patient mobile app (vs. those who don't):<sup>5</sup>



## Telehealth and remote monitoring



**Delivers secure, effective virtual patient visits via high-quality videoconferencing**



**Provide accurate, relevant and actionable data with remote monitoring using an analytics-driven platform**

**Maintain frequent, anytime, anywhere contact with chronic disease patients**



**Offer a convenient alternative to in-person visits**



**80%** of providers and patients are satisfied with video-based care as a means of reaching people in rural locations<sup>6</sup>

## CRM systems



**Enhance clinical effectiveness by tracking patient socio-economic data**



**Provide non-clinical patient information to the entire care team**



**Urban hospitals in Texas with automated clinical information systems had fewer complications, lower mortality rates and lower costs<sup>7</sup>**

## Population health risk identification analytics



**Locate patients with increasing risk factors**



**Enable proactive action before the onset of illness**



**80%** of what affects health outcomes is associated with factors outside the traditional boundaries of healthcare delivery<sup>8</sup>



The protocols and best practices for adopting new healthcare technology tools continue to evolve, as do the tools themselves. Utilizing integrated data and sophisticated analytics, for example, will further improve the quality of care.

To provide better care and patient experience at a lower cost, healthcare providers must continue their digital transformation beyond electronic medical records and hand-held devices.

## The Benefits of Adopting New Technology Tools

- ✓ Reduce costs
- ✓ Improve patient outcomes
- ✓ Increase treatment convenience
- ✓ Enhance patient engagement, satisfaction & loyalty



For more information, read the white paper: **High-Value Primary Care: The Key to Accelerating Success with Value-Based Care**

Sources:

<sup>1</sup> Peterson Center on Healthcare and the Clinical Excellence Research Center at Stanford Medicine  
<sup>2</sup> New England Journal of Medicine  
<sup>3</sup> American Medical Association  
<sup>4</sup> Pew Internet & American Life Project  
<sup>5</sup> Harris Poll on behalf of Salesforce  
<sup>6</sup> University of Missouri School of Medicine  
<sup>7</sup> Archives of Internal Medicine and the Commonwealth Fund  
<sup>8</sup> Robert Wood Johnson Foundation and University of Wisconsin Public Health Institute