

Azara Patient Outreach

Raising the Sails of Cancer Screenings

PRESENTED BY:

Dr. Jennifer Scoufos, D.O.

Chief Medical Officer

Health & Wellness Center, Inc.

Brooke Lattimore, MBA

Chief Operating Officer

Health & Wellness Center, Inc.

Kaitlyn Gordon

Clinical Improvement
Specialist

Azara Healthcare



azara2024
USER CONFERENCE APR 30–MAY 2 | BOSTON, MA

Today's Presenters



Dr. Jennifer Scoufos, D.O.
Chief Medical Officer
Health & Wellness Center, Inc.



Brooke Lattimore, MBA
Chief Operating Officer
Health & Wellness Center, Inc.



Kaitlyn Gordon
Clinical Improvement Specialist
Azara Healthcare

Today's Agenda



AZARA PATIENT OUTREACH OVERVIEW

APO AT HWC: THE NEED

IMPROVEMENT STRATEGIES

THE AZARA TOOLS

RESULTS & LESSONS LEARNED

Azara Patient Outreach: Overview



Automated Patient Outreach

Why Do We Need It?



More customized outreach capabilities



Increased appointment bookings



Higher treatment plan adherence & fewer unplanned hospital admissions



Improved patient satisfaction



Improved healthcare outcomes

Mobile Phone Statistics

97%

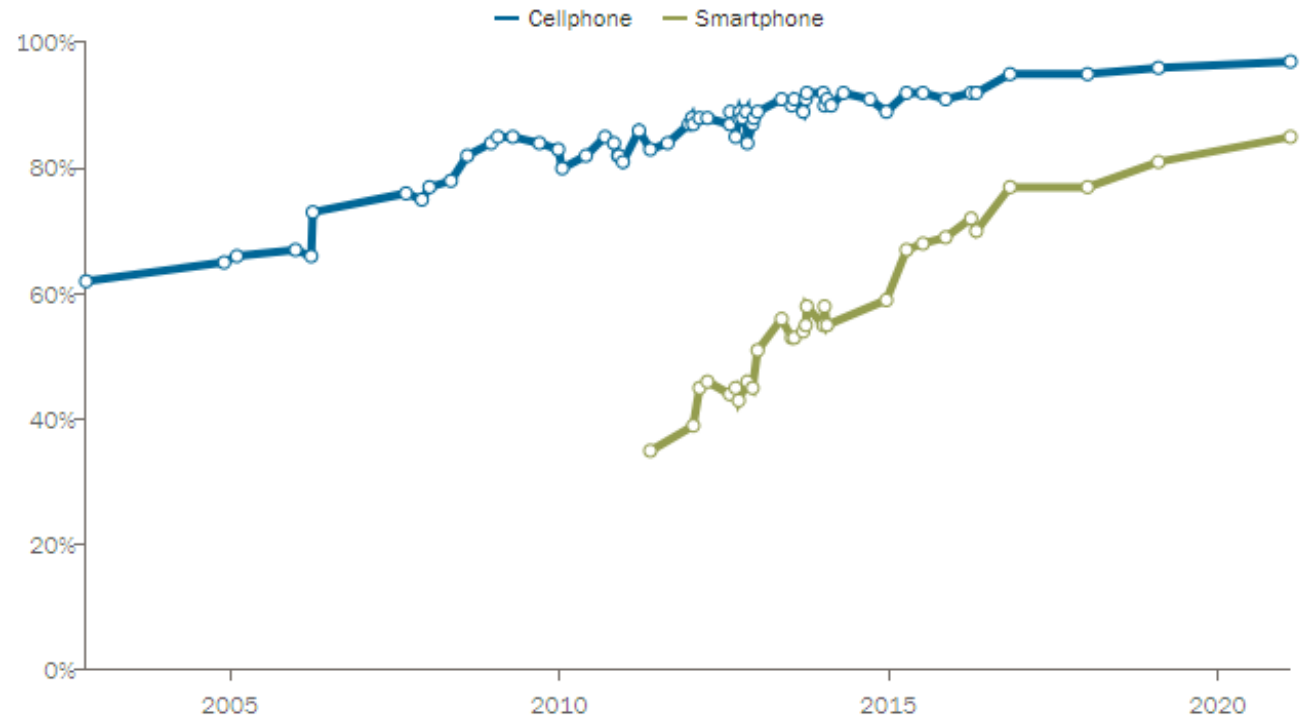
Percent of people in the United States who have a cell phone

85%

Percent of people in the United States who have a smartphone

Mobile phone ownership

% of U.S. adults who say they own a ...



Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2002-2021.

PEW RESEARCH CENTER

Promoting Patient Engagement



Automated and
targeted campaigns

Text messaging is
most effective

Use analytics to
reach the right
people at the right
time with the right
message

Data humanizes and
drives meaningful
experiences

Track results and
adjust campaigns

Utilize flexible
solutions to reach
diverse populations

Available SiFi Campaigns

Cancer Screening

Breast

Cervical

Colorectal

Unreturned FIT Kits

Chronic Disease

Diabetes A1c

Comprehensive Diabetes

Undiagnosed Hypertension

Hypertension Control

CKD Screening Patients w/ HTN

CKD Screening Patients w/ Diabetes

Pediatrics

Childhood Immunizations

Well-Child Visits

Adolescent Immunizations

HPV Vaccination

Preventative Visits

Patients Without Visits

Members Without Visits

Unmatched Patients

Transitions of Care

Seasonal Flu

Chlamydia Screening

COVID-19

Immunization Availability

2nd Dose Reminder

Booster Dose Reminder

Medicaid Eligibility

Initial Redetermination

Follow-Up Redetermination

Redetermination Date Passed

◆ Requires Payer Integration

◆ Requires HIE


What's New in DRVS? | Recent APO Updates

ANNOUNCEMENT

APO Appointment Campaigns now include a Location Variable

Within the Campaigns that require an appointment to be scheduled, a new "Locations" variable is available for use.

- Admins can use this new Locations variable to specify the locations to target in outreach based on the patient's **scheduled appointment location**.
- This is accomplished via a multi-select drop down, allowing you to **select a subset of clinic locations** (these are the same list of locations that are within the Locations Admin page).
- **Location Groups** are included in the drop down list and are displayed at the top of the list. You can easily create a Location Group within the Locations Admin specifically for APO, and utilize it with the new Locations variable.

 < Reminder to discuss chlamydia screening at upcoming appointment

VARIABLES

MESSAGE SCHEDULE

CAMPAIGN VARIABLES

These are configurable values within the campaign entry/exit criteria or within the messages themselves.

VARIABLE	CURRENT SETTINGS	DESCRIPTION	EDITED BY	COMMENTS
Appointment Lookforward Days	30	Number of days to look forward for an appointment	Default	
Chlamydia Lookback Months	12	Number of months to look back for a chlamydia screen	Default	
Encounter Lookback Months	12	Number of months to look back for an encounter	Default	
Max Age in Years	25	Upper bound of patient age in years	Default	
Min Age in Years	16	Lower bound of patient age in years	Default	
Locations	Flathead Family Planning, Flathead CHC Mental Health, Flathead CH...	Service places to look for a scheduled appointment	Azara	

Flathead Family Planning
Flathead CHC Mental Health
Flathead CHC Medical
Flathead CHC FMRWM

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What's New in DRVS? | Recent APO Updates | 2

Edit Variable

These are configurable values within the campaign entry/exit criteria, or within the messages themselves.

VARIABLE NAME

Locations

Service places to look for a scheduled appointment

COMMENTS

SELECTED LOCATIONS

1400 Cambridge St.

Search

☐ Select All

☒ 1400 Cambridge St.

☐ 70 Blanchard Rd.

☐ 711

☐ ACH - Needs Update

Cancel

Confirm

APO: The Need at Health & Wellness Center, Inc.



PROJECT BEGINNINGS: THE BOW

Why?

Need for improvement in cancer screening rates

Post-pandemic times

Drastic drop in the 3 cancer CQMs

How?

AxCS
Grant

Timeline

Goals

Budget
Narrative

NCI

THE UGLY TRUTH: AKA-THE POOP DECK

2020

- Elective colonoscopies suspended ❌
- Mammogram centers closed ❌
- Wellness exams suspended at most centers ❌

2021 UDS

- Colorectal cancer screening rate: 11.3%
- Breast cancer screening rate: 21.3%
- Cervical cancer screening rate: 22.5%



PUTTING IT ALL TOGETHER: STRATEGIC PARTNERSHIPS AT THE HELM



Care Message Partnership: 2017



Azara Partnership: 2020



AxCS Grant: 2022



APO: 2023

Improvement Strategies



GENERAL STRATEGIES

1. Find care gaps

2. Delegate ownership
of care gaps

3. Outreach to patients

4. Use ALL tools you
have!



GENERAL STRATEGIES | CARE GAPS

UDS 2023 CQMs - Care Gaps

REPORT

FILTER

PERIOD

TY March 2024

RENDERING PROVIDERS

All Rendering Provid...

SERVICE LINES

Primary Care

+ Add Filter

Update

REPORT

CARE GAPS

Search ...

GAPS

Gaps Present

All

Has Appt

No Appt

SAVED COLUMNS

DEMOGRAPHICS >		GAP		MEASURES	
NAME	MRN	COU...	DESCRIPTION	BMI SCREEN & FOLLOW-UP 18+ (CMS69V11)	HIV AND P

GENERAL STRATEGIES | OWNERSHIP DELEGATION

Who owns the responsibility:

- Provider?
- Nurse?
- Navigator?
- Community Health Worker?
- Care Coordinator?

GENERAL STRATEGIES | PATIENT OUTREACH

- Provider: at time of visit, portal
- Nurse: at intake, over phone, letter, portal
- Navigator: over phone, CareMessage, postcard
- Community Health Worker: at time of visit
- Care Manager: over phone, CareMessage

GENERAL STRATEGIES | USE YOUR TOOLS!

CareMessage + Azara DRVS
= Azara APO

COLORECTAL CANCER SCREENING | IDEAS FOR IMPROVEMENT



Azara

- Care Gaps
- APO/Outreach
- Next Steps:
Azara Care
Connect

Staff & Education

- Nurse
navigators
- Pins, Buttons,
& Bracelets
- Patient Check-
in Questions
- Inflatable Colon

Process

- FIT Test
Mailings
- Standing
Orders
- Exact Sciences
Partnership

BREAST CANCER SCREENING | IDEAS FOR IMPROVEMENT



Azara

- Care Gaps
- APO/Outreach
- Next Steps: Azara Care Connect

Staff & Education

- Incentives for Patients & Staff
- Make it convenient!
- T-shirts for Staff
- Social Media
- Awareness Months

Process

- Standing Orders
- Mobile Mammography
- State Sponsored BCC Program

CERVICAL CANCER SCREENING | IDEAS FOR IMPROVEMENT



Azara

- Care Gaps
- APO/Outreach
- Next Steps:
Azara Care
Connect

Staff & Education

- Exam Room
Posters




Process

- Home HPV
Testing
- Find Outside
Paps!
- Incorporate
Into Every Visit

The Azara Tools!



THE TOOLS | APO MEASURES AND REPORTS

 Measures	MU Objectives	▲
	Operational	▲
	Order Management	▲
	Panel Management	▲
	Patient Outreach	▼
 Registries	APO Attempted Msgs	(i)
	APO Care Gap Closure	(i)
 Admin	APO Enrollees Who Had an Encounter	(i)
	APO Enrollees Who Made an Appointment	(i)
	APO Failed Msgs	(i)
	APO Pending Msgs	(i)
	APO Responses	(i)
	APO Successful Msgs	(i)
	APO Successfully Reached Enrollees	(i)

APO REPORTS | BREAST

Mammo Due Reminder Without Appointment

PERIOD

TY March 2024

CAMPAIGN


Mammo due remind...

+ Add Filter



 Update

IMPACT



83

CARE GAPS CLOSED

▲ 4 Last Month

CARE GAP CLOSURE RATE

5%

ENROLLEES W/CARE GAP CLOSURES BY MONTH

Month	Care Gap Closure Rate
4/23	1.0%
5/23	1.0%
6/23	2.0%
7/23	2.0%
8/23	2.0%
9/23	3.0%
10/23	3.0%
11/23	3.0%
12/23	4.0%
1/24	5.0%
2/24	5.0%
3/24	5.0%

CAMPAIGN DETAILS



1,945

TOTAL ENROLLEES

TY March 2024



1,531

ENROLLEES MESSAGED

TY March 2024

Campaign Name	Mammo due reminder without appointment	<div>9,976</div> MESSAGES SENT
Start Date	Aug 2020 44 months	
Duration	1 messages after 1 days	
Success Criteria	Breast Cancer Screening	

TY March 2024

▲ 356 Last Month

EFFECTIVENESS



+4.9%

SINCE BASELINE

▲ .3% Last Month

HOW IS THIS CALCULATED?

Increase in % of patients who received a Breast Cancer Screening compared to the baseline

PATIENT ENGAGEMENT



1,471

PTS SUCCESSFULLY REACHED

TY March 2024

▲ 4 Last Month



43%

MADE APPT



33%

KEPT APPT



5%

CARE GAP CLOSED

APO REPORTS | CERVICAL

Pap Due Reminder at Upcoming Appointment

PERIOD

TY March 2024

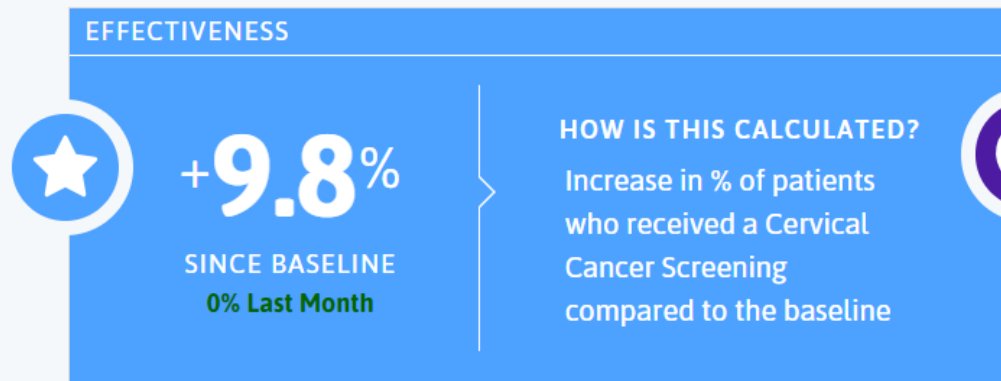
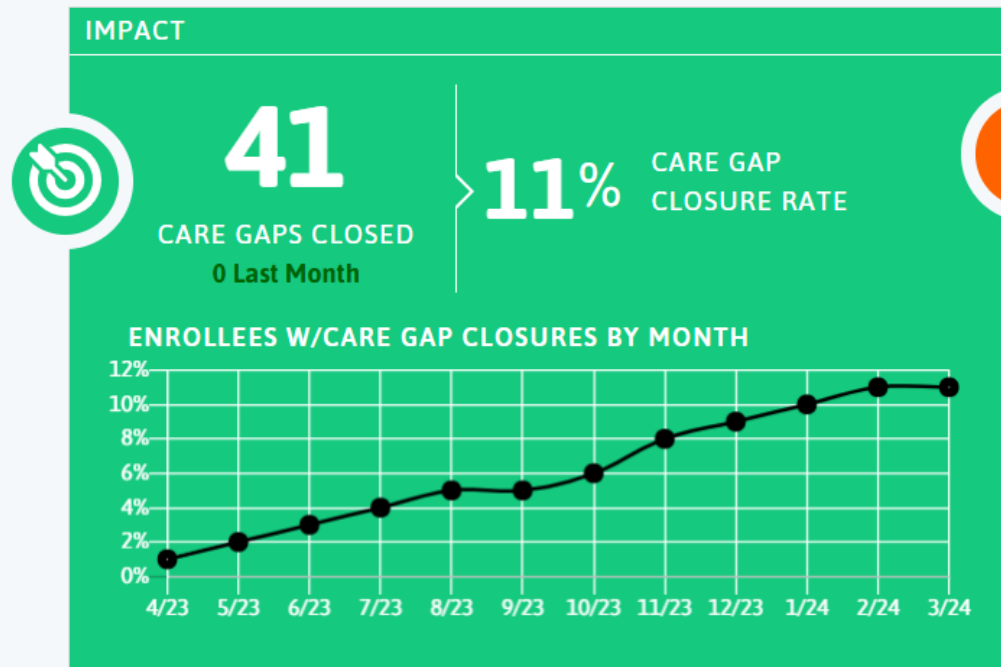
CAMPAIGN

Pap due reminder at ...


+ Add Filter



 Update



CAMPAIGN DETAILS




486
TOTAL ENROLLEES
TY March 2024

389
ENROLLEES MESSAGED
TY March 2024


Campaign Name	Pap due reminder at upcoming appointment
Start Date	Aug 2020 44 months
Duration	1 messages after 1 days
Success Criteria	Cervical Cancer Screening

1,054
MESSAGES SENT
TY March 2024
▲ 20 Last Month


PATIENT ENGAGEMENT



383
PTS SUCCESSFULLY REACHED
TY March 2024
0 Last Month



64%
KEPT APPT



11%
CARE GAP CLOSED

CAMPAIGN PARAMETERS

Variables & Settings



Mammo due reminder without appointment

VARIABLES

MESSAGE SCHEDULE

CAMPAIGN VARIABLES

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VARIABLE	CURRENT SETTINGS	DESCRIPTION	EDITED BY	COMMENTS	
Appointment Lookforward Days	90	Number of days to look forward ...	Azara		
Encounter Lookback Months	12	Number of months to look back ...	Default		
Mammogram Lookback Months	24	Number of months to look back ...	Default		
Min Age in Years	40	Lower bound of patient age in ye...	Default		
Max Age in Years	75	Upper bound of patient age in y...	Default		

Columns

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ENTRY CRITERIA

This is how we detect if a patient should ENTER the campaign:

Female patients aged (40y, 75y), who have had a primary care visit in the past 12 month(s), and have no appointment in the next 90 day(s), and have not had a Mammo in the past 24 month(s)

EXIT CRITERIA

This is how we detect if a patient should EXIT the campaign:

Patients who no longer meet generic entry criteria, or have had a Mammo in the past 24 month(s), or have an upcoming appointment in the next 90 day(s)



Patients who no longer meet generic entry criteria, or have had a Mammogram in the past 24 month(s), or no longer have an appointment in the next 90 day(s)



Pap due reminder at upcoming appointment

VARIABLES

MESSAGE SCHEDULE

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VARIABLE	CURRENT SETTINGS	DESCRIPTION	EDITED BY	COMMENTS		
Appointment Lookforward Days	90	Number of days to look forward ...	Azara			Columns
Encounter Lookback Months	12	Number of months to look back ...	Default			
Pap/HPV Lookback Months	60	Number of months to look back ...	Default			
Pap Lookback Months	36	Number of months to look back ...	Default			

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ENTRY CRITERIA

This is how we detect if a patient should ENTER the campaign:

Female patients aged [21y, 65y), who have had a primary care visit in the past 12 month(s), and have an appointment in the next 90 day(s), and have not had a Pap in the past 36 month(s), and have not had a Pap/HPV in the past 60 month(s) if aged >= 30

EXIT CRITERIA

This is how we detect if a patient should EXIT the campaign:





Patients who no longer meet generic entry criteria, or have had a Pap in the past 36 month(s), or have had a Pap/HPV in the past 60 month(s) if aged >= 30, or no longer have an appointment in the next 90 day(s)

VARIABLES

MESSAGE SCHEDULE

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1 to 4 of 4

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Results & Lessons Learned



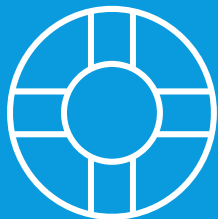
TO THE STERN | COLORECTAL

Baseline (Year End 2022)	Year End 2023	Q1 2024
12.1%	17.6%	22.2%



TO THE STERN | BREAST

Baseline (Year End 2022)	Year End 2023	Q1 2024
26.7%	33.0%	37.9%






TO THE STERN | CERVICAL

Baseline (Year End 2022)	Year End 2023	Q1 2024
21.7%	29.7%	32.2%



MAKING WAVES |

Q1 2024 IMPROVEMENTS

MEASURE	RESULT	CHANGE	TARGET
 Colorectal Cancer Screening (CMS 130v11)	22.2%	+ 7.7% ▲	30.6%
 Cervical Cancer Screening (CMS 124v11)	32.2%	+ 5.9% ▲	39.3%
 Breast Cancer Screening Ages 50-74 (CMS 125v11)	37.9%	+ 6.7% ▲	37.3%

UDS CHANGES 2023

- August 2023:
 - HRSA included optometry and psychiatry in cancer screening measures
 - HWC has both optometry and psychiatry services
 - Numbers plummeted
 - Panic ensued
 - New plan of action

LESSONS LEARNED

- Be patient, persistent, and consistent!
 - Weekly QI Meetings to review
 - Bi-weekly Leadership Meetings to review
 - Monthly AxCS call with Grant Team & NCI (Stephenson Cancer Center at OU)
- Rural Challenges:
 - Limited Resources for outpatient mammography and colonoscopy
 - Mobile Mammo down to 1 bus in Oklahoma
 - Patients do not want to get colonoscopies
 - Transportation barriers





SMOOTH SAILING!

Using a combination of tools offered
by AZARA and partners

Questions?



Achieve, Celebrate, Engage!

ACE'd it? Share your DRVS success story and become an Azara ACE!

Show your organization has used DRVS to **A**chieve measurable results, **C**elebrate improvement in patient health outcomes, and effectively **E**ngage care teams and/or patients. Stories should showcase how DRVS helped your organization overcome a challenge, the tools and solutions used to drive improvement and details of the successes that resulted from your initiatives. ACEs should be able to provide examples that quantify quality improvement, cost savings, operational efficiency or patient health improvement.

Benefits:

- Azara will help tell your story and provide a client-branded version for your use
- Potential to create a 2-4 minute video or hour-long Azara-hosted webinar
- Win Azara swag!



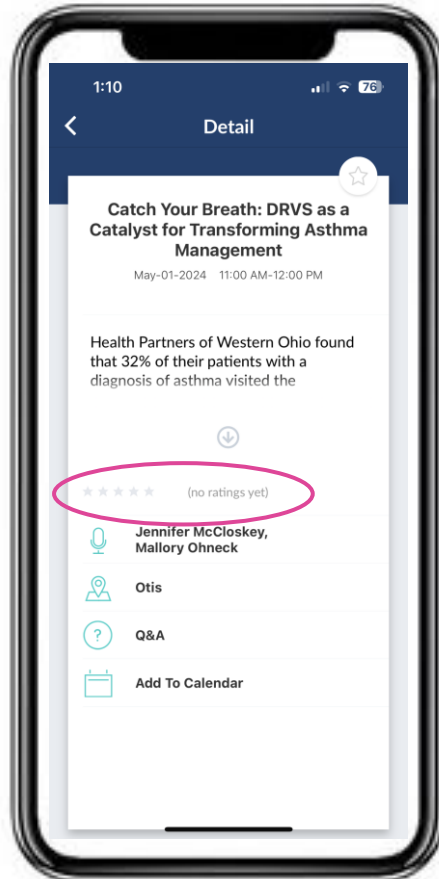
Submit your success story by completing the form [at this link](#) or scan our QR code:

See this year's ACE posters in the Ballroom Foyer!



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Click the stars in the center of your screen to rate and provide feedback.



Quick and Easy



Rate the session and
the speaker(s)



Provide brief
feedback or ideas



Help us continue to
improve

Thanks for attending!

