

Empowering the Quadruple Aim:

Improve Job Satisfaction and Patient Health Outcomes by Partnering to Optimize Care



Local communities have grown to expect more from their physicians and practices as a whole. Patients want to improve their overall health; create a strong relationship with their health care provider; expect cost-saving approaches; and to be seen in a timely manner. The Triple Aim covers many needs of patients, but the burdens and stress on health care providers are not well represented.

As the Annals of Family Medicine states, “The Triple Aim—enhancing patient experience, improving population health, and reducing costs—is widely accepted as a compass to optimize health system performance.”¹

“Physicians and other members of the health care workforce report widespread burnout and dissatisfaction. Burnout is associated with lower patient satisfaction, reduced health outcomes, and it may increase costs. Burnout thus imperils the Triple Aim.”¹ By expanding to the **Quadruple Aim**, improving the work-life of health care providers, including clinicians and staff, is an additional goal. The Quadruple Aim’s purpose is to improve health care delivery across the United States. Certintell empowers safety-net providers do that by optimizing health, care, and cost through proprietary workflows for preventive and care management services.

Aim 1: Enhance Patient Experience

Certintell enhances patient experience by offering patient-centered care managed by a clinical staff of Providers, Nurses and Certified Clinical Health Coaches. Patients can enroll in these programs at any point, as long as all eligibility criteria are met. These services include:

- Preventive Services (ie. AWW)
- Chronic Care Management (CCM)
- Behavioral Health Integration (BHI)
- Psychiatric Collaborative Care Services (CoCM)
- Transitional Care Management (TCM)
- Remote Patient Monitoring (RPM)

At Certintell, we believe patients should be able to expect improvements over time. Health coaches and staff both have an overarching goal to deliver quality care by working alongside a patient’s entire care team. Our certified clinical health coaches work directly with the patient to learn specific health needs and desires.

Sometimes, other difficulties arise that prevent providers from delivering the best care to patients. These can include transportation barriers, clinician shortages or limited knowledge of a patient's health conditions.² Certintell's telehealth solutions and clinical staff combat these issues by virtually delivering care, which removes geographic barriers.

Our RPM services go further to benefit patients as well. The suite of RPM devices help Certintell Health Coaches and the patient stay up-to-date on any alarming health changes or progress towards health improvements. Maintaining effective communication between care teams and patients is key for both parties to stay in agreement regarding care plans and patient wellbeing. Overall, Certintell's strategies and solutions for chronically ill patients help elevate the experience—one in which patients benefit from the attentive focus our clinical staff has on meeting their specific health needs.

Aim 2: Reduce Per Capita Cost of Health Care

The second aim that Certintell supports is the goal of reducing per capita costs of health care.

When a patient's health and well-being improve, health care costs will go down.³ The United States currently spends more per capita on health care than other similar standing countries, yet has significantly poorer health outcomes.³ One way to decrease the rate of these hospital visits is to use preventative, proactive and patient-centered care through telehealth before hospitalization is required.

Health coaches are integral to this patient-first approach, as they target specific patient behavior that may be contributing to poor health. By attacking the root of the problem, patients get ahead in effectively managing their own care, which prevents hospital trips, thereby reducing health care costs. On average, avoiding emergency department visits through telehealth saves \$1,500 per visit.⁴

When a clinic partners with Certintell, the clinic's patient first participates in a virtual appointment, after which the provider can determine if an in-person visit will be needed. This can lessen unnecessary costs associated with in-person appointments. Certintell's Store-and-Forward telehealth modality can also reduce the number of excess hospital visits. Through our portal, patients can take a photo of their health concerns and immediately send those photos to a health care provider for clinical evaluation.

At Certintell's core are community health centers, which provide affordable health care to medically underserved populations, regardless of their insurance status or ability to pay for services. A community health center's average daily cost per patient is \$2.09, compared to a hospital setting cost of \$3.06.⁵ By partnering with safety-net providers, Certintell ensures telehealth is both accessible and of the highest quality for the most vulnerable patients.

Aim 3: Improve Overall Population Health

Achieving the Quadruple Aim can be a difficult feat in a country facing worsening population health, with growing epidemics of obesity and diabetes, widening income disparities, rising health care costs and a strained workforce. The U.S.' expectations for primary health care continues to rise, though, the resources needed to meet those expectations are not always available.¹ The gap in material resources coupled with staff shortages can negatively impact patient-centered care and overall population health.

Effective management of population health can help lessen some of these effects. By leveraging the right tools, Certintell works with health centers to understand the needs of its specific patient populations. This can be done with our RPM devices that allow for real-time readings, as well as through patient outreach done to encourage participation in preventive care services, such as Annual Wellness Visits (AWVs) and Health Risk Assessments (HRAs).

Certintell works complimentary to the health center as a true partner, giving patients access to more targeted care than a clinic is often able to handle, helping to efficiently close care gaps across the country.

Aim 4: Provider Satisfaction

The Triple Aim is meant to optimize health system performance, but high expectations for providers to constantly perform can lead to physician stress and burnout. The subsequent results of this pressure then become counterintuitive to the original mission of the Triple Aim, as physician and staff dissatisfaction can ultimately impact the quality of care for patients. In recent years, the Quadruple Aim has become a topic of discussion, with the ultimate purpose being to improve work-life quality for clinicians so that all moving parts of the health system cohesively coordinate to produce superior care.

According to one study, 31 percent of physicians believe provider burnout can be reduced with more manageable work hours.¹ The convenience of telehealth allows for more flexibility in a physician's scheduled work day. For example, using telehealth can help decrease the amount of patient no-shows, which allows for a smoother workflow. With some regulatory flexibilities, providers can meet with a patient from their homes, which permits further fluidity in their schedule. Furthermore, accessing health data prior to seeing a patient can help the provider more confidently move from diagnosis to treatment, thus accelerating the treatment plan and satisfying the patient and provider. RPM can add to this benefit, as providers receive real-time readings on their patients and are able to treat patients before the patient senses an issue themselves.

In the same vein, health coaches can help dig deeper into patient behavior to improve health outcomes. This is often something for which physicians lack the time to provide patients. With a targeted approach to care happening outside the clinic to help patients effectively manage their care, physicians can focus on the most pressing matters during the short time they have with their patients.

Support

If you have any more questions about how telehealth could help your practice, we can go more in-depth with you. Reach out to us at **help@certintell.com** or by calling **800-946-9143**. You can also find helpful articles or even chat with us at **Certintell.com** anytime.

Sources:

¹Bodenheimer, Thomas and Christine Sinsky. "From Triple to Quadruple Aim: Care of the Patient Requires Care of the Provider." *Ann. Fam. Med.*, vol. 12, no. 6, Nov. 2014, p. 573, doi:10.1370/afm.1713.

² Patientengagementhit. "Top Challenges Impacting Patient Access to Healthcare." PatientEngagementHIT, 3 July 2018, patientengagementhit.com/news/top-challenges-impacting-patient-access-to-healthcare.

³ "Reduced Health Care Costs." RWJF, 8 July 2019, www.rwjf.org/en/cultureofhealth/taking-action/outcome-improved-population-health--well-being--and-equity/reduced-health-care-costs.html.

⁴ HealthLeaders. "Cost Savings for Telemedicine Estimated at \$19 to \$120 per Patient Visit | HealthLeaders Media." 1 Aug. 2019, www.healthleadersmedia.com/clinical-care/cost-savings-telemedicine-estimated-19-120-patient-visit.

⁵ National Association of Community Health Centers. (2018) Community Health Center Chartbook. Retrieved from http://www.nachc.org/wp-content/uploads/2018/06/Chartbook_FINAL_6.20.18.pdf