

Reid Health deploys automated pre-visit registration in just four weeks

How a regional health system increased digital completion rates by 56% among geriatric patients

63%

Digital conversion rate; 56% among geriatric patients

96%

Patient satisfaction rating

4 weeks

Implementation -to-go-live

1,600 hours

Saved for front desk staff

Nearly 30%

Reduction in no show rates among geriatric patients

Reid Health is a not-for-profit 271-bed regional referral medical center serving east central Indiana and west central Ohio. Reid Health offers nationally recognized quality and technology-enabled care with a personal touch. Reid Health recognizes patients as unique and expectant consumers who want to participate and engage in their care. To enable patients to play a proactive role in their care journey, Reid Health has invested in modern technologies like **intelligent automation** to create intuitive digital experiences that drive engagement and empower patients to be autonomous.

In addition to improving patient engagement, Reid Health aimed to improve staff engagement simultaneously, specifically front desk and customer contact center staff: "We have two main goals for deploying Notable's intelligent automation platform. One is to alleviate administrative workflow burdens to allow staff to focus on higher value activities," said Michelle McClurg, vice president and chief experience officer at Reid Health. "The other is to offer patients seamless digital experiences that empower them to feel more prepared for care."

Through intelligent automation, Reid Health is eliminating frustrating administrative experiences for consumers and staff, like paper forms, phone calls, and voicemails. Reid Health has focused on using intelligent automation to increase patient engagement specifically with their Medicare cohort, which makes up more than 70% of their patient population.

Intelligent automation is the combination of robotic process automation (RPA) and artificial intelligence (AI), used to digitize and automate administrative and clinical workflows.

About Reid Health

Use case

Registration

EHR

Epic

Employed providers

3,000+

Rapid, flexible deployment, in just four weeks

Reid Health partnered with Notable to fully digitize and automate traditional call center workflows, beginning with registration – a process that traditionally relies on paper forms or manual data entry in the EHR. This includes enabling automated appointment reminders, insurance card and photo ID upload and verification, digital completion of the Medicare Secondary Payer Questionnaire (MSPQ), and automated consent form collection. Notable robotic process automation (RPA) technology not only enables digital collection, but also automated export of the data back into the correct fields within Epic.

The combination of RPA and APIs allows Notable to rapidly integrate with any EHR or other system of record. This hybrid approach is an extremely comprehensive and nimble solution to any integration challenge. Because of this flexibility, Reid Health went live with Notable in just four weeks at five specialty clinics (geriatrics, cardiology, internal medicine, family care and obstetrics/gynecology) with only a handful of hours required from its IT team. Surpassing initial go-live metrics after two weeks, the health system quickly deployed Notable at its orthopedics and rehabilitation clinics, and is now rolling out the platform across the entire organization.

“By making these lightweight adjustments in real-time, we can extend the power of our Epic EHR by turning static insights into actionable data. Intelligent automation enables our staff to better serve patients upon arrival, and devote more time to complex patients that require additional time or support.”

Michelle McClurg,
Vice President, Chief Experience Officer,
Reid Health

Week 1: Plan and discovery



Organize governance structure and comprehensive workgroups

Identify current and future state workflows for automation

Week 2-3: Build and test



Configure the build for each workflow required for go-live

Workflow and scenario testing

Week 4: Training and go live

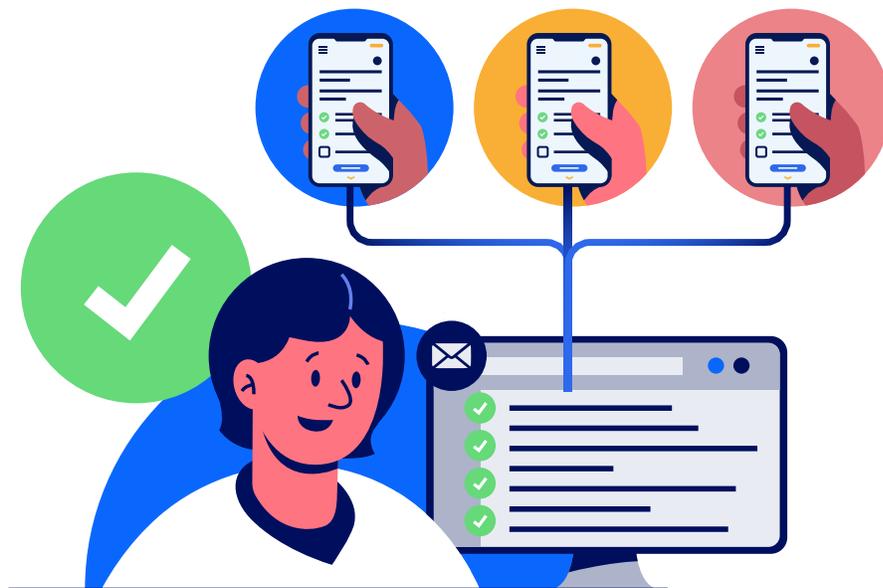
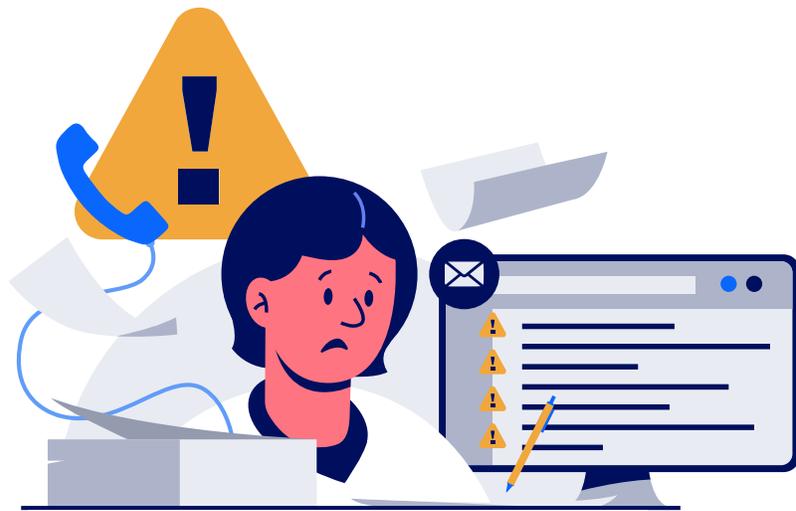


Quickly educate senior stakeholders and train staff by enabling them to interact with Notable like a patient or provider would, and QA the experience in a matter of minutes

Launch Notable platform and monitor success

How it works:

- 1 After a patient schedules an appointment, they receive a secure text message from Notable prompting them to digitally complete registration forms like the MSPQ on their mobile device. This includes the ability to take a photo of their photo I.D. and insurance card and upload it into the form in one click.
- 2 Notable uses optical character recognition (OCR) to scan the insurance card and machine learning (ML) to auto-populate the remaining fields in the registration form, such as plan number or group ID. This eliminates the need for the patient or staff to manually enter this information on the phone or at check-in.
- 3 From there, Notable automatically writes this data into Epic, triggering real-time eligibility (RTE) and insurance eligibility verification.



Intuitive digital experiences delight patients and build loyalty

More than 70% of Reid Health patients are Medicare patients. Given the added layer of complexity and documentation for Medicare registrations, the health system saw a unique opportunity to streamline the antiquated process. The MSPQ form is one particular area of redundancy and frustration, yet required for Medicare patient registration. If the form is not completed correctly, it can cause significant problems for revenue cycle staff and hinder patient access altogether.

By presenting the MSPQ form digitally, before a patient arrives in the clinic, Reid Health is eliminating repetitive steps in the registration process. Furthermore, if the patient has previously filled out an MSPQ form, Notable will auto-populate the known information for the patient to review and confirm. This intelligent auto-fill capability has resulted in a 50% digital form completion rate among geriatric patients.

Today, 53% of Reid Health's Medicare patients complete their MSPQ through Notable, in the comfort and privacy of their home. By digitizing and automating the MSPQ, Reid Health can eliminate subsequent Epic workqueues altogether. For example, by automating registration workflows, Reid Health has saved its registration and customer contact center staff 1,600 hours that would otherwise be spent making phone calls or entering information into the EHR.

To alleviate front desk and call center workqueues, Reid Health used Notable capabilities to configure its appointments reports with custom color coding based on pre-visit registration responses. For example, patients who report COVID-19 symptoms are coded red and require additional follow-up by staff. Patients are also color-coded based on if they have or have not fully completed their Notable registration prior to their appointment. This keeps staff workflows within Epic, without adding additional work or requiring them to check additional dashboards.

With the adoption of intelligent automation, Reid Health prioritized implementation at clinics and patient cohorts with the lowest overall engagement. Reid Health deployed Notable at its geriatrics clinic first and, within the first week, reported a 38% digital completion rate among these patients. Two weeks later, after Notable adjusted engagement features to fit the patient population, engagement rates reached 56%. This engagement rate, which is significantly higher than the industry standard of 5-10%, can be attributed to Notable's user-centered design, configurability, and low barrier to entry.

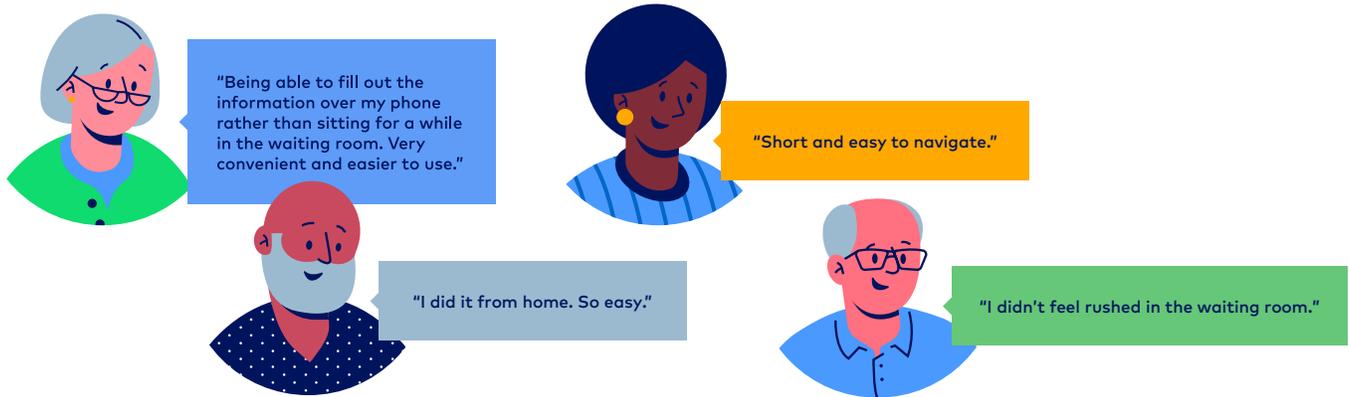
“We absolutely love Notable. It has decreased the amount of time the patient has to stand at the check in desk by as much as 10 minutes now that the MSPQ questions are being completed digitally prior to arrival.

Service Line Director of Orthopedics,
Reid Health

“My teams are thrilled with Notable; not only does it cut down on the time the patient spends checking in, but it also serves as a reminder for the appointment, cutting down on their reminder calls in the afternoons.

Director, Primary Care Service Line,
Reid Health

The Notable experience is optimized for ease of use. Patients do not need to download an app or create a log-in to complete the registration and medical history shared from previous visits is automatically pre-populated for patients to review and confirm. As a result, Reid Health has reported a 30% decrease in no-shows at its geriatric clinic and patient satisfaction ratings of over 96%. Here are a few patient comments:



Enhancing the check-in experience with intelligent automation

Using Notable's intelligent automation platform, Reid Health has reduced the amount of time staff spend collecting forms, scanning documents, and making phone calls, and have meaningfully reduced Epic workqueue volumes. Notable's unique combination of RPA and AI means regional health systems like Reid Health can implement solutions rapidly across multiple sites of care in a matter of weeks to support their patient populations and organizational growth at scale.

"Implementing the Notable platform was easier than I - and our IT team - expected," said McClurg. "Notable's configurable platform and iterative approach to implementation enabled us to launch a digital-first check in experience in just four weeks. On the back end, we have extended the capacity of our human workforce to serve patients, without having to increase staffing – the 96% patient satisfaction rating speaks for itself."

To learn how intelligent automation can help your organization create a more streamlined patient registration experience, reach out to a Notable product specialist for a [personalized demo](#).

To learn how intelligent automation can help your health system increase patient visit volume, improve outcomes, and reduce the cost of care, schedule a personalized demo with a member of our team.