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Case Study:

Driving health results with
Pager Aftercare



Pager Aftercare delivers personalized followups after a clinical encounter in Pager's platform, ensuring that the patient's symptoms are resolving and they have the tools and resources they need to improve their health. Pager Aftercare was created with the goal of helping patients to improve their health beyond a single encounter by providing additional support, guidance, and care following a telemedicine visit.

Key findings include:

- **87%** engagement rate with Pager Aftercare follow-ups
- **54%** of patients received additional health or prescription education or reinforcement
- **56%** of patients enrolled in Pager Aftercare used Pager's services again

Pager is constantly seeking ways to improve health outcomes and experiences for individuals seeking care through digital channels. A key component of our award-winning approach to virtual care is our Pager Aftercare, which provides touchpoints following a telemedicine visit to ensure patients have resolved their issues and have the resources they need to stay healthy.

Pager Aftercare builds upon transactional telemedicine visits with follow-up encounters to provide additional health education, address gaps in care, and offer best next steps for patients. Pager Aftercare helps to offer an experience “like having a doctor in the family,” in which patients are provided more support throughout the entirety of their care journey.

How Pager Aftercare supplements telemedicine

To expand upon traditional telemedicine encounters, which can be one-off, transactional visits, Pager Aftercare was designed to further improve member engagement and health outcomes. Some key features include:

- **Scheduled, timely followup:** following a clinical encounter, nurses worked with patients to schedule an agreed-upon time for a follow-up, typically within 48 hours of the initial encounter.
- **Omni-channel, outbound communications:** in Pager Aftercare, nurses utilized chat and phone to follow up with patients, based on both patient preference and availability. If patients did not respond to a chat, nurses could call them.
- **Addressing gaps in care:** beyond just making sure a patient's symptoms had resolved, nurses in Pager Aftercare conversations make sure a patient has no remaining or outstanding questions about their health or prescriptions. They also encourage preventive care by asking whether they have seen a PCP in the last year – and helping to schedule a PCP visit, if needed.

The Pager Aftercare approach

Pager Aftercare was launched for patients who received a new diagnosis via Pager telemedicine and also received a new prescription or were directed to take an over-the-counter (OTC) medication. Pager Aftercare conversations focused on three main topics:

Medication adherence

Nurses identified whether patients were able to fill the prescription that the doctor ordered and whether they were taking the medication as described.

Patient progress

The conversation dove into topics related to the diagnosis from the patient's clinical encounter. Nurses made sure symptoms had not worsened and answered any remaining or new questions about symptoms related to the diagnosis.

Preventive care

Nurses asked patients if they had any barriers to picking up their medication and whether they had seen their primary care provider (PCP) in the last year. Nurses asked about PCP visits because **research indicates** that individuals who see their PCP regularly are more likely to be healthy.

Results of Pager Aftercare: deeper engagement, opportunities for education

Overall, the engagement rate in Pager Aftercare was 87% – significantly higher than responses rate seen in standard followups.

Patients had an 87% engagement rate in Pager Aftercare

The high response rate was correlated with nurses scheduling time for a followup conversation in advance, rather than reaching out 48 hours after the encounter without an agreed-upon appointment, as well as guiding patients to turn app notifications on. Additionally, nurses captured user preferences for how they wanted to be contacted, and reached out by chat and then by phone if the person was unresponsive, rather than just chat.

Key to Pager Aftercare's success is the omni-channel, outbound approach to follow-up conversations. Of the 87% of patients who engaged, 50% of those were reached via Pager chat, and the remaining half were contacted by phone – either because the patient requested a phone call or because they were not reachable by chat.

Nurses also noted that the personalization of these conversations helped to improve the patient experience. “Society is changing so much, and a lot of people don’t have anyone reaching out anymore,” said Pager Senior Nurse Navigator Lucinda Benson. “To have someone looking out for you after you’ve been sick is a good feeling. People were very appreciative.”

What we learned

Patient health outcomes

Nearly 89% of patients reported during Pager Aftercare conversations that they felt improvement approximately two days after initial visit. Though these patients were feeling better than they were when they initially reached out for care, a follow-up call also gave nurses the opportunity to check in on any other health-related concerns and ensure that the patient had all the information they needed to adhere to their medication and continue to get better.

Offering health education

54% of patients received additional education or reinforcement. Pager Aftercare encouraged patients to ask additional questions about their medication or additional health concerns. This also let nurses provide guidance to improve health outcomes and minimize

the risk for adverse effects from medication. With this approach, the conversations provided the opportunity for nurses to address gaps in care or treatment plans.

For example, one area in which this can be helpful is medication guidance. “A lot of times, people forget to take medication with foods, and antibiotics can be tough on your system if they aren’t taken with food,” said Benson. “That one piece of guidance is simple and can

be really helpful – especially for patients who aren’t used to taking medications regularly. I’ve had patients say, ‘Oh, that’s why my stomach is hurting!’”

54% of patients received additional health education or reinforcement

The omni-channel approach to follow-up care is critical to meeting patients where they are to improve engagement. This is consistent with what we have heard from industry leaders like [behavior change expert Jeff Rubin, Ed.D.](#), who notes that it is important to keep in mind the impact a specific communication channel has on a person.

A Pager Aftercare follow-up conversation can provide a space for patients to learn more about techniques for better health, or to ask questions they may not have thought of during their initial encounter.

Encouraging preventive care

In addition to ensuring patients were feeling better and had the information they needed regarding their health, nurses also asked patients if they had seen their primary care provider (PCP) in the last year, and if not, if they needed help scheduling an appointment. **The program found that over 60% of patients have not visited their PCP in the past year.**



This doesn't come as a surprise, as **PCP visits dropped by 24% from 2008 to 2016**, and many people today are less likely to have a relationship with a primary care provider. By providing patients with an additional nudge from a nurse to encourage that they schedule a visit – and the tools and assistance to virtually schedule the appointment on the spot – patients are more easily able to access preventive care services that improve their health.

Repeat user engagement

Since participating in Pager Aftercare, 56% of patients have returned to use Pager's services. This indicates that patients not only had a positive experience, but also found value in Pager Aftercare services that provide further health engagement and opportunities for preventive care support. These patients who engaged again after the pilot used a variety

of services, from appointment scheduling, to nurse triage, to telemedicine – suggesting that virtual care offerings providing a variety of services within a single patient entry point can improve the patient experience and delivery of the most appropriate care.

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Looking forward: opportunities for Pager Aftercare to improve health

Pager Aftercare provides an elevated experience for patients. Beyond simply ensuring that patients were able to access care, Pager Aftercare improves care continuity to ensure that patients don't face unforeseen barriers to prescriptions and enables them to get answers to any additional health questions. It also provides a level of engagement and support to encourage patients to seek out and engage in preventive care, which improves long-term health outcomes and reduces healthcare costs.

Pager Aftercare can be particularly beneficial for patients with chronic conditions, those with identified barriers to care, including costs or access, and those who are otherwise high-risk. By providing an additional, outbound touchpoint for patients, they are more likely to adhere to their medications and care services and engage with any additional health advice.

This nudge provides health plans with a way to engage members proactively, to ultimately encourage preventive health and wellness visits and healthy behaviors – reducing care costs and improving health.

At a time when healthcare is increasingly fragmented and patients may not know where to turn to address issues, how much it will cost, or how to access care services, an outbound touchpoint as a follow-up to a one-time care visit can provide immense opportunity to engage members in proactively improving their health.

Interested in learning more about how Pager Aftercare can improve outcomes for your members and lower costs? Contact us at hello@pager.com. +

About Pager

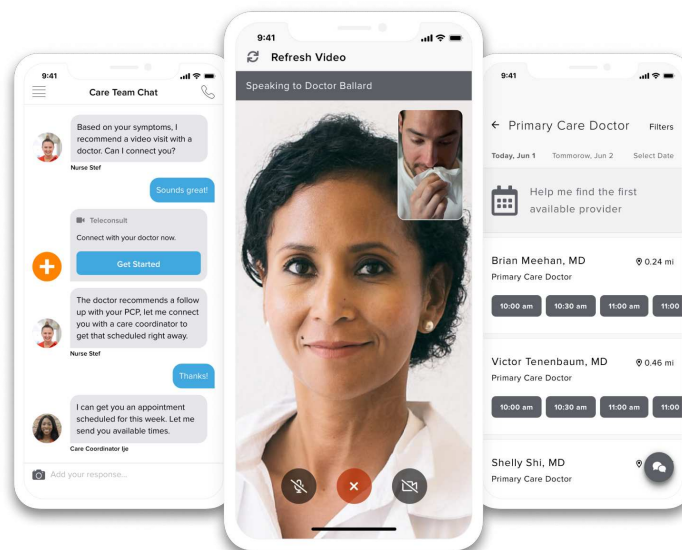
Pager is a virtual care collaboration platform that provides whole person healthcare in a trusted, convenient, connected care experience, like having a “doctor in the family.” Pager helps people make better healthcare decisions by enabling better access and reducing costs, making care simple and easy to understand throughout the entire care journey. Through a combination of hi-tech AI automation and hi-touch concierge services, Pager offers an integrated, full-service experience including triage, telemedicine, e-prescriptions, appointment scheduling, after-care follow-up, care advocacy, and customer service. Pager’s omni-channel communications platform connects the fragmented healthcare ecosystem by aggregating a care team of nurses, doctors, pharmacists, coordinators, advocates, and more in one place. Pager partners with leading payers and providers representing more than 15 million people across the United States and Latin America.

Explore Pager's solutions

Solutions for a high-touch, high-tech consumer experience



Bring patients and their care team together in a single chat to make smarter & faster decisions



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