Boosting Inpatient and Outreach Client Service by Combining a CRM with Enriched Data and Process Workflow Redesign

Randall Henson, Huntsville Hospital Laboratory

Jamel Giuma, Sunquest Information Systems

Agenda

- Brief Bios
- About Jamel and Sunquest Information Systems
- Is documentation important?
- About Randall and Huntsville Hospital
- Why documentation is important and it can affect your workflow
- Improved workflow and customer satisfaction at HHL
- The future of lab and why we must improve

Jamel Giuma
Director, Integration & Outreach Solutions

- ▶ Bachelor's degree in finance from the University of North Florida

- ▶ More than 16 years of IT experience, with approximately 10 of those years in healthcare IT

- ▶ Jamel joined Sunquest Information Systems in 2014 to help bring the voice of the customer to many of Sunquest's products

- ▶ Oversees all interoperability needs from laboratory instruments to EMRs for Sunquest products as well as manages all Meaningful Use efforts
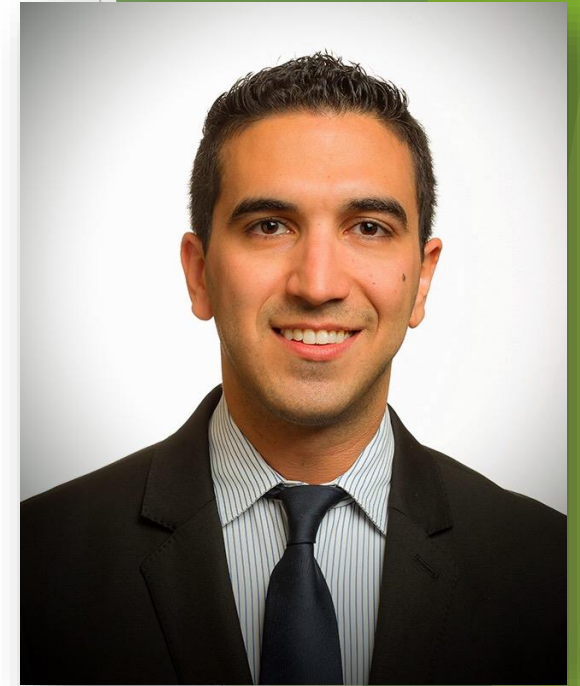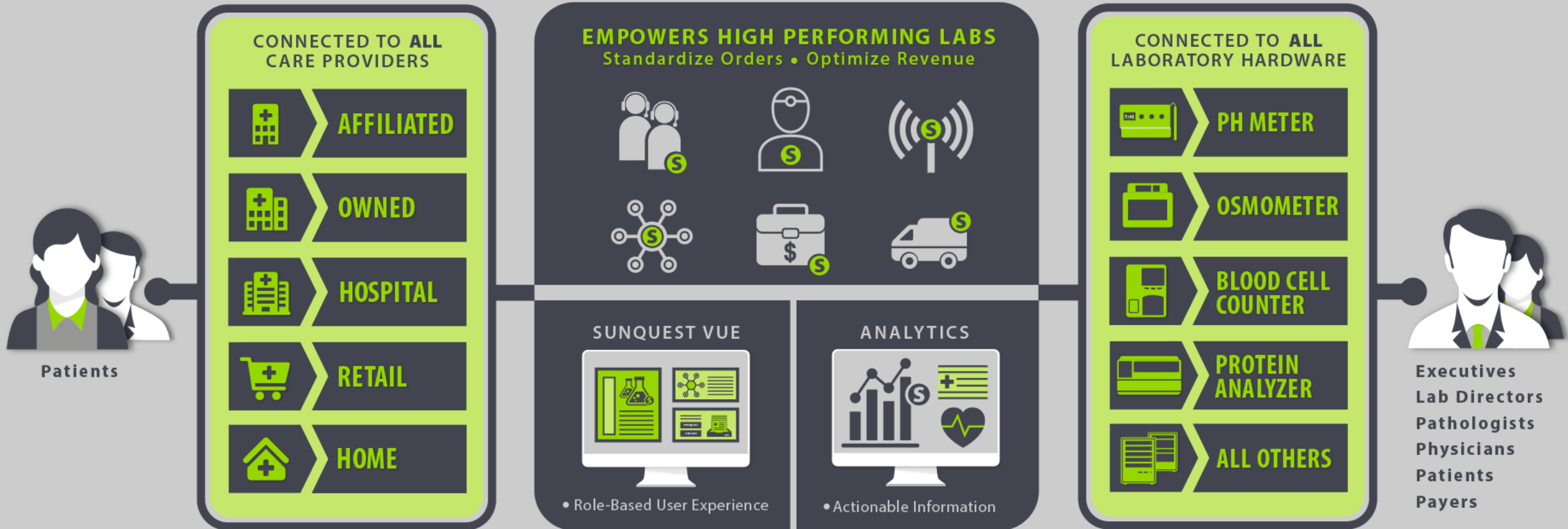
sunquest.

- Laboratory Information System vendor
- Founded in 1979 at the University of Arizona
- Headquartered in Tucson, AZ
- Offices also in Seattle, San Francisco, Boston, United Kingdom and India
- Solutions in over 1,700 laboratories
- Over 500,000 end users
- 18-year average tenure; 96% client retention rate
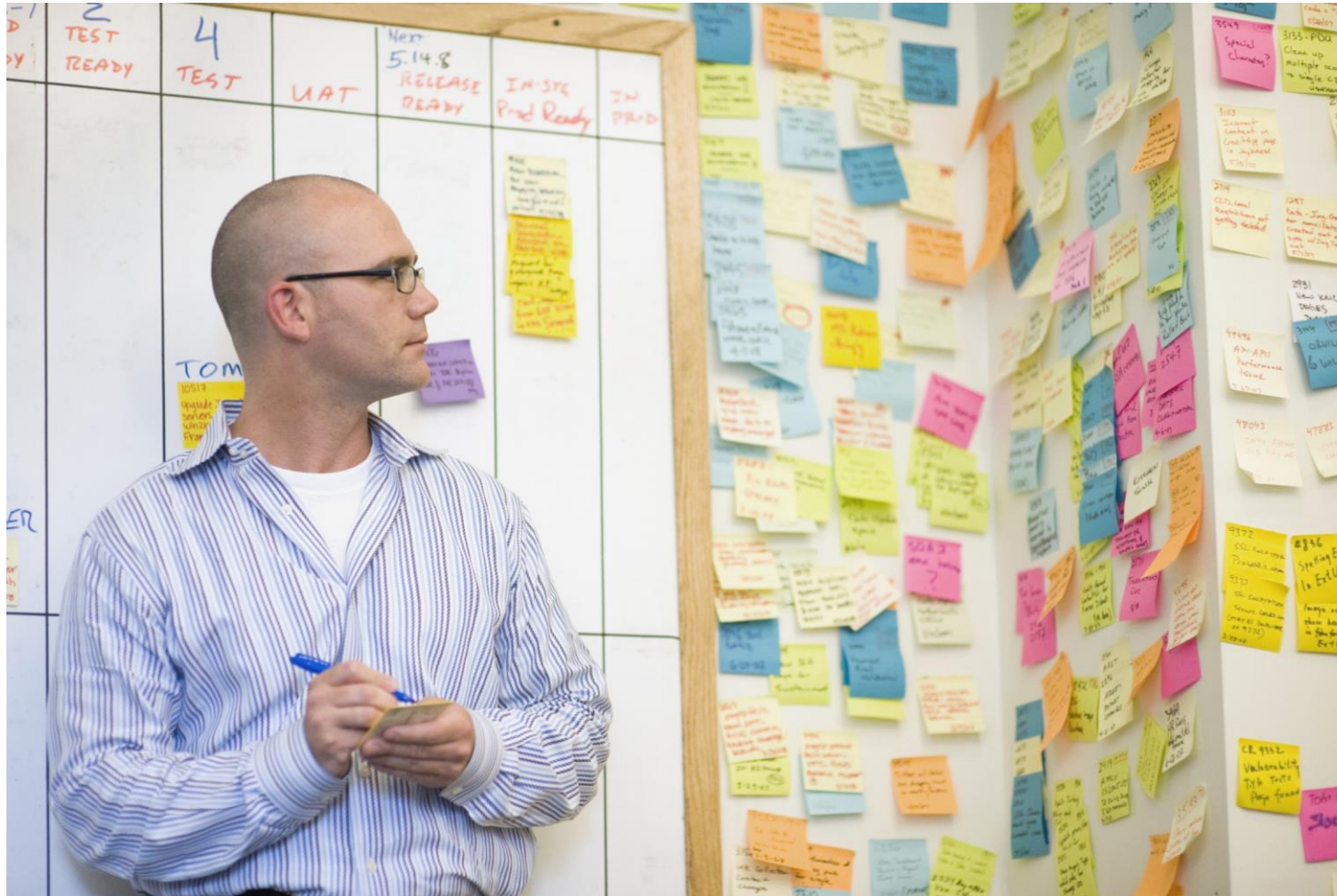- Founding member of the Commonwell Alliance
- 550+ employees

commonwell
HEALTH ALLIANCE

SUNQUEST DIAGNOSTIC COMMUNITIES

Patients

CONNECTED TO ALL CARE PROVIDERS

- AFFILIATED
- OWNED
- HOSPITAL
- RETAIL
- HOME

EMPOWERS HIGH PERFORMING LABS
Standardize Orders • Optimize Revenue

SUNQUEST VUE
- Role-Based User Experience

ANALYTICS
- Actionable Information

CONNECTED TO ALL LABORATORY HARDWARE

- PH METER
- OSMOMETER
- BLOOD CELL COUNTER
- PROTEIN ANALYZER
- ALL OTHERS

Executives
Lab Directors
Pathologists
Physicians
Patients
Payers

SUNQUEST DRIVES SMARTER HEALTHCARE AND SAFER PATIENTS

Post-it Notes (aka Stickies)

Randall Henson
Huntsville Hospital Laboratory

▶ Manager of Outreach Development and Solutions

▶ 19 years of experience in the laboratory

▶ Has assisted in growing and retaining one of the largest hospital outreach programs in the country

▶ Held positions as processor, registrar, accessioner, client services representative, marketing representative, and LIS analyst

▶ Helps to oversee the happiness of more than 600 clients of HHL

Huntsville Hospital

- Established in 1895
- Nation's third largest publicly owned hospital system
- 17 Campuses, 8 Hospitals
- 1777 beds (HH has 941 beds)
- 12,000 Employees
- 24 Physician offices (16 specialties)
- 89,657 Inpatients admissions
- 316,259 ER visits
- 959,772 Outpatient registrations
- 83,743 Surgeries
- 7,555 Births
- HIS system: GE

Laboratory Overview

- Outreach established in 1995
- Partners with Mayo for esoteric testing
- Accredited by CAP
- Consistently recognized as one of the busiest hospital labs in the nation
- First fully automated lab in the state
- 600+ clients / 2,000+ physicians
- Receives up to 9,000 specimens per day
- 6,610,341 billables
- 22,000,000+ reportables
- LIS system: Sunquest
- 38 instrument interfaces
- 100+ EMR interfaces to 30+ vendors

HUNTSVILLE HOSPITAL

LABORATORY SERVICES

Communication in 1895
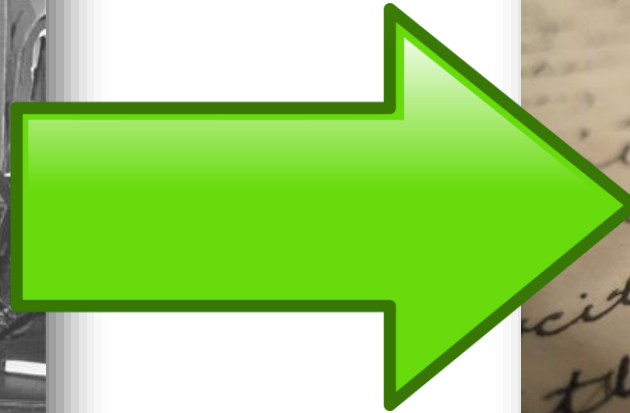
Communication in 2016
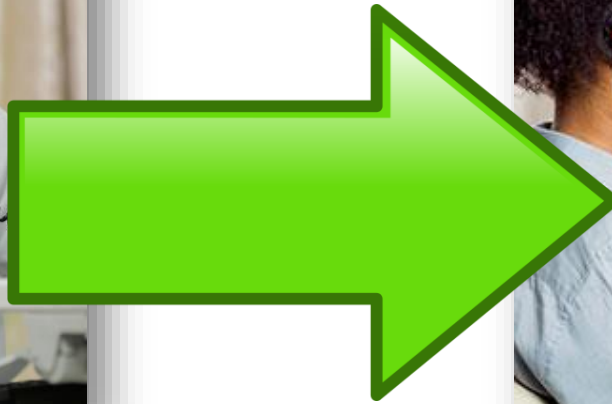
Communication is Key

- **How do you Communicate?**
  - **Verbal**
    - In person
    - Phone
  - **Pen and Paper**
  - **Email**

Client Services

▶ Huntsville Hospital Lab has a dedicated call center staffed with 8 dedicated employees 24/7

▶ Responsible for all incoming calls

▶ Average calls received per day: 568

▶ Average calls received per week: 3116

▶ Average calls received per month: 13561

▶ Responsibilities include:

  ▶ Accept Incoming calls and provides communication to clients

  ▶ Checks status of specimens, passes along courier requests, and fields all questions

  ▶ Performs result retrieval and transmission (fax, courier, HL7)

  ▶ Enters in all faxed orders

  ▶ Works variances and gathers information when needed

Client Services Impact on the Lab

- Reduces phone time for techs
- Lab is quiet!

What does an improved process look like?

Have you ever heard, "If it ain't broke, don't fix it."

"Why is this our process?" "Because it's what we've always done."

Can you improve workflow and lean a process without sacrificing quality service?

Absolutely!

Courier Dispatching

Before CRM

1. Our client services team would receive a call
2. Log the call in logging system
3. Call dispatch team
4. Add dispatchers name to case in logging system
5. When the specimen was delivered, the case was closed in the logging system by manually typing in couriers name and dropoff time
6. Reports were very limited

With CRM Implemented

1. Our client services team receives a call
2. The call is logged in CRM in real time
3. ~~Call dispatch team~~
4. ~~Add dispatchers name to case in client calls~~
5. Dispatchers are able to see the new request and dispatches courier.
6. When the specimen is dropped off in the lab, the case is closed in CRM in real-time.
7. Reports are robust

Outcomes

- 2280 fewer phone calls made last month

- Full transparency for all users, resulting in less confusion and reduced errors

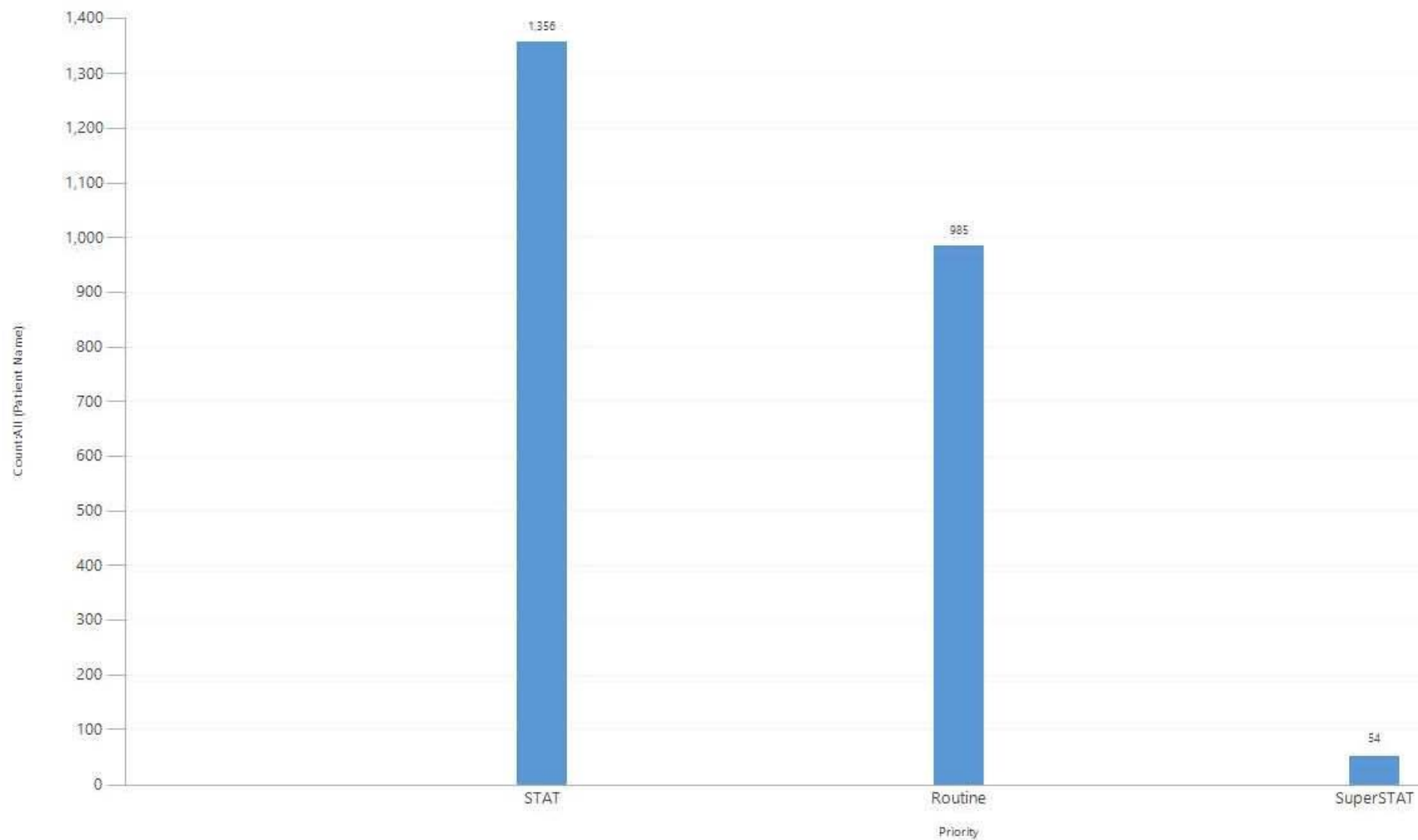- Real-Time dashboards with robust reports. This allows our senior team to make adjustments to resources on the fly

[new]Courier Calls - Last 30 days ⌄
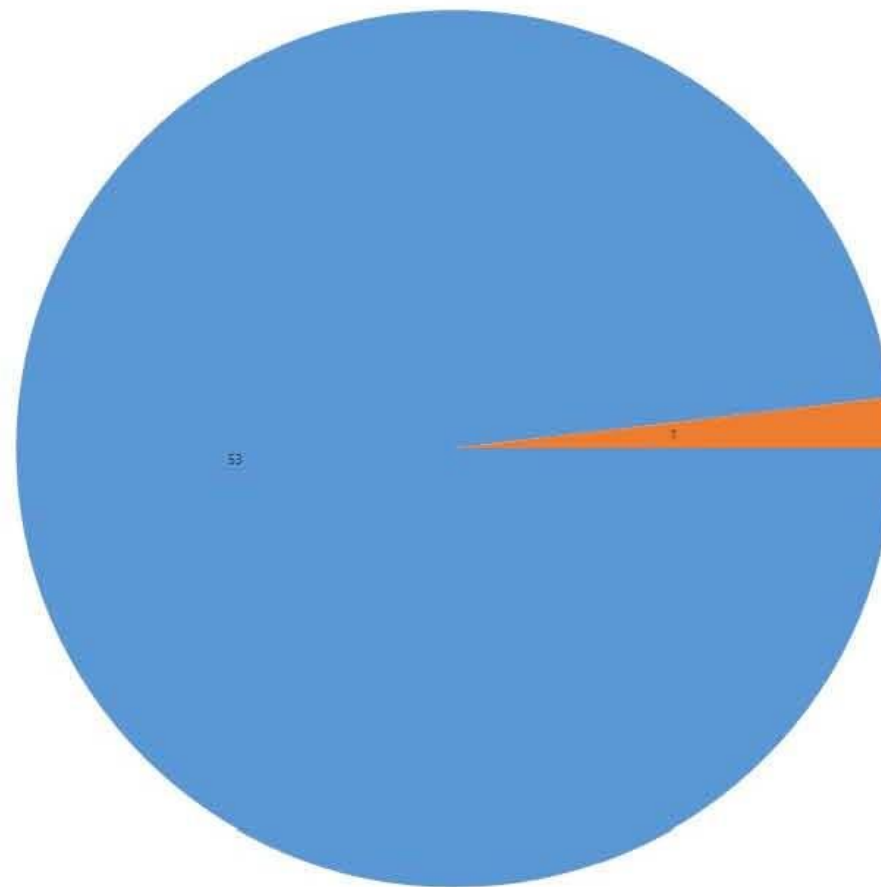
Search for records

Case Mix (By Priority) ⌄

⊣ [new]Courier Calls - Last 30 days ⌄

Search for records

Cases: [new]Courier Calls - Last 30 days ⌄

Case Mix (By Priority) ⌄   ✛   ⬛

Drilldown >> SuperSTAT

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■ MEDMALL - Medical Mall Patient Service Center

■ BMT - Blackwell Medical Tower Patient Service Center

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ⓘ Click on the chart to perform Drill Down

What's Next for us in Huntsville???

Sunquest Mobile – Courier Role

- Schedule couriers to perform ongoing routine pickups
- Allow scheduling of ad hoc/STAT courier specimen pickups
- Views/Reports by destination location
- Update & complete Work Order status
- Track client assets (centrifuges, fridges, etc.)
- Track inventory (picks/drops, etc.)
- Capture customer signature

Support for Android, iOS, and Windows Mobile!

Sunquest Mobile Courier - Pickup
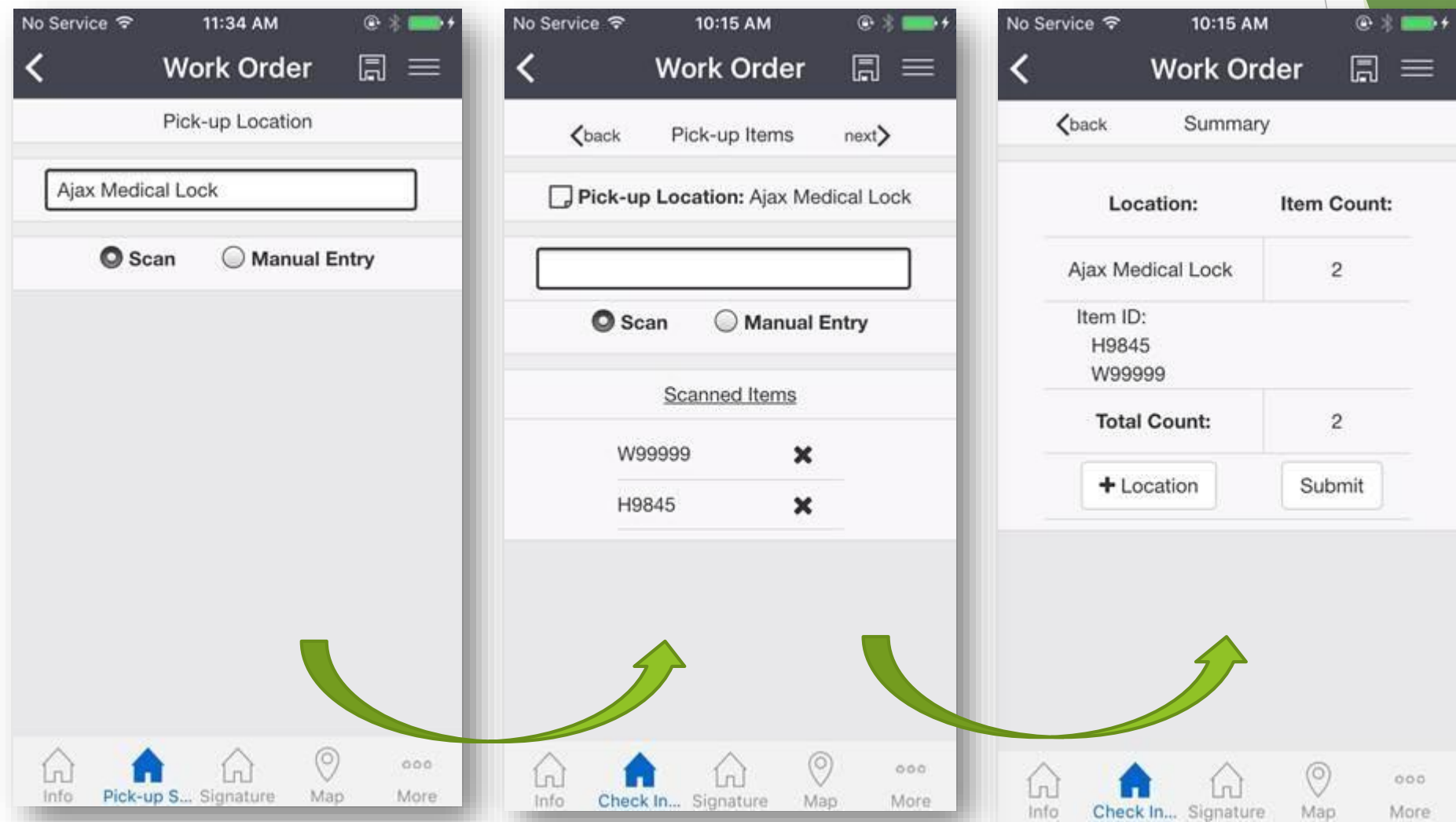
Sunquest Mobile Courier – Drop Off

Questions???