

Top Patient Relationship Management Solutions



Excerpt from the Chilmark Report titled “Patient Relationship Management Solutions and their Effective Applications”

Patient relationship management (PRM) is broadly defined as using multiple modes of outreach to help patients manage their health and coordinate their care in a disjointed care delivery system, all while living their daily lives. As payer and provider business models and technology strategies continue to converge under value-based care (VBC), PRM will shift from a task managed solely by provider organizations to a collaborative effort that involves providers, payers, and any third parties working on their behalf.

Conversa was featured in Chilmark’s Market Scan Report which examines the market forces driving health care organization (HCO) interest in solutions that promise more targeted patient outreach, coordinated care management, and greater opportunity for patient self-management between care episodes. Motivating factors include serious limitations of legacy engagement solutions to meet business case needs and consumer usability expectations, the need to support patient engagement outside the four walls of the hospital, and economic factors that range from value-based care to provider-payer convergence to higher out-of-pocket cost for patients.

Conversa Health’s approach to engagement, care management, and population health management is based on Gartner’s projection that up to 85% of consumer interactions will be automated by 2020. The company delivers mobile-enabled and automated, personalized digital conversations to help patients and care teams communicate around key health experiences like chronic condition management, post discharge, pre- and post-surgery, patient education, medication adherence, and lifestyle health coaching.

Using its Conversational AI technology, Conversa enables its Digital Checkups to consolidate patient generated health data with biometric and EHR data, and integrate with more than 400 digital devices to create its own longitudinal record. The breadth and depth of this record allows Digital Checkups to provide structured responses, based on a decision tree architecture, which do not require the use of NLP technology. The solution does not need to make inferences about a patient’s condition, as it already has access to that information through the longitudinal record.

Supporting both fee-for-service and value-based care business models, Conversa is being used to optimize pre/post surgical care, reduce readmissions, make care coordination and communication more efficient, improve patient response and access, and increase patient retention, satisfaction and loyalty.

“Conversa is market-leading in its brand awareness, market visibility, support for patient self management, proven outcomes, ease of use, and product vision.”

Conversa Health offers more than 300 patient conversation modules, which are then bundled into programs and packages. A chronic care package, for example, may include programs for COPD or hypertension; a pre- and post-op package may include separate programs for hip and knee replacements.

After enrollment, Conversa’s Digital Checkups provide a series of short question-and-answer interactions to address common concerns for, say, a new hypertension diagnosis or the first days after hip replacement. These questions are meant to promote better adherence and provide an early indication of non-adherence, allowing nurse case managers to focus their phone call follow-ups only on the patients whose answers within Digital Checkups raise warning signs. Customers (Health Systems, Pharma, Payers, etc) typically use the off-the-shelf modules without any customization, but Conversa Health typically creates custom thresholds for event escalation, as well as a customized escalation process.

At Chilmark, we expect PRM adoption to shift toward vendors (like Conversa) that are better able to support broader care coordination and deeper relationship management. Providers or payers looking for technology to support current and future PRM programs will find this report an invaluable aid to sifting through claims about the overall maturity of PRM functionality.