PHILIPS
Patient navigation

Powerful patient engagement
at scale

Clinic - 8:00 AM

Your appointment is today at 10:00AM. To confirm, reply Yes. To cancel, reply No.

Alex - 8:05 AM

Yes

Clinic - 8:06 AM

Thanks for letting us know. View your final prep instructions, here: info.clinic/prep01

End-to-end patient management
designed for the enterprise

By automatically triggering the right communication at the right time, Patient Navigation Manager (PNM) guides your patients through a premium care experience.

Solution highlights

Automated, multi-modal communication
Help your patients conveniently manage their care from their phone, tablet or computer. Empower patients by letting them select their preferred language and means of communication with SMS, email, voice and paper mailings.

Customizable content
Our library of best-practice scripting can be customized to fit your specific needs and can reference patient-specific attributes in the EMR. Start with proven program templates that can be adjusted to fit the needs of your patient population.

Scalable platform, seamless integration
Cloud-based delivery that is easily extended across departments and service lines. PNM uses a simple deployment to complement existing IT and clinical workflows and seamlessly integrates with your EMR.
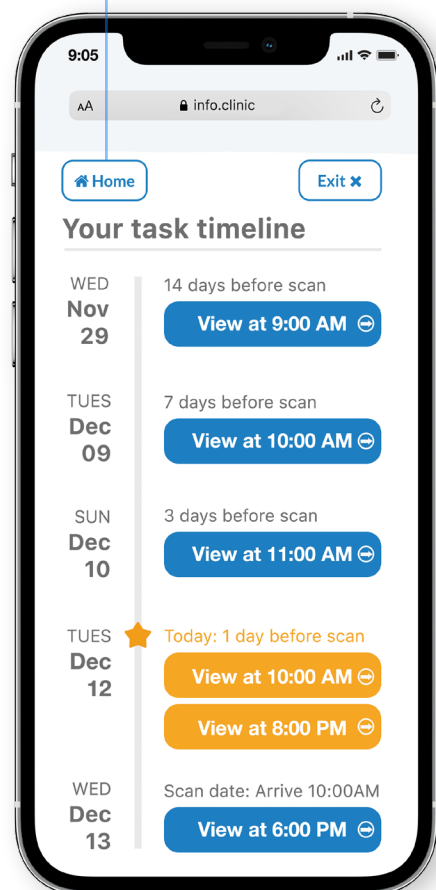
Research-backed outcomes
We've worked with leading academic medical centers to develop engagement strategies that have been proven to increase operational efficiency by reducing patient no-shows, poor prep, and late cancellations.

What patients see

Clinic - 8:00 AM

Hello from your care team at Windy Valley Hospital! Your visit with our radiology department is on 7/01 at 10:00AM.

We'll send you reminders on what to expect and how to prep for your visit. View your task timeline, contact us, or keep a loved one updated here: info.clinic/homepage

9:05   info.clinic

⌂ Home   Exit ✖

Your task timeline

WED Nov 29	14 days before scan	View at 9:00 AM ⊖
TUES Dec 09	7 days before scan	View at 10:00 AM ⊖
SUN Dec 10	3 days before scan	View at 11:00 AM ⊖
TUES Dec 12 ⭐	Today: 1 day before scan	View at 10:00 AM ⊖ / View at 8:00 PM ⊖
WED Dec 13	Scan date: Arrive 10:00AM	View at 6:00 PM ⊖

An example of PNM's web-based hub, standard with every program offering.

A comprehensive suite of scalable solutions

Select custom care pathways from a wide portfolio of proven solutions, designed to address operational challenges distinct to medical specialties.

Minimal effort from template to launch
We make it easy by doing all the configuration for you.

Best-practice scripting: select from a library of dozens of templates including ambulatory, cardiology, GI, ob/gyn, oncology, orthopedics, pulmonology, radiology, urology, perioperative medicine, and bariatric surgery.

Customize and review: edit and test your program easily. Our web-based editing tools allow flexibility to customize our templates to fit your needs with the help of our support team.

All care pathways include:

- **Surveys:** know what patients are thinking by gathering patient feedback, satisfaction and reported outcomes (PROs).
- **Wayfinding:** help patients get to the right place at the right time with driving directions, parking, and indoor maps.
- **Educational media:** set expectations and reduce anxiety with simple educational and preparatory information.
- **Appointment confirm/cancel:** make it easy for patients by letting them confirm or cancel via text.

Use cases

Enterprise: design a unified patient engagement strategy that can easily scale across the institution and clinical domains.

Ambulatory: a digital front door enabling a high quality patient experience for all outpatient visits.

Diagnostics: engage patients for all imaging modalities with dynamic, scan-specific pathways.

Surgery/procedures: guide patients through the perioperative and surgical settings all the way to recovery.

Population health: encourage patients to complete timely screenings, vaccinations and overdue health maintenance.

Service line: provide detailed turn-by-turn instructions for any healthcare encounter, from cardiac cath to colonoscopy and more.

Agile solutions to complement your EHR

Enhance the patient experience with software designed to complement your EHR using **automated, bidirectional, real-time data transfer** with HL7, REST APIs, and flat files.

Real-time communication
Patient responses are sent to your system as soon as they are available to PNM. Send dynamic content based on individual patient attributes documented in the EMR and use natural-language processing to directly respond to patient texts or link to FAQs.

A risk profiling model
Identify high-risk patients in real-time and take action. PNM's machine learning tool integrates patient demographics, historical scheduling, and engagement data to flag high-risk patients and enable targeted interventions by staff.

Direct appointment updates
Scheduled appointments are directly updated within the EHR/RIS or HIS, meaning your staff does not have to spend extra time looking for an appointment update within the many modules available in their system.

Appointment slot management
Send patient engagement data such as reachability status and opt-out status back into EMR work queues. Our cancellation messages can auto-cancel appointments in the EHR which removes the canceled appointment from the schedule and makes that slot available for new appointments.

Research-backed outcomes

Our results speak for themselves. We've collaborated with academic medical centers across the U.S. to study the impact of PNM's technology and to find solutions to universal challenges.

Deliver value with a high ROI: PNM fights the root cause of operational inefficiencies. We generate a direct ROI quantifiable through the operational efficiencies gained post-intervention. Our clients have consistently benefited from returns as high as 16x depending on the severity of the pre-intervention environment.[1] Contact us at pnm@philips.com to learn more.

Referrals	Increase referral conversion efficiency by **30%**[2] Increase overall referral conversion rate by **3.5%**[2]
Clinic visits	Reduce overall appointment no-shows by **18.9%**[3] Reduce overall late cancellation rate by **13.6%**[3]
Surgery and procedures	Reduce no-shows by up to **45%**[4] Reduce same-day cancellations by **86%**[5] Reduce poor prep by **67%**[6] Increase procedural case volume by **1.9%**[6] Increase the odds of adequate prep by **2.8x**[6] Reduce day of surgery cancellations by **76%**[7] Increase over-the-phone preoperative screens by **133%**[7]
Institutional resource use	Increase portal adoption by **231%**[1] Increase use of your institution's digital wayfinding services by **1777%**[2]
Patient satisfaction	Achieve a patient satisfaction rating of **4.5 / 5.0**[5] **98%** of patients do not opt out[1] NPS score of **60.4**[1] Reduce average waiting room time by **10.7** minutes[8]

True partners with long term value

As we work together, we develop a picture of who is engaging with you and use this to create a framework for making changes to enhance the experience for both you and your patients.

Knowledge: years of industry expertise in patient engagement allow us to lend our learned best practices to ensure all customers are set up for success from the start.

Support: ongoing consultative and support services to continuously evaluate and optimize pathway solutions based on collaborative feedback.

Creativity: embracing the unexpected to drive new functionality to support continuous change.

Continuous improvement: we believe that part of excellent patient engagement means continually improving and adapting to changes in healthcare.

" Patient Navigation Manager has been extremely helpful accelerating our requests as we navigate this difficult time. BMC has been able to successfully and quickly communicate with our patients on essential COVID-19 updates. Providing timely and updated information has been critical in our efforts to keep both our staff and patients safe during this pandemic. "

Kathleen Masters
Senior Manager of Ambulatory Analytics at
Boston Medical Center

Drive critical behaviors by educating more patients

Ensure that your patients are knowledgeable about their care and condition. Leverage educational media to teach, inform, and set expectations to help reduce patient anxiety and improve preparedness.

90%
of patients view preparation education modules[7]

29%
Increase in patient's self-reported knowledge[9]

21%
Increase in clinic staff assessment of patient knowledge[9]

Education to enhance outcomes
Bring an educational focus to your communications. Research has shown that patients with better functional health literacy experience better health outcomes.[10] Patient education is an integral part of high-quality healthcare.

Reach more patients with consolidated communications

Reach more patients
Every patient is unique and has their own set of challenges. Our shared goal is to reach every patient regardless of demographic. Our dedicated implementation team works with you to customize our library of validated patient pathways to the needs of your staff and patient populations.

Convenience and speed with Message Broadcast
Quickly send one-off, unidirectional messages which reference dynamic recipient-specific data to a select group of patients, such as for office closures, emergencies, or clinical initiatives. Capable of handling high volumes of patients with ease.

Reachability[1]
86%

Any language

Let patients choose
SMS, email, voice, and paper mailings

Learn more about Patient Navigation Manager at philips.com/pnm.

Questions? Contact us at pnm@philips.com.

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1. Based on internal data.
2. Feng A, Elias J, Hart K, Roberts P, Laskowski K. Automated Patient Navigation Platform Increases Referral Conversion for Surgical Consultations. Paper presented at: Connected Health Conference 2018; Boston, MA.
3. An analysis was performed comparing no-show and late cancellation rates at Boston Medical Center prior to the use of Patient Navigation Manager (in December, January and February of 2016-2019) and after the implementation of Patient Navigation Manager (December 2019, January 2020, February 2020).
4. Solonowicz O, Stier MW, Kim K, Kupfer SS, Sengupta N. 860 Digital Navigation Improves No Show Rates and Bowel Preparation Quality for Patients Undergoing Colonoscopy - A Randomized Controlled Study. Gastroenterology. 2020;158(6):S-176.13
5. Balakrishnan AS, Nguyen HG, Shinohara K, Au Yeung R, Carroll PR, Odisho AY. A Mobile Health Intervention for Prostate Biopsy Patients Reduces Appointment Cancellations: Cohort Study. Journal of medical Internet research. 2019;21(6):e14094.12
6. Nayor J, Feng A, Qazi T, Saltzman JR. Tu1044 Improved Patient Preparedness for Colonoscopy Using Automated Time-Release Reminders. Gastrointestinal endoscopy. 2018;87(6):AB507-AB508.
7. Feng A, Laskowski K, Hepner D, Bader A. Improved Preoperative Triage and Patient Preparation Using an Automated Technology Platform Results in Fewer Day of Surgery Cancellations. Paper presented at: Perioperative Medicine Summit 2019; Orlando, Florida.
8. Results from case studies are not predictive of results in other cases. Results in other cases may vary. An analysis was performed across the Yale Ambulatory, Yale Radiology and BMC virtual waiting room programs from 8/13/20-11/5/20.
9. Ma Y, Zeiger J, McKee S, et al. Double-blinded randomized controlled trial to evaluate a multimedia surgical care tour in improving patient satisfaction and knowledge after functional endoscopic sinus surgery. International forum of allergy & rhinology. 2019;9(3):286-291.
10. Adams RJ. Improving health outcomes with better patient understanding and education. Risk Manag Healthc Policy. 2010;3:61-72. doi: 10.2147/RMHP.S7500. Epub 2010 Oct 14. PMID: 22312219; PMCID: PMC3270921.