eceptionist ®

Optum – Referral Facilitation Service

In the summer of 2015, Optum was looking to find a referral platform that could be used to manage a referral service for clients across the United Kingdom. Optum needed a platform that could be deployed quickly, was scalable to support multiple clients with different needs, be interoperable and secure..

CHALLENGE

- Not able to manage different referral requirements and different workflows for different clients within the same platform

- Needed a solution that would allow OPTUM to onboardnew and existing clients on board onto in a very short timeframe

- Service Coordinators needed to manage numerous referrals for multiple clients with different services level requirements which caused delays and the inability to hit mandated service level targets

- Need to be able to support the intake of referrals from many sources including those that are directly entered into the referral platform, emailed referrals, faxed referrals as well as referrals that are initiated in 3rd party systems

- The cost of managing referrals under the status quo was not economically viable

SOLUTION

Optum uses Eceptionist as its core platform to support a Referral Facilitation Service ("RFS") that it provides to its clients across the UK. Optum clients include clinical commissioning groups ("CCG's"), NHS Trusts and other health related organizations. Optum provides the RFS to clients and organizations that want to outsource the management of referrals and patient engagement. These referrals and service requests include referrals from primary into secondary care, secondary care referrals into the community, econsult and overall access to services. Specifically, Optum uses Eceptionist to:

- Manage the intake of all referrals and referral types including

  ○ Simple referrals

  ○ Triaged referrals

- Review and prioritize referrals

- Manage the workflow and overall lifecycle of the referrals

- Manage the service level targets and KPI's of each service for every client

- Manage the communication and engagement with the providers and the patients

- Document all activities associated with managing the referrals

- Provide all of the data needed to measure and evaluate the analytics associated with all of the referrals and service requests being managed

Solution Continued

- Manage the workflow rules
- Manage the provider network and service rules

The Eceptionist platform was rolled out for Optum over a 2 ½ month period. During this implementation phase, Eceptionist worked with Optum to confirm and configure the data, workflow and provider network requirements.

RESULTS

There are myriad of benefits that resulted from the roll out of Eceptionist to support referrals within the Optum RFS. A summary of these benefits is included below.

- Quick implementation and onboarding process.
- The ability to support centralized and decentralized referral management within the same platform.
- The ability to support different workflows and different service level targets for each service and each client.
- Better tracking and reporting of referral data and KPI's.
- Ability to have the same staff support multiple clients differing workflows and requirements all on the same platform.
- Able to support referrals from many different sources – directly entered referrals, faxed referrals, emailed referrals and referrals from 3rd party systems in a single platform.
- Better patient and provider engagement throughout the process.
- Standardization of best practices, workflows, guidelines and education across large geographies and the many different players that are involved in the healthcare process.

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