

One Automated Campaign Recovered Over 1,300 Patients to Bridge Gaps in Care

Patients Misunderstood ACOG Recommendations for Pap Smears and Started Skipping Annual Exams

When the American College of Obstetricians and Gynecologists (ACOG) changed their recommendation that women should have a cervical cancer screening every three years instead of annually, patients quickly assumed this meant they could skip their annual exams altogether. Holly Woprice, COO for Seven Hills Women's Health Centers told us, *"many women think of the pap smear and the annual exam as one in the same but it's really so much more than this. A breast and cervical exam are important annually to detect other types of cancers. The annual exam is also a time for the provider to discuss other health and wellness concerns."*

Seven Hills Turned to Relatient

As a long time customer leveraging Dash Engage for appointment reminders, Seven Hills looked to incorporate other Dash Engage capabilities to help them reach with their patients without adding manual work for their staff. Using Dash to launch dynamic health campaigns, they designed messaging triggered by clinical criteria contained in their EHR. The campaign reached all their patients that had gone more than three years since their last exam but less than four with education and a call-to-action, bringing them back into the practice—not just as new revenue but as new opportunities to stay connected and ensure patients are being appropriately screened and cared for.

Success Meant Added Revenue, Fewer Patient Care Gaps, & Better Patient Compliance

The Seven Hills' *"Not Seen In Three"* campaign brought in **1,370 new appointments** and **total charges of \$244,000** over a six month time frame. Of those patients, **234 required more than one visit and 27 required surgery**. Meanwhile, they employed another health campaign to address the importance of the postpartum exam. The three months after delivery is known as the *"4th trimester"* and is a time for which it is very important to ensure that the mother is recovering well and in good health—it's also a time when new mothers may be too overwhelmed to focus on their own care. The ongoing postpartum health campaign congratulates mothers, provides education on

the importance of the postpartum visit, and ensures new mothers are seen timely and screened for signs of postpartum depression and other needs—all of which help drive strong HEDIS compliance.

Health Campaigns Extend The Reach of Their Hereditary Cancer Screening

Holly says the Dash Engage health campaigns have been pivotal in the delivery of Seven Hills' online hereditary cancer screening questionnaire, which patients complete in advance of their annual well-woman exam. They follow the ACOG recommendations for hereditary cancer risk assessment but had always used a paper questionnaire. With Relatient, they are now able to deliver an electronic questionnaire to patients and the results to their physicians in advance of the patient's appointment.

Holly reports that since replacing the manual screening process with an electronic screening process just over one year ago, Seven Hills has screened over 10,000 patients genetic mutations and/or an increased lifetime risk of breast cancer. Holly says *"we are saving lives and giving patients options that put them in charge of their care and choices if they are at risk"*.

"We've been a Relatient customer for many years. Relatient and their integration with our PM system keep our no-show rates low and saves our staff time. Because of our previous success with Relatient, we knew they could also help us close some key gaps-in-care and retain patients who may have otherwise left the practice completely."

– Holly Woprice, COO, Seven Hills Women's Health Centers

Dash solutions utilized:



**Seven Hills Women's
Health Centers**

- Based in Cincinnati, OH
- 57 providers
- 20 service locations
- EHR & PM functions: Greenway PrimeSuite