Automated Test Results Delivery Lowers Communication Costs and Increases Patient Satisfaction for Aegis Women’s Healthcare

- Delivers 500% ROI on communication of normal Pap test results
- Saves over $5,000 annually on communication of normal Pap test results
- Offers convenient access and quicker peace of mind for patients

When bringing new technology into a practice, two of the most common concerns for providers are whether the proposed solution will make financial and operational sense and whether the new technology will provide an improved healthcare experience for patients. Adopting TeleVox’s system to deliver test results to patients allowed Aegis Women’s Healthcare in Bloomington, IN to realize an outstanding return on its technology investment while gaining an edge in patient service over competing practices.

After 90 days of using automated test results notifications to communicate with patients about normal Pap tests, 806 messages were delivered to patients. Smallwood was able to determine Aegis’ savings with the TeleVox system by calculating what those 806 communications WOULD have cost using their traditional notification method.

Comparing that potential communication expense with what Aegis saved by delivering results through automated notifications shows a return on investment of more than 500%.

A frequently underestimated expense in the test result delivery process is the time staff members spend fielding calls and responding to patient inquiries concerning their results. The Aegis 90-day analysis shows that while the mailing process is a significant expense, nearly 58% of the bottom-line impact comes from inefficient use of nurse and staff time. Time that could be best used working with in-office patients or completing other tasks is devoted to questions about results.

Aegis' Potential 90-Day Normal Pap Test Expense WITHOUT TeleVox

<table>
<thead>
<tr>
<th>Component</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postage</td>
<td>$0.44 x 806 = $354.64</td>
</tr>
<tr>
<td>Cards</td>
<td>$0.068 x 806 = $55.00</td>
</tr>
<tr>
<td>Labels</td>
<td>$0.07 x 806 = $56.42</td>
</tr>
<tr>
<td>Employee mailing coordination</td>
<td>$11.00/hour x 18 total hours = $198.00</td>
</tr>
<tr>
<td>Nurse calls/voicemails</td>
<td>$75/week x 12 weeks = $900.00</td>
</tr>
</tbody>
</table>

Total Potential Communication Expense: $1,564.06

57.5% 22.6% 3.5% 3.6% 12.7%
“Each of our nurses receives five or six calls or voicemails about lab results each day,” says Julie Smallwood, Health Information Management Tech for Aegis. “Most of these patients are simply anxious to know their results, and TeleVox gives them quick and convenient access to this information. Our nurses are no longer bogged down by those questions.”

While those figures show the cost and operational benefits of TeleVox from the practice’s point of view, it’s also important to explain WHY patients prefer accessing their test results via automation.

### Automated test results delivery is convenient for patients.

During their office visit, each patient is given a card with unique login information that allows them to access their results at any time. Patients have two options for retrieval – calling a toll-free 800 number or visiting www.mytestresults.com – which allows them to interact with TeleVox through the method that is most comfortable or accessible for them. After results have been accessed by the patient, this retrieval is documented within the TeleVox system for the practice’s records. This documentation can be helpful when proving that a patient was informed of their test results.

### Automated test results delivery relieves patient anxiety.

With a system like TeleVox offering cost-effective and fast access to test results, practices can no longer justify adopting the “no news is good news” mentality. Practices like Aegis that place a premium value on keeping patients informed know that communicating normal results is absolutely necessary. TeleVox’s automated test results notifications allow the practice to send these normal results for a fraction of the cost AND time required of mail delivery. Depending on delivery times of the postal service, TeleVox’s solution often allows a patient to know their results three to five days earlier than a mailed notification. Giving patients with normal results quicker peace of mind is a great way to improve their overall satisfaction with the practice.

Smallwood notes that the practice’s recent EMR transition and adoption of TeleVox technology has moved them well ahead of other practices in the area in terms of both the practice’s day-to-day workflow efficiency AND the post-visit patient experience.