

COVID19 EMERGENCY RESPONSE CONTACT CENTER

and Patient Engagement Platform



Emergency Response Contact Center Platform: Fully configured Health Cloud platform for triage access, including contact center agent interface with Covid-19 scripts and escalation routing capabilities for urgent cases.

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Location Name	Street	City	Capacity
eVisit	-	-	High
Mercy Hospital	48 Turn St.	Old Westbury	High
New Rochelle Testing Center	123 Main St.	Glen Island Park	Very Low
North Shore University Hospital	300 Community Drive	Manhasset	Very Low

Patient Education/Engagement:

Fully configured/branded Covid-19 Patient Education Portal including: branded health system announcements, branded Covid-19 knowledge articles, fully configured patient surveys for intake, care monitoring, and outcome follow ups.

Realtime Data: Fully configured realtime reporting and dashboards.

Status	Count	Percentage
New	8	12%
In Process	2	0%
Escalated	8	12%
Closed	7	20%
Total	325	



Huron Partnership Offering:

Huron is pleased to match Salesforce's generous licensing offer, and will be offering our implementation services to deliver the fully configured Covid19 Response Platform at no cost. We are prepared to deliver the platform, as shown in this marketing communication, within 24-72 hours.

Patient Population Segment Management/ Access & Contact Center Management

- Utilization of the HC and SC platforms for Triage access / scheduling (i.e., slotting in urgent cases, cancelling and rescheduling elective and non-urgent cases); Establishing a remote / emergency call center set-up
- Utilization of the CRM platform to enhance cycle time and throughput of calls with prescriptive scripting tailored to the triage/routing of call types by priority (Reduce ABD rates, increase SVC Levels, and improve AHT, OCR and Occupancy Rates)

Patient and Service Footprint Population MARCUM

- Utilization of the CRM platform to identify and aggregate patient population affected or at high risk for exposure or infection with proactive communication for preventive care, care coordination, and general status updates related to the fluidity of the virus and its treatment paths
- Automated messaging to mitigate outbound and inbound call volume associated with changes in treatment paths for non-emergent clinical engagements, consults, OPDS, Ancillaries, DMG, and HH/Rehab

Call Routing Prioritization , Deflection, and Throughput/Cycle Time Optimization

- Utilization of the CRM Platform for efficient que based prioritization for patient care needs that are routed through non-scheduling or triage departments (Main hospital switchboard, understaffed clinic scheduling desks, transfer centers, etc.)

In addition to the solution outlined above, Salesforce and its partners have made other platform enhancements available at no cost, however they may involve additional complexity, and may therefore extend deployment time beyond 72 hours. We have listed them here for your information.

- Utilization of the CRM platform for **centralized patient lifecycle management** of the patient population infected or at risk for infection from the virus
- **Proactive social media and digital reputation monitoring** and command center response for purposes of risk mitigation, reputation management, and proactive content dissemination related to the virus and its risk mitigation, treatment, and time sensitive updates
- **Telehealth platform** for fast and effective triage and clinical treatment of patients allowing for remote clinical patient engagements to maximize the number of patients treated and COVID-19 risk mitigation for exposure to patients and staff
- **Dynamic IVR customization** to route calls efficiently and provide prompts to mitigate unnecessary call volume or push towards SSPs
- **Enhanced referral management** filtering through CRM platform for emergent cases and effective management of non-emergent referral volume to mitigate leakage
- **Proactive communication to referral partners and PSA partners** related to capacity and access windows based on supply/demand management of physician and ancillary capacity
- Internal System and Partner utilization of the CRM platform (Trailhead) for **centralized visibility and execution of communication protocols**, change readiness, daily resource deployment decisions, project prioritization, capacity, access, bed management, throughput, supply chain, integrated services, etc.
- **Automated outbound communication to the general public and patient population** related to when and when not contact the healthcare system and when to come and not to come to system facilities to mitigate risk of exposure and gain immediate treatment when applicable



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