



Case Study



Streamlined operational efficiencies through automated routing & tracking

Background

Baylor Scott & White Health is a non-profit collaborative healthcare system which encompasses one of the nation's largest multi-specialty group practices. The organization provides personalized, comprehensive, high-quality care enhanced by medical education and research to Central Texans in a 29,000 square-mile area.

Previously, Baylor Scott & White Health used a fax-based Physician Referral Network (PRN), which relied on physical pieces of paper, multiple fax machines, filing cabinets and spreadsheets to schedule patients. Consequently, referring physician offices continued to face challenges about the time required to obtain a referral and the lack of communication from the scheduling teams to a referring physician.

Challenge

Manually processing the large amount of documents presented challenges, especially in instances where the referring physician office did not initially include all the relevant patient information. Even upon scheduling a referral, it was rare for the referring office to update the status of a the patient.

The PRN department received 140 paper faxes per day, each of which were manually taken from the fax machine, sorted, manually logged, then filed away. The machines were often busy and were prone to break down. This resulted in few physicians receiving the necessary confirmation that appointments have been scheduled. Additionally, any additional information often went missing.

Recognizing the need for faster communications and attention to patient and physician data management between referral sources and physician referral network teams, the health system decided to leverage Salesforce to automate and streamline highly manual processes. This including the decision to implement the zPaper Document Transformation Platform.

Solution

Utilizing the zPaper platform; once a fax is received, a new referral record is automatically created with the digital fax attached. Caller ID technology links the referral to the referring practice record and routes it automatically to the appropriate person based on the fax number used: the "standard" number, the "urgent" number or the one used in South Texas.

The individual working on the referral can separate the fax into multiple files or multiple referrals, make the appropriate notations, and automatically acknowledge receipt through a template. This resulted in consistent communication methods that previously did not exist. Now, not only are referral requests quickly acknowledged, the referring physicians receive daily reports that show where each patient is in the referral process.

zPaper creates and delivers these dynamically. As part of its internal tracking, the solution creates weekly reports for the Scott & White department leads that provides helpful operational insights around referral document status.

Results

The organization quickly noticed a 50% increase in response rates after the zPaper implementation on survey questions that ask whether or not a referred patient was seen by a reasonable date.

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zPaper set up a barcode system that's used in requests for additional information from clinics. When the document with a barcode is used as a cover sheet, the new information automatically is linked to the appropriate referral record which ensures the organization has a seamless closed-loop process"

- Baylor Scott & White