

Park Nicollet Methodist Hospital

CASE STUDY



Park Nicollet **drops readmission rate** by **32%** with a text-first approach to patient outreach



ORGANIZATIONAL OVERVIEW

Park Nicollet Methodist Hospital is a 400-bed facility in St. Louis Park, Minnesota, and is renowned for high quality patient care, medical expertise and disease management. Park Nicollet Methodist Hospital is part of Park Nicollet Health Services and HealthPartners.

PROBLEM

Readmission rates are a key factor in quality ratings and reimbursement but lowering them can be a challenge. While following up with patients post-discharge is a proven method of reducing readmission rates, reaching them by phone is difficult and time-consuming.

Park Nicollet's nurses were spending a significant amount of time calling patients and leaving messages, but readmission goals still weren't being met. The organization needed a solution to reach more patients without increasing nursing workload.



32%

drop in readmission rates



70%

response rate



25%

reduction in nurse phone calls

RESULTS

Joan Sandstrom, VP of primary care at Park Nicollet, and her team partnered with PerfectServe to implement an automated, text-first patient follow-up solution. The organization found that patients who received and responded to text messages were 32% less likely to readmit than those who were solely contacted by phone. (These results are risk-adjusted to account for the relative complexity of each patient's conditions.)

Overall, 70% of questions sent via text message received a response from patients, reducing the number of phone calls from nurses by 25%. PerfectServe made it possible to segment Park Nicollet's patient population into risk categories, highlighting the 17% of cases that needed immediate follow-up.





We were skeptical as to whether older patients would use this channel, but the response has been impressive. We have such a hard time getting some patients to answer a phone call, yet they will respond to assessments delivered by text. This saves valuable time for our nurses every day and helps us reach those in need more quickly.



Karen Loscheider,
Manager, Nurse Line &
Central Refill Department,
Park Nicollet Health
Services



The results spoke for themselves. It was clear right away how the quality of care we provide to our patients and information we have for our teams could be improved with this tool.



Jasmine Larson,
Director, Data & Analytics,
Park Nicollet Health Services

SOLUTION

PerfectServe built a series of customized follow-up text messages that assess each patient's risk for readmission. Through integration with Park Nicollet's ADT system, messages are automatically triggered with each discharge event. Each text clearly identifies Park Nicollet as the sender and asks the patient a question, such as how they are feeling, or if they've resumed their medications. The final text includes a telephone number that may be used 24x7 for questions.

The PerfectServe online dashboard collects and analyzes all patient responses — and nonresponses — and automatically flags patients for follow-up. Nurses have access to a global view of their patient population, which focuses their attention on those most at risk for readmission.

The solution also overcomes a growing tendency to ignore phone calls from an unfamiliar number and eliminates the game of phone-tag between patients and nursing staff.

Park Nicollet Methodist Hospital's results were so impressive that the organization's Readmission Council elected to expand the solution to other hospitals in the HealthPartners system.