

Innovation as a Strategy to Differentiate Your Business

Today's Presenter



Tom Gelles

Netsmart Technologies
VP, Client Organization

HUMAN SERVICES



Addiction Treatment



Autism



Behavioral Health
(Inpatient/Outpatient)



Certified Community
Behavioral Health
Clinic (CCBHC)



Child and
Family Services



Federally Qualified
Health Centers
(FQHC)



Integrated
Care



Intellectual and
Developmental
Disabilities



Public
Health



Public
Sector



Challenges



Increased competition among provider organizations for staff, funding, etc.



Deficit of 15,000 case managers and clinicians in the next couple of years
(NATCON)



Need to prove outcomes and make data-driven decisions.



78% of providers reported burnout



Technology that complicates growth and diversification



Case managers and providers spend 40% of their time on documentation

Industry Opportunity

All signs point to innovation

- 80% of healthcare providers are accelerating their spending on IT and software
- Effectively deploying automation and analytics alone could eliminate \$200B to \$360B in US healthcare spending annually
- RCM and clinical workflow optimization remain top areas of investment
- Providers continue to express a preference for fewer vendors – with 2/3 looking to their existing EHR partner for new solutions/functionality instead of external vendors
- Healthcare providers cite EHR integration and interoperability as critical pain points
- Regulatory changes and expanding funding opportunities highlight the need to provide integrated, whole-person care - CCBHC and Innovation in CMS Behavioral Health (IBH) Model

<https://www.bain.com/insights/2023-healthcare-provider-it-report-doubling-down-on-innovation/>

<https://www.hhs.gov/about/news/2024/01/19/cms-announces-model-to-advance-integration-in-behavioral-health.html>

Innovation Is Powering the Future of Healthcare

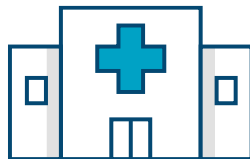
AI helps make medical systems smarter

59%

of U.S. healthcare executives believe that artificial intelligence (AI) is either “very effective” or “often effective” at improving clinical outcomes.

<https://www.insiderintelligence.com/insights/artificial-intelligence-healthcare/>

Remote patient monitoring brings the hospital closer to home



Remote monitoring could potentially lead to 87% fewer hospitalizations, 77% fewer deaths and dramatically lower costs.

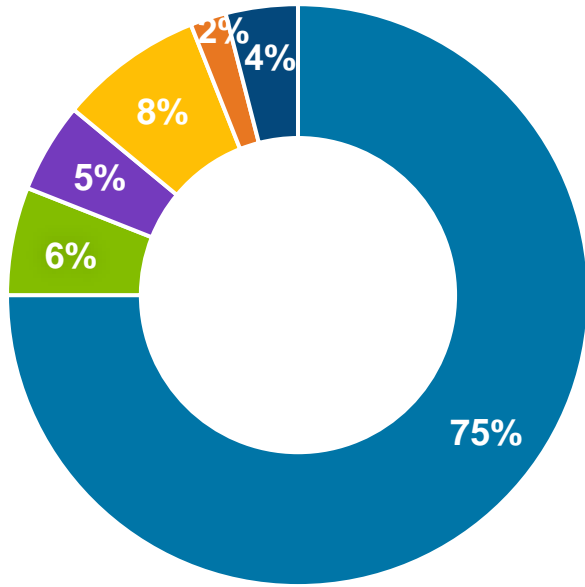
<https://connectwithcare.org/recent-study-highlights-the-outcome-and-safety-benefits-of-remote-patient-monitoring-during-the-pandemic-and-beyond/>

Clinical workflow solutions to ease clinician burdens

34%

of physicians said they saw an increase in medical errors as a result of staffing shortages (Survey Healthcare Global).

<https://www.businesswire.com/news/home/20220321005389/en/34-of-Doctors-Worldwide-Observed-Increased-Medical-Errors-Due-to-Staffing-Shortages-as-Their-Mental-Health-Suffers-Says-Survey-Healthcare-Global-Report>



2024 Enterprise Computing Needs

Foundation for Success

Electronic Health Records (EHR)

Electronic health records designed for your specific clinical and billing workflows

Workforce Management

Technologies to support staff optimization, engage teams, increase productivity and drive outcomes

Workflow Extensions

Extensions to the EHR that support the complexities of value-based care

Data Analytics and Measurement

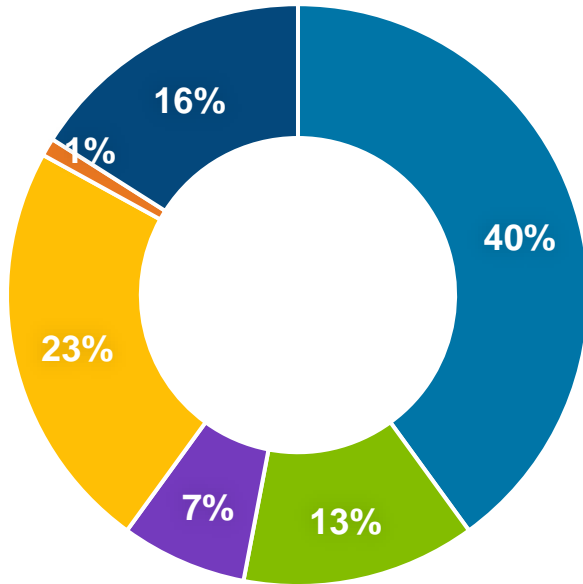
Support real-time and informed decisions through data solutions that enhance clinical outcomes, reimbursement and operational performance

Care Administration

Simplify and streamline the business side of healthcare with time-saving solutions that support your billing office and more

Population Health Management

Leverage data for a whole-person view of your population, including social, mental and physical health



2027 Enterprise Computing Needs

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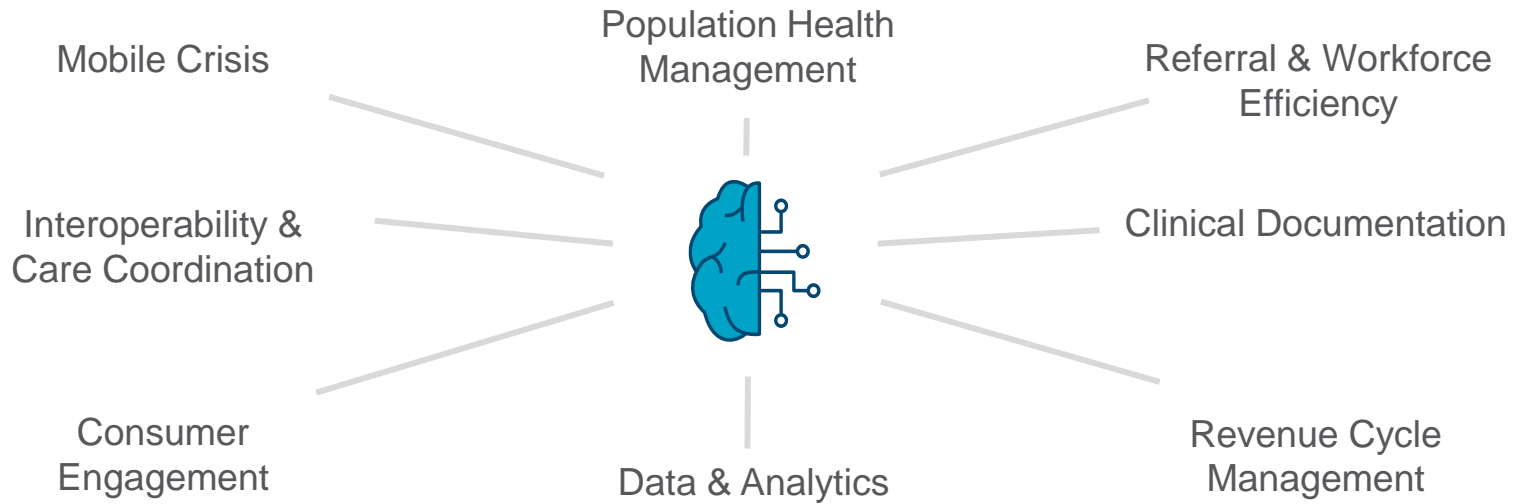
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EHR

TECHNOLOGY INFRASTRUCTURE



BUSINESS ECOSYSTEM

TECHNOLOGY INFRASTRUCTURE



Innovative Strategy



Strategic Advisory



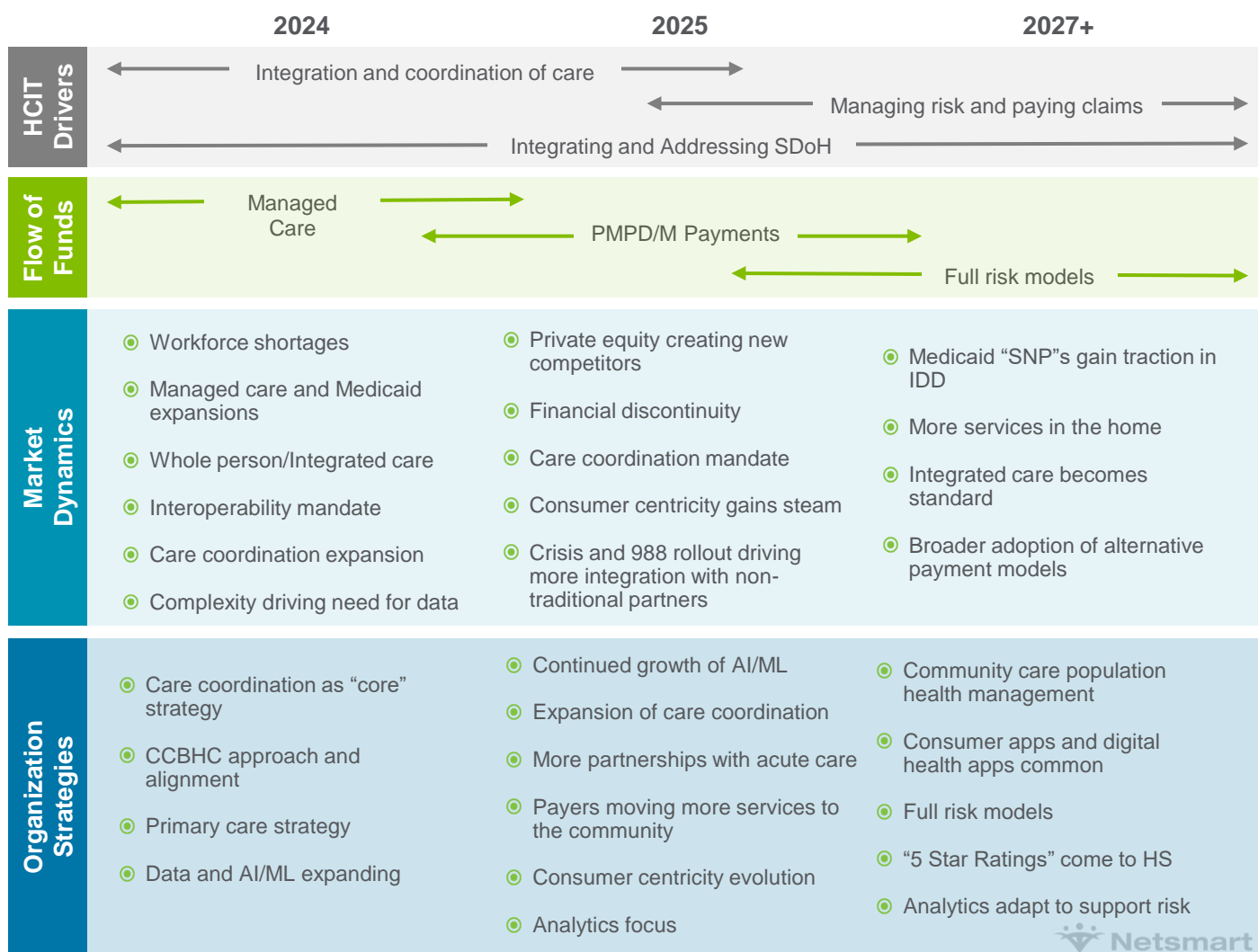
Proactive Support

PARTNERSHIP

BUSINESS ECOSYSTEM

TECHNOLOGY INFRASTRUCTURE

WINDSHIELD, LANDSCAPE, HORIZON





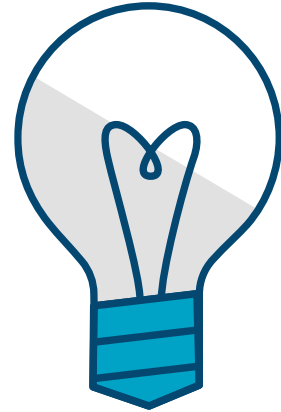
“It’s not a crisis, it’s competition... an opportunity”



Prioritizing Technology Investments

Innovation as a Strategy

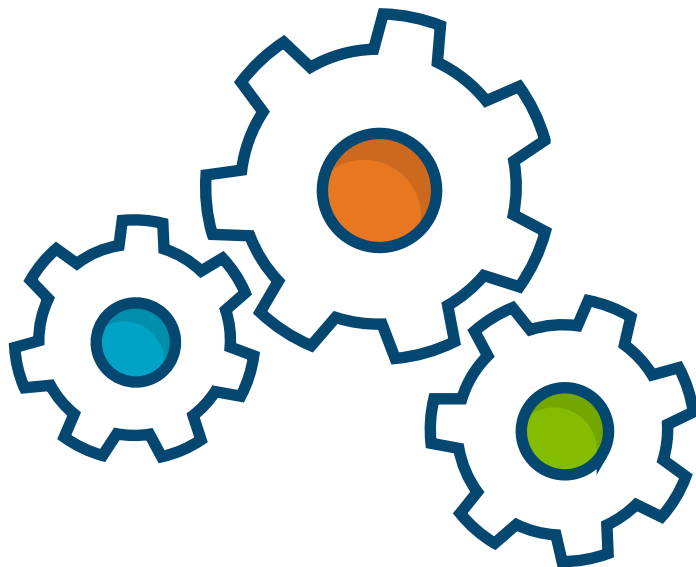
- It's not an option – required to remain competitive
- Increase functionality and efficiency
- Think outside the box to solve organizational challenges
- Technology is used to provide the necessary data for operations



Achieve Stability *and* Agility

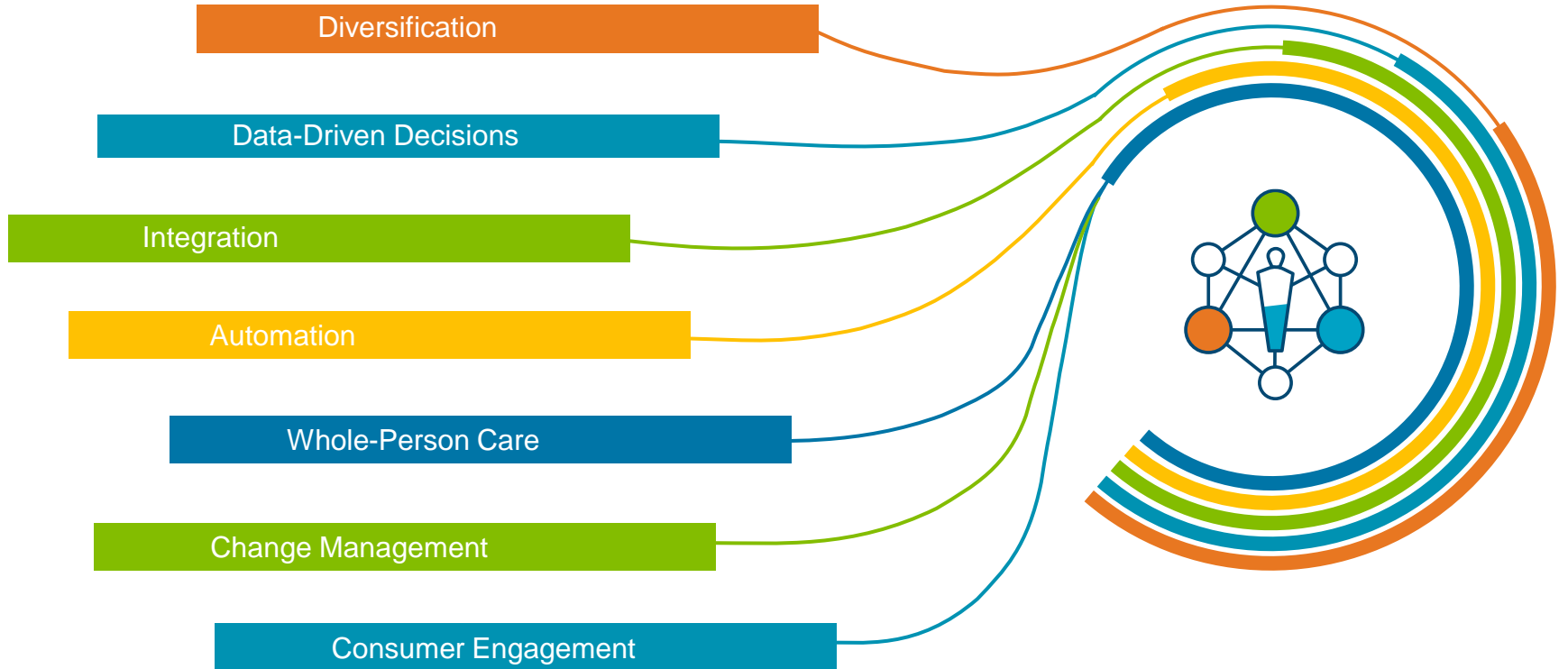
Innovation on one platform

- Striking the right balance: Stability comes 1st
- **Stability** keeps you in the game
- **Agility** makes you competitive
- One platform = solid foundation with ability to expand as needed



Building Your Innovation Strategy

Components to Consider



Building Your Innovation Strategy

Diversification

- **Programs & Services**
- **Locations**
- **Funding Sources**



One platform to enable diversification across healthcare



Building Your Innovation Strategy

Data-Driven Decisions

- Drive Efficiency
- Automate Data Aggregation
- Better insights for Strategic Decisions



Building Your Innovation Strategy

Integration

- Platform Supports Interop.
- Enables Data Sharing
- Smooth Implementation – No Bolt-On



Building Your Innovation Strategy

Automation + AI

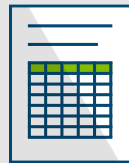
- **Do More with Less**
- **Alleviate Administrative Duty from Staff**
- **Focus on Meaningful & Strategic Work**



Inefficient Workflows Often Include:



Paper



Spreadsheets



Phone



Email



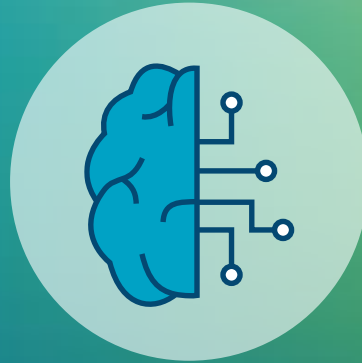
Fax

Technology + Innovation



One Platform

More than an EHR



Automation

Artificial Intelligence
Machine Learning



Intuitive UX

Extreme Usability
Efficient Workflows

Automation will have a far-reaching impact on the global workforce

TECHNICAL AUTOMATION POTENTIAL

50%

of current work activities
can be automated by
adapting currently
demonstrated technologies

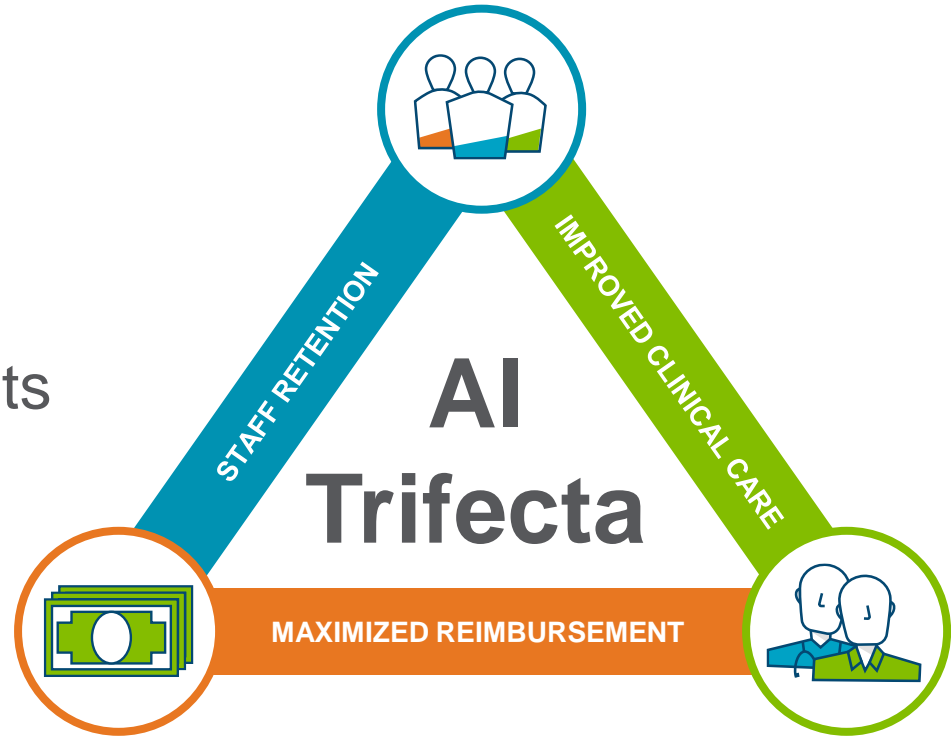
6 of 10

current occupations have
more than 30% of
activities that can be
automated

Source: <https://www.mckinsey.com/featured-insights/future-of-work/jobs-lost-jobs-gained-what-the-future-of-work-will-mean-for-jobs-skills-and-wages>

Benefits Gained Through Automation

- Increased Speed
- Improved Precision
- Enhanced Quality
- Reduced Labor Costs
- Safety



DIGITIZING YOUR ORGANIZATION

AI Won't Replace Humans –
But *Humans With AI* Will
Replace Humans Without AI

<https://hbr.org/2023/08/ai-wont-replace-humans-but-humans-with-ai-will-replace-humans-without-ai#:~:text=Business%20and%20society-.AI%20Won't%20Replace%20Humans%20%E2%80%94%20But%20Humans%20With%20AI%20Will,workers%2C%20but%20for%20all%20employees.>



AI + Automation

Make AI Meaningful

Meaningful AI is more than the latest innovation. It's a growth strategy, guided by thought leaders in healthcare and technology. While many organizations focus on technology for technology sake, we focus on human capabilities - not "artificial intelligence," but Augmented Intelligence. Augmented Intelligence + Automation can support better workflows and transform outcomes.

Automated Documentation Using AI



Making documentation faster, easier, and higher quality

Tools that deliver immediate and ongoing ways to:

- ① Reduce errors
- ① Eliminate redundancy
- ① Improve quality
- ① Decrease rejected claims
- ① Staff recruitment and ensure faster onboarding



Configurable, Smart Features



Assisted Data Capture

- Go from mobile to desktop
- Choose a template
- Written notes
- Ambient listening
- Capture notes via photo
- Use voice to text
- Utilize expansions



Data Accuracy

- Contextual recommendations for compliance and reimbursement
- Proof grammar + spelling
- Check clinical vocabulary
- Leverage user dictionary
- Fact-check treatment notes



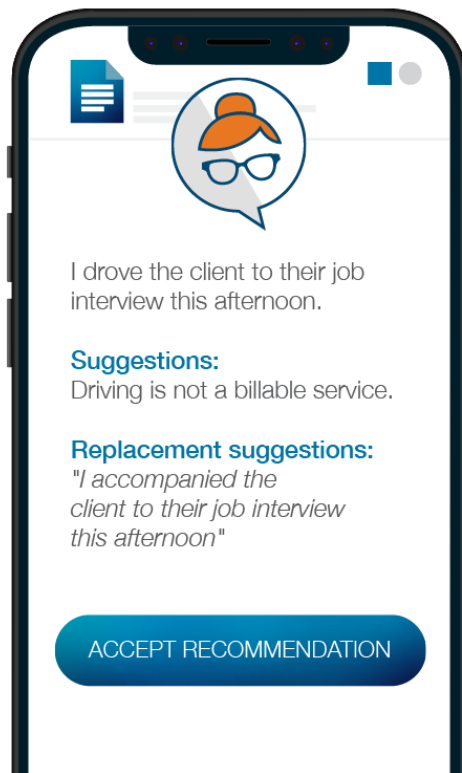
Contextual Recommendation Engine

- Get clinical support
- Set up contextual keywords
- Include must-have blocks of text
- Optimize billing codes

Benefits of Advanced Automation

Benefits

- Improve consistency across service providers and multiple offices
- Increase job satisfaction
- Eliminate common errors proactively and reduce multiple rounds of reviews
- Decrease time from session to claim to payments
- Reduce staff turnover
- Add clients and increase revenue
- Capture more billable client interactions
- Enable a quicker ramp-up to billing for new hires



2.2

Days faster reimbursement submission

67%

Average note writing speed

84%

Average time gained from session to sign

16%

Average claims per Direct Support Provider (DSP)

5.2

Hours saved per staff week



Bells Digital Assistant

Bells is a powerful digital assistant to help clinicians as they care for individuals. As Bells continues to grow, she will learn new skills to be more helpful.

Current Skills

- Note recommendations
- Native Language Translation
- Automated Audit Review
- Streamline Documentation
- Mobile tools
-and more

Bells is learning new skills now

- Virtual scribe for note generation
- Note summarization
- Concept extraction
 - SDOH
 - Symptoms
- Predictive models
 - No-show
 - Hospitalization
 - Suicide
 - Crisis
 - Post acute planning
 - ▶ Length of stay
 - ▶ Mortality (7d, 30d, 90d, 12m)
 - ▶ Visit mix
 - Medication adherence

Using Advanced Automation for Recruitment and Retention

Building Your Innovation Strategy

Whole Person Care



- **Patient Info in One View = Holistic Care**
- **Better Informed Decisions**
- **Integrating SDoH Data to Assist in Care Decisions**
- **Physical, Behavioral, Social & Environmental Factors AllTogether**

Building Your Data-Driven Culture

Change Management



- **Planning, Implementing & Solidifying**
- **Prepare, equip and support teams**
- **Communication, Training, More Communicating**

Building Your Data-Driven Culture

Consumer Engagement



- **Make it Easy to Engage**
- **Healthcare at the Fingertips**
- **Intake, Care Plan Adherence, Lower No-Show, Remote Patient Monitoring**

Innovation Sustainability

What to avoid...

- Failure to Execute
- Failure to Articulate & Align with Overall Business Strategy
- "Shiny Object Syndrome"
- All of the Above



Expect More from Your Technology



Increased efficiency and effectiveness



Reduction in operational costs



Improved resource allocation and productivity



Reduction in compliance risk and improved clinical audit outcomes



Enhanced patient satisfaction and outcomes



Accelerated billing and financial workflows

Innovation as a Competitive Advantage:

It Matters

Planning for longevity and efficiency to compete in this changing market

Improving strategic planning skills

Choosing a technology partner that supports growth and diversification

Attracting and retaining staff

Embracing innovation as a competitive advantage

Remain profitable

Questions?

STAY CONNECTED



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@NetsmartCareers



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