

Proactive Healthcare Outreach for a Healthier Bottom Line

Empowerment as a Trend

Consumers are taking more control of, and accepting more responsibility for their healthcare. They expect higher levels of customer service from their plan administrators, including better access to health information and programs supporting their efforts to maintain and improve their health. The empowerment trend supports carriers seeking to reduce claims and costs by promoting healthier lifestyles via web portals, educational outreach, and proactive health coaching.



Communication Technology to Support Empowerment

Contact center technology is a key enabler of empowerment-focused communication. Making contact centers both more efficient and more effective is a challenge. CosmoHealth and CosmoHealth ProActive represent CosmoCom's response to that challenge for the healthcare industry.

The Power of Proactive Care

Proactive patient care via database-driven outbound telephone calls is proven to reduce the overall cost of care while improving patient outcomes. CosmoHealth ProActive is a patient care outreach system that applies the efficiencies of predictive dialing and virtual contact centers to make outreach healthcare professionals more productive. CosmoCom's understanding and experience in outreach healthcare are embodied in the CosmoHealth ProActive solution.

Patient Information, EMR, and HIPAA

CosmoHealth ProActive facilitates rapid integration with patient information systems and with EMR as appropriate. With the advanced permission management tools built into the solution, HIPAA compliance is easy to maintain.

Proactive, Productive, Enriching

CosmoHealth ProActive is fostering dramatic productivity gains for outreach organizations, as well as job enrichment for healthcare professionals who are more satisfied and more fulfilled when they are actually interacting with patients, and not wrestling with the logistical issues of contact. CosmoHealth ProActive also broadens the potential workforce of outreach professionals by making them location-independent. The work-at-home model opens up enormous possibilities for expanding this workforce with highly skilled and very cost effective people.

The Win-Win Prescription

The best healthcare cost reduction programs are those that clearly benefit both patients and providers. CosmoHealth ProActive supports that kind of program. No one benefits from a preventable readmission to the hospital, least of all the patient. No one benefits from preventable complications arising in chronic conditions because key indicators were not considered in a timely way. Everyone benefits when providers support the empowerment of their clients proactively, and CosmoHealth ProActive is the tool that makes these programs feasible and cost effective.

CosmoHealth ProActive

- ▼ Bringing patients and healthcare professionals closer
- ▼ Supporting consistent standards for the patient contact experience
- ▼ Enabling healthcare professionals to participate from any location
- ▼ Building patient loyalty
- ▼ Raising the quality of care
- ▼ Proven reductions in the total cost of care through ProActive outreach