

Rural Health Clinic Become Chronic Care Management Experts & Improve Patient Outcomes

When providers from multi-specialties embraced CCM, 90% of their patients enrolled in the program

The Hutchinson Clinic (Hutchinson) provides primary care and specialty services throughout South Central Kansas. The facility recognized the potential in implementing a Chronic Care Management (CCM) program, but after multiple attempts were not experiencing success. Staff and providers were not organized with their messaging and patients were not willing to enroll. Encouraged by their Caravan Health Partnership Implementation Manager to take a different approach, Hutchinson course-corrected and realized a nearly-immediate change in results.

Caravan Health guided the staff to use data to properly identify patients who were well-suited for the program. But Caravan Health did not stop there. They worked closely with the administrative team, staff, and providers across a wide range of specialties and provided talking points to ensure that the collective team delivered a consistent message of the nurse-led, patient-focused program.

Everyone at Hutchinson understood the potential benefits of generating new revenue and likely felt pressure to do so but a simple pivot in messaging

proved to be an essential step. Rather than asking providers, "Where can you generate more revenue?", providers were asked a new question, "Who are your patients that we need to help?"

Phased Rollout to Identify & Enroll Patients

Hutchinson started with four family practice physicians who were experiencing a decreased volume of Annual Wellness Visits due to the COVID-19 pandemic. With patients quarantined at home, the CCM outreach began in earnest. Staff worked to identify potential patients and with full physician engagement, patients were contacted and in addition to the provider's encouragement, provided patients with enrollment and consent information. The formula was successful.

Within one month, additional providers at Hutchinson expressed interest and began phasing their practices into the program. By the end of a two-month period, Hutchinson was prepared to include every provider in the program and held a mandatory physician forum.

By the end of the enhanced CCM program with Caravan Health, 90% of Hutchinson's qualifying patients were enrolled in the program.

This implementation was successful and perhaps most impressive, was achieved during the COVID-19 pandemic. Today, patients are more engaged and due to the increased communication, have expressed levels of increased trust in their health care providers and more interest in their own health.

“CCM is about better care and helping to reduce admissions. The program allows nurses to spend more time talking with patients, which is extremely important. We see this as a huge advantage in helping improve our patient care.”

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