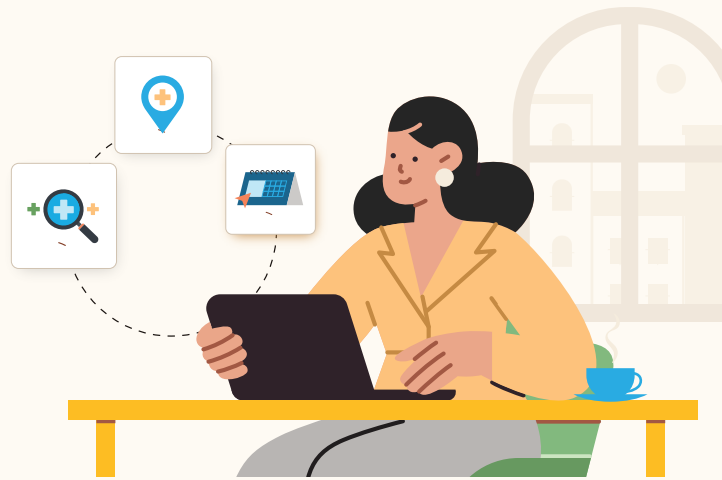


Access and Care Navigation for Bariatric Surgery



With obesity on the rise in the United States – prevalence increased from 30.5% to 41.9% in the first two decades of this century¹ – interest in bariatric surgery is at an all-time high. About 200,000² procedures are performed a year and, by common standards, are successful 90% of the time³.

As more individuals seek treatment, bariatric programs are evaluating digital tools to give patients convenient access to information and care, as well as automated workflows to support program growth without overextending staff.

Results have been significant

A large academic medical center in the Midwest adopted an access and care navigation solution from Orbita and reported noteworthy results within three years:

- 164% higher patient volume
- 64% patients completed the program, compared to previous rates of around 50%
- 0 additional non-clinical staff
- 99% of patients said they felt prepared for surgery
- 93% of patients say they are satisfied with their experience

Primary barriers to growth

Challenged by organizational growth targets, this bariatrics program struggled to exceed 120 surgical cases per year. Leaders identified three significant barriers:

- Cumbersome outreach to attract and engage patients, resulting in missed opportunities
- Complex, paper-based qualification, evaluation and preparation activities that contributed to high patient abandonment mid-process
- Overextended staff struggling to keep up with manual processes, lengthy insurance verifications and monitoring patient progress through requisite tasks

“The solution has been a lifesaver, and allowed us to process our patients far quicker, so it is well worth the investment in the sanity of your employees who deal with patients on a regular basis. In a nutshell, it kept me from quitting my job.”

THERESA P.
Bariatric Program Administrator

“I have told several people how prepared I was for this surgery because of all of the information that was provided to me over the several months prior to surgery. This is a great program.”

GINA A.
Patient

“Everybody from the team has bought into the solution wholeheartedly and sees that it has added tremendous value to the patient experience, in addition to the organization seeing the value in terms of the growth of the program. We can essentially triple the number of cases we do in a year.”

RANDY C.
Program Director and Bariatric Surgeon

Automation improves throughput and revenue

Improving patient access. Traditional live seminars with paper-based follow-up were expensive and proved ineffective. Forms were lost. Telephone tag was common. Manual chart reviews were tedious. By implementing Orbita's Access Navigation solution, the program's patients can get information directly from the program website, access and return relevant health and insurance information, and even make consultation appointments at the appropriate time. With 70% of bariatric patients self-referring, well-designed online experiences are critical to success.

Streamlining preparation steps. Once on their journey, patients must follow defined steps to make sure they are ready for their surgery. Well-timed digital reminders guide them through automated intake, education and prep activities shortening the timeline, accelerating throughput and reducing missed benchmark activities that contribute to procedure delays and cancellations.

Ninety-nine percent of patients in the Midwest program arrived at their surgical appointment feeling supported and ready, and most reported reduced anxiety. More than 93% said they found the digital approach effective and satisfying.

Reducing call volume and alleviating manual workload. Digitalizing the workflow was an immediate boon to program staff. Insurance verification, for example, often took months in the past. With the Orbita solution, it can now be completed in days, which helped triple patient volume. Because patients can self-manage – completing forms, multiple education modules, assessments and check-ins online – program staff spends less time on the administrative work and follow-up typically associated with bariatric surgery preparation.

Administrative dashboards make it easy for staff to monitor the entire patient pipeline, identify bottlenecks and intervene with individual patients when needed. These free them to focus only on those falling behind and requiring individual assistance.

Overall adoption of the Orbita solution “increased the size of our funnel fairly dramatically and did it in a way that was more effective and efficient than what we had done for years,” commented Program Director Randy C, noting that both patients and staff found it has improved processes significantly.

Reach out to learn more about Orbita solutions for bariatric program.