



OSF OnCall Digital Health Strategy

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OSF Healthcare

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Disclosure

Melinda Cooling

None of the planners or speakers for this educational activity have relevant financial relationship(s) to disclose with ineligible companies.

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Objectives

- Describe the benefits of addressing clinical workforce challenges as an interprofessional leadership approach.
- Identify tactics to remove discipline specific silos and foster an organizational culture of collaboration.
- Discuss new and innovative care delivery models.
- Explain how digital health can contribute to the growth of a healthcare organization.
- Identify various clinical models of care that engage digital health.
- Illustrate the clinical and operational dyad leader efficiency.
- Describe organizational lessons that will contribute to future growth.

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VISION

ALWAYS BE PRESENT WHERE I AM.

OSF OnCall is an always-available (24/7/365) digital care platform providing individuals with what they need to navigate their health and wellness journey – wherever they are.

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OSF OnCall



Digital Experience

New tools, methods and processes to make the health care journey easier and more convenient. Omni channel scheduling, AI chatbot Clare, 24/7 nurse triage **(Before)**

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Digital Care

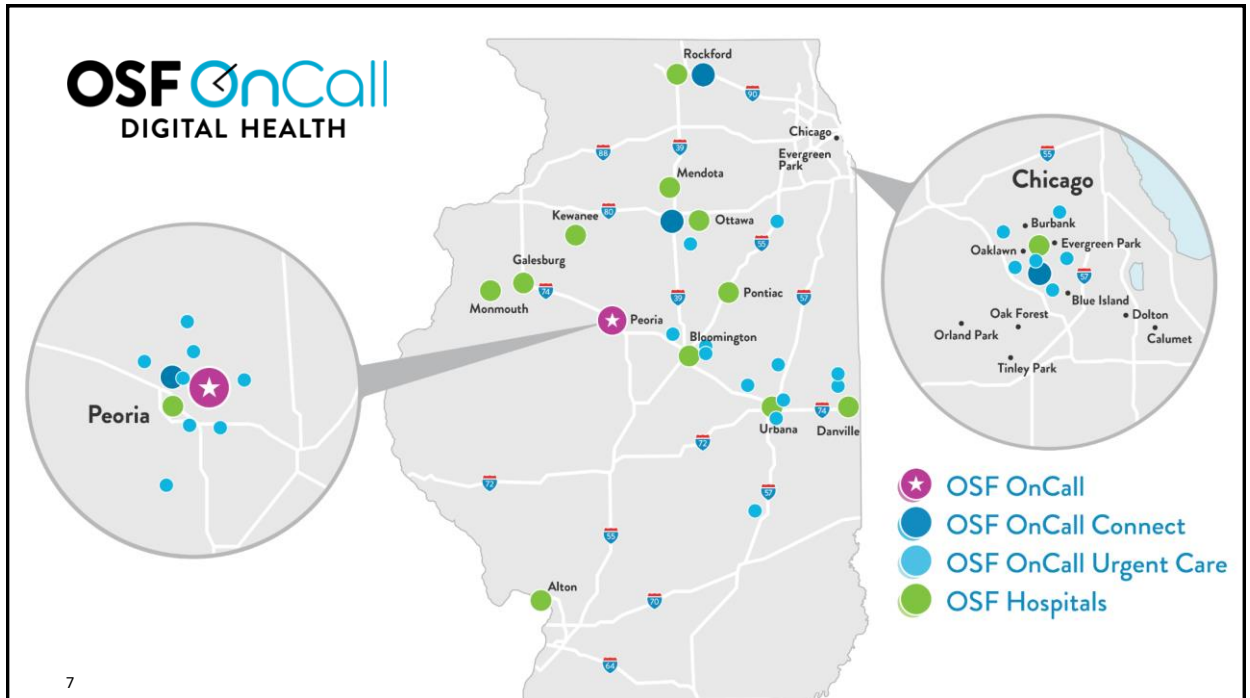
Remote Patient Monitoring in the hospital, home, and community. Intensive Care, Hospitalist, Digital Hospital at Home, Chronic Disease Management, Digital Health Workers **(During and after)**



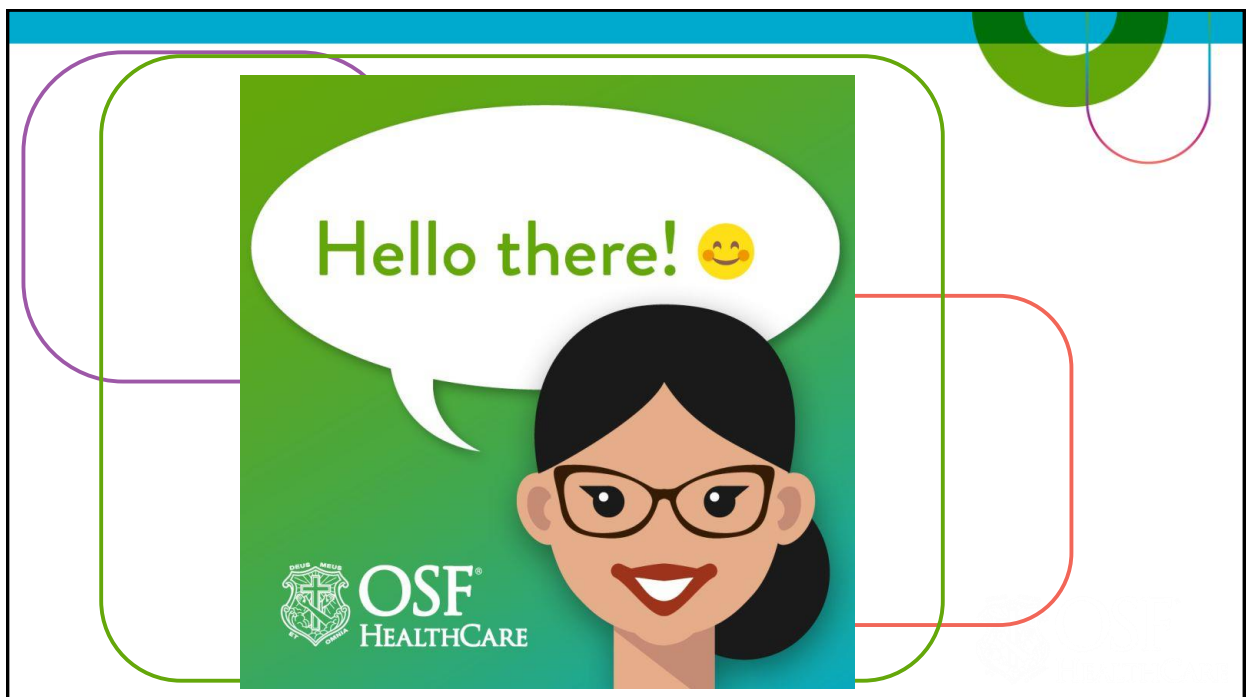
On Demand

In person modern Urgent Care Clinics- 26 locations and 24/7/365 virtual urgent care. **(Immediate, self-service)**

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OSF ONCALL SUCCESS!

13.38
Percent
growth

989,545
Virtual Clinical Interactions

10/01/19 – 06/30/21, Updated 7/28/21

*Virtual Clinical Interactions includes: MyChart Video Visits, Pandemic Health Workers Program, Virtual Advanced Care, Urgent Care Video Visits and Digital Hospital at Home

URGENT CARE

26 Total locations

155,996 Visits FY21

10,479 Video visits

26,192 New patients

8,423 Re-engaged patients

92

Net Promoter
Score (NPS)

46,798

PHW INTERACTIONS

Digital Health Workers

Health and Wellness

Social Determinants of Health

Chronic Disease
Management

20,738

INTERACTIONS

Advanced Care

Acute Digital
Hospital at Home

Hospitalist

23,427

INTERACTIONS

Intensive Care

Low Touch

Moderate Touch

High Touch

Highest Touch

DIGITAL CARE DELIVERY REMOTE PATIENT MONITORING

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OSF ONCALL SUCCESS (B2B)

SALES STRATEGY ACCOMPLISHMENTS

- Defined service menu and product roadmap
- Created standardized pricing methodology and billing process
- Developed new client prospecting strategy by product and criteria
- Trained sales team
- Created marketing materials and website



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New contractual
agreements in FY21

21

Total agreements with
recurring billing

**\$21M +
\$57M**

State of Illinois agreement

PRODUCTS AND SERVICES

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- Remote Patient Monitoring
- Triage
- Urgent Care
- Physician Office Answering Service
- Intensive Care
- Hospitalists

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SUCCESSFUL CARE MODELS & CARE TEAMS

- **Our team is dedicated to utilizing the right clinician for the role.**
 - Inclusion of physicians, APRNs, PAs, and nursing
- **Our clinical structure and performance management standards help to drive quality, safety, and accountability**
 - Clinical directors are in a dyad partnership with operations



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SOLUTIONS TO MOVE FROM TODAY INTO TOMORROW

With our clinical expertise and industry-leading innovation, we offer a variety of convenient care options that elevate and support your team.

URGENT CARE

INTENSIVE CARE

HOSPITALISTS

REMOTE PATIENT MONITORING

TRIAGE & PHYSICIAN OFFICE ANSWERING SERVICE

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VIRTUAL VISITS BY OSF ONCALL URGENT CARE

OSF OnCall Urgent Care treats minor illnesses and injuries 24/7 wherever you are – no appointments, no waiting rooms. Share information about your symptoms with a provider through chat, an online interview or a video visit and they'll determine a course of treatment. Most visits take just 15 minutes. Prescriptions provided as needed for treatment.

Benefits of Collaborating

- In-person option at OSF OnCall Urgent Care locations
- Clinical escalation to higher levels of care, as needed
- Support continuity of operations with virtual urgent care
- Potential to decrease total health care spending
- Provide the highest level of care, at the best location and time for you and your employees
- Employees and covered beneficiaries will have access to virtual urgent care via mobile device
- Future service options include specialty consultation and Occupational Health services



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REMOTE PATIENT MONITORING BY OSF ONCALL

Utilizing digital applications with flexible engagement options, our clinical remote monitoring team provides chronic disease management support 24/7/365 for patients with chronic conditions such as asthma, COPD, depression, diabetes, modern OB, heart failure and hypertension.

Specialized care

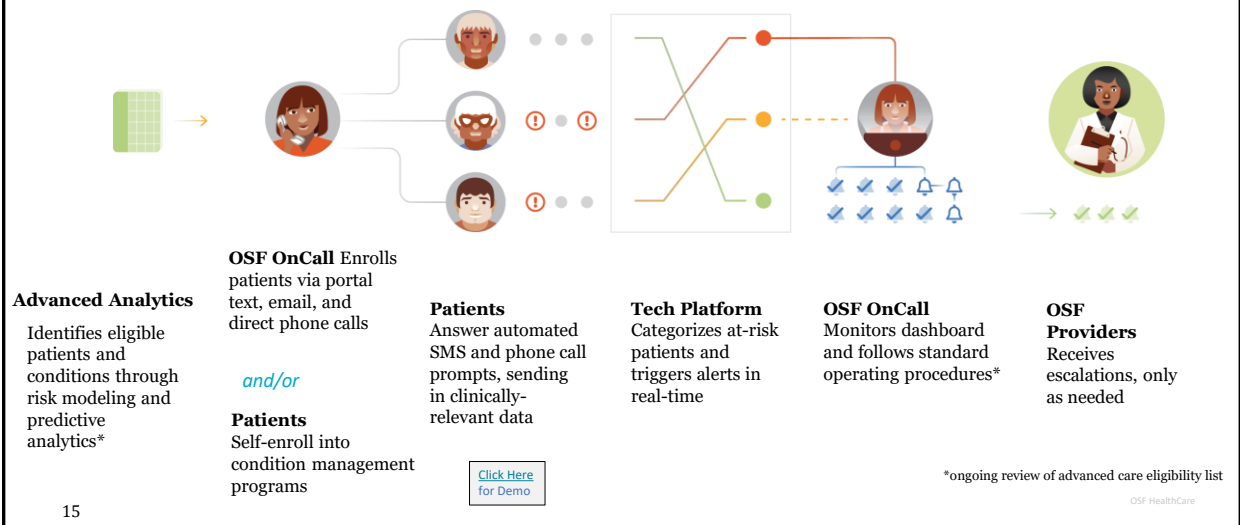
- Asthma – Monitors breathing with or without peak flow meter and tracks inhaler utilization
- COPD – Tracks breathing and vital signs to prevent worsening symptoms
- Depression – Tracks mood and depression symptoms by using PHQ-9 depression test questionnaire
- Diabetes – Monitors blood glucose levels and supply accessibility
- Modern OB – Monitors clinical criteria and provides education about healthy pregnancy
- Heart failure – Monitors heart health through tracking of the breathing, edema, vital signs and weight
- Hypertension – Tracks blood pressure and hypo/hypersensitive symptomology



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Simplified User Experience



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ACUTE HOSPITAL @ HOME

- Goal: Allow patients to receive hospital level care in the comfort of their home through in person and digital support from a 24/7/365 command center
- Caring for patients that historically would have been admitted to the hospital with common DRGs
- Model that focuses on acute care services and supports post acute care
- Centralized command center technology where patients/families are connected to providers 24/7

Capacity

- Decompress inpatient beds to create capacity
- Early identification will avoid boarding
- Identified in the ED
- Pre-identification of surgical patients
- Early discharge potential

Innovation

- New care delivery model
- Competitive edge / market differentiator
- Patient experience
- Grow our footprint

Rural Healthcare

Long-Term Strategy

- Ability to offer services in rural locations
- Potential shift of critical access hospitals to at home care
- Lower cost model compared to bricks and mortar
- Grow our footprint

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WHAT HAS OUR ORGANIZATION LEARNED?

- This work is hard!
- The internal disruption can impact efficiency and agility.
- Frequent communication to senior leaders can help to obtain buy in and support for change management.
- Great new opportunities for APP roles.
- The operational and clinical dyad structure can help with change management and moving programs forward.
- COMMUNICATE, COMMUNICATE, COMMUNICATE!

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THANK YOU! QUESTIONS?

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Let's work together

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