

Partnering with Traditional Healthcare Entities in the Convenient Care Market

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Importance of Hospital Partnerships

- Hospitals are a key driver in the healthcare continuum.
- Significant number of convenient care clinic patients need services of a hospital.
- Hospital support instills confidence in convenient care clinic patients.

Importance of Hospital Partnerships

- Patients more likely to associate quality with healthcare system
- Provision of integrated services
- Enhanced provider support and involvement

Easing Physician Resistance

- Clinics not designed to replace Primary Care Physicians.
- Fosters “team-based” care for patients.
- Patients without primary care physicians are referred to network physicians.

Easing Physician Resistance

- Physicians are provided the opportunity to participate with the healthcare system
- Patients see as an enhancement to physician services
- Physicians are included in the care of their patients.

Continuity of Care

- Focus: Non-invasive, routine procedures
- For patients who need follow-up care after release from hospital, convenient care clinics offer convenient access to follow-up care.

Continuity of Care

- Episodic care - not the management of chronic disease states
- Communicate care with the physicians through a centralized process/EMR
- Partnership allow access to an integrated healthcare system to enhance the care

Providing Supervising Physicians

- Quality physicians maintain hospital loyalty when affiliated with convenient care clinics.
- Medical Director and Supervising Physicians provided by partnering hospital system.

Providing Supervising Physicians

- Integration with provider practices
- Physician participation in services, protocol development and quality review
- Physician alignment with integrated healthcare services

Referrals To and From ER/UC

- Reduces the instances of hospital ER's being used for non-emergency treatment.
- Affords convenient care clinics a place to send urgent and emergency cases.

Referrals To and From ER/UC

- Appropriate level of care at the right cost
- Increase referral to primary care physician
- Many times, convenient care is a lower cost for the patient

Co-Marketing / Brand Awareness

- Development of joint community relations through health fairs and free screenings.
- Signage in clinics and store exterior.
- Joint advertising campaigns.
- Website integration.

Co-Marketing / Brand Awareness

- Convenient care clinics are an access point for primary care referrals through the use of DVDs, 800 line, and direct referral.
- Potential pilot sites for screening services
- Community outreach for healthcare system to retail consumers

Integration with Chronic Disease Programs

- Convenient care clinics reinforcement of dietary modifications.
- Development of joint education programs in convenient care setting.
- Research studies.

Integration with Chronic Disease Programs

- Co-development of education and services consistent with healthcare system care management priorities
- Access to screening services for periodic self-monitoring
- Convenient care clinics provide another touch point for access to information about chronic diseases and where to find services

Benefits to Hospital Systems

- Increased referrals to Hospital Physicians
- Reduction of non-emergent ER patients
- Community awareness of hospital through partnering with convenient care clinics.

Benefits to Hospital Systems

- Increased patient loyalty through simplified care
- Care designed for the patient - right care, right place, right time
- Coordinated care through referrals to the appropriate services