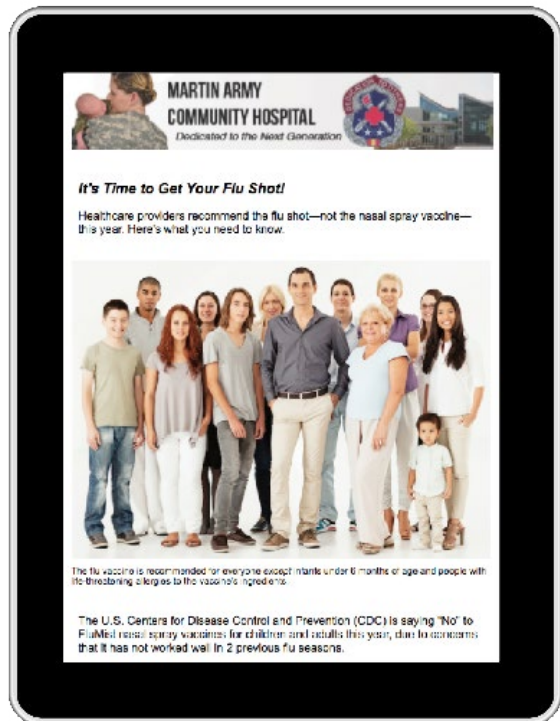


CASE STUDY

Martin Army Community Hospital (MACH) Improves Population Health and Saves 140 Staff Hours

WITH UBICARE SMARTEXP, MARTIN ARMY HAS SAVED:

- 140 staff hours
 - 17 work days
 - \$4,000
- previously spent fielding patient phone calls during flu season. The hospital has reduced staff time, effort and cost while proactively caring for patients.



Background

The OB/GYN Clinic Head Nurse at Martin Army Community Hospital (MACH) was fielding many calls from patients who wanted to know how to prevent and treat colds and flu. Patients were asking:

"I'm pregnant. Should I have a flu shot?"

"Do you give flu shots there? When and where can I get one?"

"I have a new baby, should I get a flu shot and what medications can I take?"

"I'm breastfeeding. Will the flu shot affect my baby?"

The nursing team spent more than 6 hours per week fielding these calls. The Head Nurse realized a solution: each obstetric and pediatric office had ongoing connections to 70% of their patients through SmarteXp. She shared health information about colds and the flu to pre-emptively answer patients' questions and alleviate

the pressure that routine calls were placing on the nurses' time.

The process was quick. MAMC sent a campaign to all subscribers in their SmarteXp database. The hospital also customized its targeted messages to include flu clinic dates.

Results

These actions took only minutes but drastically reduced the number of phone calls received, **resulting in only 35 minutes per week spent fielding calls.**

MACH is relatively small, with only 733 births/year. Larger hospitals spend considerably more time and money answering the same questions and tracking down their patients.

By using SmarteXp, MACH was able to save an estimated 17 days worth of time, or \$4,000, during flu season alone. The hospital has continued to see great results by repeating these actions for allergy and summer cold seasons.