



# Case Study: UPMC

*Improve Patient Information with ABBY IVR*



Abby Phone

## **FOR IMMEDIATE RELEASE**

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## Viewing Care through the Eyes of your Patients.

**The Company:** UPMC is a premier supplier of health resources to the global community. UPMC is involved in multiple hospitals, and physician environments throughout the globe. Dr. Tony DiGioia is an Orthopaedic Surgeon and Founder of The Innovation Center and Mr. Lou Baverso (CTO) and Ms. Holly Lorenz (CNO) – are true Champions of the ABBY project. The project also involved Craig Markovitz – independent consultant for the healthcare industry. Craig and Lou were responsible for preparing the requirements documents, needs assessment, expectations, and project success criteria. UPMC is leading the way in the adoption of Patient and Family Centered Care (PFCC) and new ways to view care through the eyes of their patients, using efficient, timely and cost saving methodologies.

**The Challenge:** Providing an exceptional care experience for patients and families is the goal for all healthcare professionals. The benefits of PFCC are clear and include developing loyal fans of patients resulting in increased revenue, lower staff turnover and increased demand for services as well as better outcomes. The most effective method for understanding the patient experience is by asking! However, mail and telephone surveys are time consuming and expensive and do not always provide the critical information necessary to provide exceptional care. The patient needs to be given a voice, and the care facility needs a qualitative and quantitative measure in order to enact change and to measure it's effect. As Ms. Holly Lorenz said: "Currently it's very expensive, time consuming and almost impossible to properly reach all the patients in this short of a window. This is where ABBY's comes in."

**The Solution:** ABBY calls and surveys the patients, collecting results, and reporting on their care experiences in an organized and timely manner. ABBY interacts with patients for surveys, reminders, appointment confirmations, etc. ABBY answers patient questions, or forwards questions (that she is unable to answer) to a 'subject matter expert' (when necessary). And finally, ABBY transcribes all patient comments and categorizes their responses. ABBY is simple to set up, easy to use and is HIPAA compliant. Relevant patient information is loaded into the system and the calls occur automatically – results are customized and are automatically sent for review.

**The Results:** According to Lou: “ABBY reduces labor costs and time on the phone. ABBY improves our patient information, improves and standardizes the reporting, and increases our patient knowledge.” ABBY achieves (on average) over a 73% survey completion percentage – with (on average) over 9% of those surveyed giving ABBY a very candid, valuable and constructive comment that is useful patient information as well as beneficial to the care facility itself. ABBY highlights patient issues that require individual nurse intervention and quickly connects the patient to the nurse. “ABBY is less expensive, faster and in many ways better than having nurses or managers call. Patient’s comments to ABBY are often elements that they would never tell a hospital staff member. We use these candid comments to constantly improve our hospital and patient care processes.” Tony DiGioia, III, MD – Orthopaedic Surgeon, Pittsburgh, PA.

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