

# Cambridge Health Alliance Success Story

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Like many healthcare providers in North America, Cambridge Health Alliance (CHA) in Massachusetts understands the importance of investing in technology that enhances the overall patient experience. One way they have accomplished this is by streamlining the communications process with the loved-ones of their patients during and after medical procedures.

Recently, CHA transitioned to a new patient engagement platform, WestCX's Enterprise Edition platform, which enables organizations with an EPIC electronic health record (EHR) system to leverage Cadence, MyChart and OpTime to deliver timely patient information and updates in the patient's preferred language and communication channel (text, email, and phone). Specifically, CHA adopted the Patient Family Notifications workflow.

## The Adoption of WestCX Enterprise Edition

Prior to adopting Enterprise Edition, CHA took a manual approach to communicate surgical procedure updates to patient contacts. Claudia Andrade, Applications Analyst at CHA, said that they "had to coordinate with interpreter services for our Spanish and Portuguese speaking patient base and manually make phone calls. We often couldn't reach our contacts."

Claudia eventually met with her WestCX account rep who suggested the use of the Enterprise Edition platform functionality. With Enterprise Edition, CHA could enable EHR event-based triggers to automatically communicate with patients' families or designated contacts via SMS. Moreover, the messages could be sent in the preferred language of their individual patient contacts.

## A Seamless Implementation Process

The combination of the Enterprise Edition integration with EPIC and WestCX's knowledgeable support team made for a seamless implementation.

"This implementation went so well," Claudia observed. In just a few short hours, CHA was properly set up with Enterprise Edition. Part of what made the implementation go so smoothly was the WestCX BFF.

Claudia noted that the WestCX BFF team are "former EPIC employees that really understand the EPIC system. There are times where you work with vendors and they don't have much experience with EPIC, so they can only guess at what it will look like. I think it was very helpful to have somebody who is very familiar with EPIC."

## About Cambridge Health Alliance:

*CHA is a Harvard Medical School Teaching Hospital that has three main hospital campuses in the Boston metro-north region where they serve over 140,000 patients. Two of their campuses have operating rooms and the third campus is where their endoscopy suite resides.*



## About Claudia Andrade:

*Claudia Andrade has been the Senior Applications Analyst at CHA since 2019. She has been working with Epic hospitals for more than 10 years. Her day-to-day responsibilities include covering applications such as EPIC OpTime, anesthesia, Stork labor delivery and inpatient.*

## Improved Patient Logistics and Staff Efficiencies

WestCX Enterprise Edition platform offers a variety of capabilities. Claudia and CHA settled on starting with the Patient Family Notifications functionality, which allowed them to automatically send surgical procedure status updates to patient designated contacts when trigger events occurred within EPIC. CHA adopted a cadence where (1) patients provide a point-of-contact when they arrive for surgery, (2) the contact is automatically sent an opt-in message and (3) the contact begins receiving automatic and manual procedure status updates in Spanish, English, Brazilian Portuguese, and Haitian Creole.

"This has helped a lot with logistics," Claudia noted. "Especially since we have limitations on people entering the hospital due to COVID protocols. It has really helped coordinate with rides. Family members drop the patients off and eventually they get the message that their family member is in recovery and know it's time to head back into the hospital to pick them up. That is very helpful."

The automatic distribution of the surgical procedure update messages has also helped CHA improve staff efficiencies by allowing them to focus on other tasks rather than manually calling patients.

"It improves patient engagement, overall," Claudia observed. "We have an open channel of communication without disrupting the surgeons' or the nurses' time. We don't have to take time out of our day to have to pick up a phone and call somebody."



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## Reporting Functionality

Enterprise Edition has a wide array for reporting functionality that is designed to help organizations monitor, understand and act on various activities within the patient engagement platform.

"I use it to track and make sure our teams are using it," Claudia said. "I am able to log into the portal and see which campus is doing really well with sending out messages or where we need to revamp training if the other campus isn't sending out a lot of messages."

Understanding where this patient engagement functionality was or wasn't being used has helped Claudia prioritize her attention and efforts for training with her colleagues. CHA sent many Patient Family Notification messages, which told Claudia that her colleagues saw their value.

"I can see that our team knows that this has added value to the hospital because they're using it," Claudia said. "They're not ignoring it. They're taking advantage of it."

Claudia also appreciated that she could see the patients' phone numbers along with the message they received. She noted, "I can make sure that the messages that we've configured in different languages are correctly being sent out."

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Altogether, the seamless adoption, implementation and deployment of Enterprise Edition has helped CHA improve the experiences of their patients. By providing patient contacts with procedure updates in their preferred language and channel, CHA has seen improved patient logistics and staff efficiencies.

**WestCX is the parent company of Televox and Mosaicx, bringing all solutions together under a single, unified brand.**