

Embedded Case Management in 2012: Putting a Face on Care Coordination



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Majority of Co-Located Case Managers in Primary Care Sites

Despite challenges ranging from physician and practice buy-in to recruitment and retention, the number of healthcare companies embedding or co-locating case managers in care sites continues to rise. Just over half of respondents to our third annual Healthcare Case Management e-survey said they embed case managers at the point of care; of those 2012 respondents, nearly 60 percent cited the primary care practice as the most likely work site for an on-site case manager.

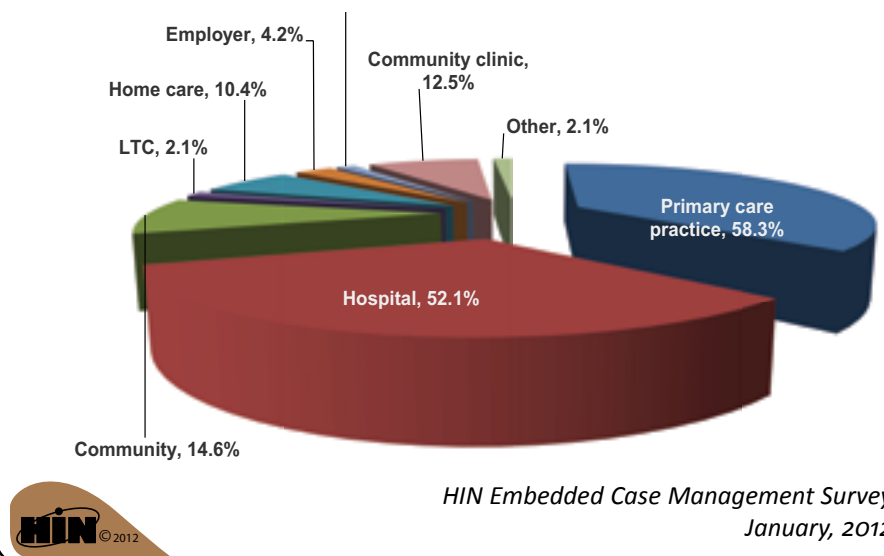
This executive summary examines the responses of companies who embed case managers, providing a high-level look at work locations, program components, and the greatest challenges and benefits of this case management strategy. Responses provided by 153 healthcare organizations revealed that case management presence at primary care sites had quadrupled in just the last 12 months, from 14 percent in 2011 to 58 percent this year.

Case managers remained integral parts of the hospital process in 2012, with 52 percent reporting the presence of case managers in hospitals. And this year's respondents said they embed case managers within the community (14.6 percent), the community clinic (12.5 percent), home care (10.4 percent) and long-term care facilities (2.1 percent).

Respondents say the embedding of case managers include improve patient engagement and satisfaction, care continuity and transition management. Robert Fortini, vice president and chief clinical officer at Bon Secours Health System, which began embedding case managers in 2009, says these case managers direct medication regimens of geriatric patients to increase medication compliance levels. "That 20 minutes of education that a case manager will perform with an elderly patient about what medications do and how they should be taken are invaluable," he says.

Care Sites for Embedded Case Managers

At which care sites are embedded case managers located?





Survey Highlights

- Four times as many case managers are co-located in primary care in 2012 as they were last year — 58 percent this year versus 14 percent in 2011.
- For the second year in a row, more than half of respondents co-locate case managers in hospital sites.
- Ensuring care continuity is considered the primary responsibility of embedded case managers, as reported by 93 percent of survey respondents.
- Buy-in from other healthcare professionals and getting a site to agree to co-location are two challenges cited by respondents who place case managers on-site.
- Face-to-face interaction with patients, families and providers is a frequently cited benefit of embedding case managers.
- Case managers are working in the homes of patients or health plan members for 10.4 percent of respondents; case managers are also co-located at the employer workplaces of 4.2 percent of respondents.

Program Components

- Interacting face-to-face in a care setting is the primary method by which embedded case managers communicate with patients and members, say 91 percent of respondents.
- Three-quarters of respondents prefer embedded case managers to be registered nurses, and 56 percent prefer that they have bachelor's degrees.
- Assessment by provider referrals is the top method of identifying individuals to work with an embedded case manager, say 70 percent of respondents.

Results and ROI from Embedded Case Management Programs

- By being on-site, case managers are able to establish relationships with patients, family, providers and the clinical staff.
- Collaborative and coordinated care reduces redundancy and expense and improves members' experiences.
- Approximately 14 percent of 2012 survey respondents who co-locate case managers report program ROI levels of between 3:1 and 4:1.



Sampling of Most Effective Tool, Workflow or Protocol

- “Discharge planning initiated within first 72 hours of admission.”
- “Teaching patients to self-manage their health.”
- “Meeting time with the nurse care manager at no out-of-pocket cost to the patient.”
- “Community agency alignment: working with agencies that are working directly with members, which improves member engagement.”

About the Survey

This third annual e-survey on healthcare case management was administered in January 2012 via the Healthcare Intelligence Network Web site at <http://www.hin.com>. Respondents were invited to take the survey via e-mail, e-newsletter and social networking reminders throughout the month. A total of 153 healthcare companies responded to the survey. The survey asked 29 questions on case management, with multiple responses possible on some questions. The data in this white paper are culled from the 51 percent of survey respondents who embed case managers at the point of care. Some questions were open-ended, inviting participants to write in their responses. Not all surveys were fully completed. Survey results were compiled by the Healthcare Intelligence Network.

Demographics of Respondents with Embedded Case Managers

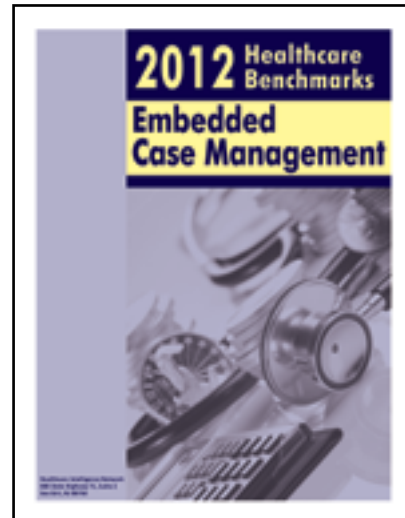
Responses to the January 2012 Healthcare Case Management survey were submitted by 153 organizations. Of these, 56 indicated they are embedding case managers. Of 38 respondents identifying their organization type, 24 percent were hospitals, 16 percent were health plans, 13 percent were physician organizations and physician-hospital organizations, and 11 percent categorized their organization type as ‘Other.’



Related Resource

Need more data from this survey? The Healthcare Intelligence Network has produced **2012 Healthcare Benchmarks: Embedded Case Management** provides actionable information from a cross-section of healthcare organizations whose case managers work within a primary care practice, nursing home or other point of care.

For more information, please visit:
<http://store.hin.com/product.asp?itemid=4413>



About the Healthcare Intelligence Network

The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

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