



SMARTworks EffectiveResponse

SMARTworks® EffectiveResponse is a secure, cloud-based patient engagement solution that automatically follows up with all patients discharged from the Emergency Department (ED). EffectiveResponse queries patients to ensure that they are progressing as appropriate, determines if the patient has any questions concerning their post-discharge care and assesses patient satisfaction with their ED experience.

Improve Care and Organizational Efficiency

- Increase patient satisfaction
 - Confirm patient well-being and understanding of care plan and medications
 - Reduce poorly-reimbursed observation admissions from the ED
 - Better manage those patients who are frequent users of Emergency Department (ED) services
- EffectiveResponse was found to reduce observation admissions from the ED (a subset of total admissions from the ED) by 50 percent in a two-ED hospital system with 70,000 annual ED visits.
 - Patients with no insurance, or poor access to primary care physicians, may at times over-utilize ED services. EffectiveResponse flags those patients, identifying them to Case Managers who can more efficiently and cost effectively treat those patients outside of the ED setting.

Fast Facts

- Increasing patient satisfaction is crucial to any hospital system. EffectiveResponse determines satisfaction with both providers and with the overall care experience providing useful metrics for the organization while instilling institutional loyalty in the patients who may revisit the facility for elective procedures.
- Strategies for reducing poorly-reimbursed observation admissions are top-of-mind for many organizations as they navigate the constraints of the “Two-Midnight Rule.”