

# Infinity Info Systems Streamlines and Expedites Complex Hospital Patient Transfer Process Using CRM Technology

## The Largest Health Care System in Connecticut

Yale-New Haven Hospital (YNHH) is a non-profit, 966-bed medical center in the Yale New Haven Health System and the primary teaching hospital for Yale School of Medicine. Managing more than 610,000 outpatient and emergency visits and 54,500 discharges a year, YNHH is routinely ranked among the best hospitals in the United States, providing around-the-clock, comprehensive care in more than 100 medical specialty areas. In addition to providing quality medical care to patients and families, YNHH is the second largest employer in the New Haven area with more than 2,200 physicians and 7,000 employees.

## The Challenge

### Improving operational efficiency by streamlining patient referral and transfer process

As a world-class medical center, YNHH routinely receives national and international patient referrals. As part of the hospital's key growth objectives YNHH wanted to increase the amount of patient referrals and become a destination hospital in the Northeast. A key challenge for the hospital was how to improve the process of patient referral and transfers from other hospitals – which often involved numerous doctors, nurses, administrators and multiple data systems for each individual case. While YNHH handled multiple patient transfers each month, they missed a growing opportunity for new patients by not having a real-time, centralized way of managing, tracking and communicating during the complex transfer process. If the hospital wanted to increase its operational efficiency and prestige by attracting more patient referrals and transfers while improving patient care, they were going to need a new team and new business processes.

## Solution

### Ensuring Critical Patient Data is Captured, Archived and Measured Real-Time

The Team Lead for YNHH was tasked with finding a system to support a new transfer call center to centrally manage all patient transfers throughout the entire hospital. The team started by looking at other hospitals' processes and researched hospital-specific patient management systems.

YNHH needed a solution that required minimal internal infrastructure and management. They wanted flexibility to meet their exact requirements and a short implementation timeframe. They also needed an easy-to-use system as the new transfer call center was going to be staffed by paramedics and nurses, not by system specialists. These requirements led the team to Microsoft Dynamics CRM Online, which provided a feature-rich, easy-to-use CRM application that could be accessed over the Internet. It was also a scalable solution that could grow with the department's changing needs.

"After the Microsoft Dynamics CRM Online demo, we decided that their system was the closest match to our requirements," said the Team Lead from YNHH. "Microsoft recommended we talk to Infinity Info Systems. As a Microsoft Gold Certified Business Solutions Partner, Infinity was well positioned to help us achieve all of our business goals using CRM."

## What the Client Is Saying:

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Infinity Info Systems' extensive experience working with other Life Sciences and Healthcare companies ensured the expertise necessary to guide the Yale-New Haven Hospital implementation. When YNHH met with Infinity Info Systems, they were impressed with Infinity's expertise in customizing and configuring Microsoft Dynamics CRM for the specific needs and requirements of the life science and health care industries.

"The planning phase with Infinity was very intensive," the Team Lead said. "Their team spent a great deal of time understanding what we wanted our process to be. They were also excellent in working with our non-technical people."

A primary objective of the application was to integrate various data repositories and the phone system into one centralized system that would manage the entire life cycle of the transfer case. Infinity customized Microsoft Dynamics CRM to capture and store all data relevant to patient transfers and created the required work flow to facilitate the entire process. Infinity also created several dashboards and KPIs (Key Performance Indicator's) to provide real-time visibility of patient transfer status, bed assignment metrics and acceptance rates. It also enabled timely and efficient communication with referring and attending physicians.

## Results

### **New Call Center Managed Complete Patient Transfer Process and Improved Patient Care**

In August 2010, the Y Access Line - a single-source phone center for physicians - went live. Now with just one call to the newly formed Y Access Group, physicians from other hospitals could speak directly with a live clinician who was ready to expedite their request for a patient transfer to YNHH.

This centralized resource powered by Microsoft Dynamics CRM is a 24/7 department with 25 in-house staff. "As the paramedics change shifts there is a real-time dashboard in place that provides everyone in the transfer center with the current status of incoming patients, as well as cases at various stages," says Jeanette Bogdan, Senior Manager of Bed Management, YNHH. "All information is displayed on 48 inch LCD screens, so everyone that walks into the room knows exactly what's going on."

Bogdan reports that the Y Access Group is getting more calls than anticipated. Since there are no system limitations with an increase in call volume, the only issue is making sure we have enough staff to handle requests. "Microsoft Dynamics CRM provides actionable data and metrics in real time, allowing the Y Access Group to more efficiently schedule staff and plan more effectively," says Bogdan.

YNHH completed 700 transfers in the first four months the system was in operation and they are now averaging about 250 transfers a month. "Anytime you can transfer a patient from a facility that can't provide the full range of services they need, to a facility that can such as YNHH which is categorized as a Level 1 trauma center, you are significantly improving patient care," Bogdan says. "Y Access has truly brought patient care and safety to a new level."

*For more information on Infinity's solutions, please call or visit us online.*