

Leveraging Artera's Conversation Flows, Beauregard Health System Closes Gaps in Care



Beauregard Health System aims to advance rural healthcare by providing personalized solutions that improve well-being, promote healing and inspire hope. The organization provides a wide range of services, including Primary Care, Cardiology, Urology, Surgical Services, Podiatry, Infusion Center, Women's Health Center, Urgent Care and more.

35+ Providers

10 Satellite Clinics

Founded in 1950

EHR: MEDITECH Expanse



Challenge

For nearly 75 years, Beauregard Health System has been a trusted provider of care, serving over 45,000 patients across Beauregard Parish and neighboring communities. Throughout its history, the organization has prioritized closing care gaps and improving quality outcomes. However, despite its commitment to advancing preventive care, Beauregard has faced several significant challenges:

- **Tedious, Manual Outreach:** The team was primarily cold-calling hundreds of patients due for a mammogram or colonoscopy, which was incredibly time-consuming and tedious.
- **Low Conversion Rates:** Despite efforts to drive patients to make these preventive health appointments, conversion rates for mammography and colorectal screenings remained relatively low, jeopardizing patient health outcomes.
- **Inconsistent Messaging:** With messaging verbiage differing across the board, the organization found it challenging to maintain consistent and effective communication with patients - which was meant to be both personalized and educational.

The health system sought to enhance its preventive health screening rates and ensure reliable patient outreach from a trusted source.

Solution

Since January 2021, Beauregard Health System has been leveraging Expanse Patient Connect, Powered by Artera, including automation tools, reminders and conversational messaging to revamp its patient communication strategy. By June 2024, the organization further expanded its capabilities by implementing Flows (Conversation Builder), which revolutionized its population health outreach.

In just six weeks, the organization went from conceptualizing Flows to deploying full mammography and colorectal patient communication campaigns. Leading the charge was Nicole Clanton, Population Health Coordinator at Beauregard Health System, who spearheaded the initiative by collaborating with seven primary care providers to pilot these campaigns. Using an Artera template as a foundation, Clanton crafted tailored workflows designed to meet specific organizational objectives, refining the messages to ensure they were both informative and personalized. "From conception to deployment, these campaigns came together so quickly – it really is so easy to learn Conversation Flows!" said Clanton.

Above all, Clanton is deeply committed to empowering patients with the knowledge and confidence to make informed decisions about their health. To support this goal, the team implemented the platform's internal mentions functionality into these workflows. This allows staff to tag relevant team members and bring them into a specific Patient Channel, enabling personalized follow-ups and providing additional details and educational resources on preventive screenings.

"Closing gaps in care" refers to the process of identifying and addressing the difference between the recommended healthcare a patient should receive based on best practices and the care they actually get, essentially aiming to eliminate any missed or inadequate treatment by actively providing necessary medical services to patients who might be lacking them.

Results

- ▶ **Significant Gap Closure**
The system achieved an **18% gap closure** in mammogram screenings and a **13% gap closure** in colorectal screenings (including both Cologuard and colonoscopy) in just two months.
- ▶ **Increased Efficiency**
By reducing call time from **5-10 minutes to just 30 seconds**, the organization saved two weeks of staff time.
- ▶ **Enhanced Patient Experience**
Patients expressed appreciation for the option to **communicate via text message**, creating a more accessible and convenient interaction.

"I've been working in population health for several years, managing the quality measures we report to CMS – including eight key metrics, such as hemoglobin A1C levels for diabetics, mammograms and colonoscopies. As a nurse, it's my personal goal to try and improve these outcomes – particularly by increasing the number of patients receiving mammograms and colonoscopies. While I've tried countless strategies over the years, nothing has been as effective or seamless as Artera—a true all-in-one solution."

Nicole Clanton

Population Health Coordinator, Beauregard Health System

In terms of what's next for Beauregard, Clanton is confident the organization will expand its use of Flows, starting with workflows around annual wellness visits and education around A1C measures.