PatientPlacement
S Y S T E M S ™

Welch Healthcare & Retirement Group Automates and Accelerates Admissions with PatientPlacement.com

Welch Healthcare & Retirement Group has been a leading provider of senior housing, healthcare and rehabilitative services on the South Shore of Massachusetts for nearly 60 years. The company's mission is to provide services and housing in a compassionate and caring environment that will meet the ongoing and ever-changing needs of older adults and their families. Welch Healthcare & Retirement Group owns and manages assisted living residences, senior living communities, skilled nursing centers, a home care company, adult day health programs and a child day care center. Owned and operated by third-generation family members, Welch Healthcare & Retirement Group employs more than 1,100 staff and caregivers and serves more than 2,100 residents.

the challenges

The post-acute care industry is always evolving. Welch Healthcare & Retirement Group is a progressive organization, seeking new and better ways to create competitive advantage and improve operations. Specifically, the company wanted to respond faster and more effectively to referral sources and accept qualified patients faster. With six nursing and rehabilitation facilities, Welch Healthcare sought to successfully implement and realize benefits of centralized admissions across all locations.

The company needed a way to effectively direct referrals from a central intake point to its six locations, and to track outcomes. This presented a particular challenge for Welch Healthcare, which receives 500 referrals per month, totaling 5,000 pages of referral documents—60,000 pages per year. The organization was also looking to capture detailed data on its high volume of referral activity and to provide centralized reporting across all six locations.

"With Referral Management System online software, we can replace a complex maze of paper logs, spreadsheets and manual reports with simple, secure, centralized referral tracking and reporting. We can see all referral activity and requests across all locations instantly for smarter, faster placement, allowing us to enhance admissions efficiency and to more effectively compete for admissions."

Philip Glassanos, *Vice President of Business Development* for Welch Healthcare & Retirement Group

snapshot

Challenge: A leading provider of senior housing, healthcare and rehabilitative services with six locations needs a way to effectively distribute referrals from a central intake point, streamline admissions, track outcomes, and obtain centralized reporting on overall activity across all six locations.

The Patient Placement Systems Solution: Referral Management System™ Enterprise Edition, the automated Web-based referral management solution for multi-location continuing care providers.

The Benefits: The Referral Management System automates referral communications and processes among the central admissions office and six rehabilitation and nursing centers. Staff now responds more rapidly and efficiently to referral sources, and accepts, places and admits patients across the six nursing centers faster and more efficiently. A real-time view of referral activity for one or all locations increases control, responsiveness, flexibility and efficiency.

Welch Healthcare & Retirement Group chose the **Referral Management System Enterprise Edition™ (RMS)** from Patient Placement Systems. Now, the Referral Management System automates referral communications and processes at the admissions office and six Welch Healthcare rehabilitation and nursing centers.

This allows Welch Healthcare's admissions directors, coordinators and liaisons to receive, review, distribute, track and approve referrals by viewing documents securely online. The simple Web-based system helped Welch Healthcare diminish fax backups and paper pileups, speeding up admissions and review processes and enhancing responsiveness to referral sources. Now Welch Healthcare leverages the Patient Placement Referral Management System to conveniently and quickly make appropriate placements within Welch Healthcare's network of nursing centers.

Additionally, Patient Placement worked with Welch Healthcare to fine-tune reports that provide a comprehensive view of referral sources, win-loss, reasons for decline, and more. That live, accurate, complete referral information helps Welch Healthcare continuously improve its referral management processes and competitiveness.

> " Referral Management System automates referral communications and processes at the admissions office and six Welch Healthcare rehabilitation and nursing centers. "

benefits

The PatientPlacement.com Referral Management System provides the referral management efficiency and cost savings that addressed the Welch Healthcare & Retirement Group challenges:

- Automated referral communications and processes across the central Welch Healthcare admissions office and six rehabilitation and nursing centers—the only complete solution for centralized admissions.

- Enabled Welch Healthcare central staff to immediately review, distribute and track referrals securely online.

- The Welch Healthcare staff members now respond more rapidly and efficiently to referral sources, enabling the employees at each facility to accept, place and admit patients across the six nursing centers faster and more efficiently.

- A real-time view of all referral activity for single or multiple locations increases control, responsiveness, flexibility and efficiency.

- Instant alerts by fax, e-mail, online or mobile devices enable admissions staff to respond immediately to referral sources, capturing opportunities before they are placed elsewhere.

- Assured, secure transmission, storage and tracking of documents with personal health information delivers simple health privacy compliance across multiple locations

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CS-HOSP-2008-08