

Small practices improve blood-pressure management by 6.9 points: Sales and customer service

HEALTHCARE

SMALL

SALES AND CUSTOMER SERVICE

+6.9 pts

BLOOD-PRESSURE MANAGEMENT [1]

+6.3 pts

CHOLESTEROL MANAGEMENT [1]

134

SMALL PRACTICES [1]

PROBLEM

Practices lacked a consistent way to identify patients, act on performance data, and sustain outreach. Limited staff and analytic capacity made it difficult to turn clinical records into timely action.

SOLUTION

The program combined EHR dashboards, patient identification, outreach workflows, and practice facilitation. Facilitators helped each practice adapt the common tools to its local workflow and patient population.

RESULT

Blood-pressure management rose from 67.9% to 74.8%. Cholesterol management rose from 71.8% to 78.1%.

BUSINESS LENS

SWOT: small practices had close patient relationships but limited analytic capacity. Shared dashboards strengthened that weak point.

ASSUMPTIONS AND LIMITS

Multi-practice program, not one company. COVID-19 disrupted implementation and results were not isolated by individual practice size.

"We really live by the principle that you need to have data in order to drive change."

Hang Pham-Singer, Million Hearts success story

DEPARTMENT APPLICATION

SALES AND CUSTOMER SERVICE

Proactive outreach improved continuity of care.

Application analysis based on the cited source. It is not a separate measured result.

Prepared by Ocmulgee Business Process Solutions from the cited independent source. This is not an Ocmulgee client engagement or an original Ocmulgee result.

SOURCE [1]

Tabaei et al., 2024. Practice Facilitation and Clinical Performance Feedback Using the Electronic Health Record.
<https://doi.org/10.1097/PHH.0000000000001895>

Peer-reviewed longitudinal implementation study | Size basis: Study of 134 small primary-care practices; related enrollment defined eligible practices as fewer than 10 FTE clinicians
Million Hearts community outreach success story: <https://millionhearts.hhs.gov/partners-progress/champions/success-stories/2018-communityoutreach.html>