

BROADCAST SCRIPT-24/7 digital connections through OSF OnCall empowers patients and improves outcomes

INTRO

OSF Healthcare, through its digital arm, OSF OnCall is starting to see improved outcomes from connecting select patients to medical providers with 24-7 support.

VO or WRAP (RADIO)

The digital tools are creating a modern experience, similar to what patients get through retailers, banks ... even social media. Vice President of Digital Care Brandi Clark says pregnant women with Medicaid are getting support for anxiety, hypertension, and other serious issues that can lead to complications while patients with chronic conditions receive added support after a hospital discharge.

"We've enrolled thousands of patients who have been discharged from our hospitals and have demonstrated a 10% or greater reduction in hospital readmissions for those patients who are enrolled in that hospital discharge program. Additionally, we're really beginning to learn about the outcomes that we're achieving with our pregnancy program and beginning to actually see some of those patients that we're taking care of delivering healthy babies." (:16)

TAG

In addition to online tools, apps, and at-home monitoring, more vulnerable patients on Medicaid are able to get support from digitally-supported community health workers who can help to make appointments, navigate care options and supply education.