

REPORT

Keystone Healthcare™ COVID-19 Hospital Response



Foreward

The COVID-19 pandemic continues to impact hospitals and health systems into 2022. Surges in viral variants undermine performance improvement initiatives, while employee turnover, clinical staff shortages, and medical supply chain issues leave hospitals understaffed and overwhelmed.

Programs and processes that were effective before the pandemic are no longer working, and hospital administrators and clinicians are struggling to strategize systemic improvements. Hospitals throughout the country don't have the support, strategic advice, or partnerships they need to deliver

effective, quality patient care despite the fact that it's more important than ever to recalibrate and address performance and care priorities.

After two bleak, turbulent years, hospitals throughout the country are ready to kick off 2022 with a refreshed list of strategic priorities and new initiatives. Keystone Healthcare™ hasn't just survived, we've thrived. We're engaging with our hospital partners more than ever to deliver outstanding results because we recognize that very few have the resources to overcome these challenges alone.

In this report, you'll learn about the advancements made possible by telehealth. We'll share our COVID-19 response timeline and activities, discuss the rise of telehealth, and explore ways to manage pervasive issues like mental health and vaccine confidence.

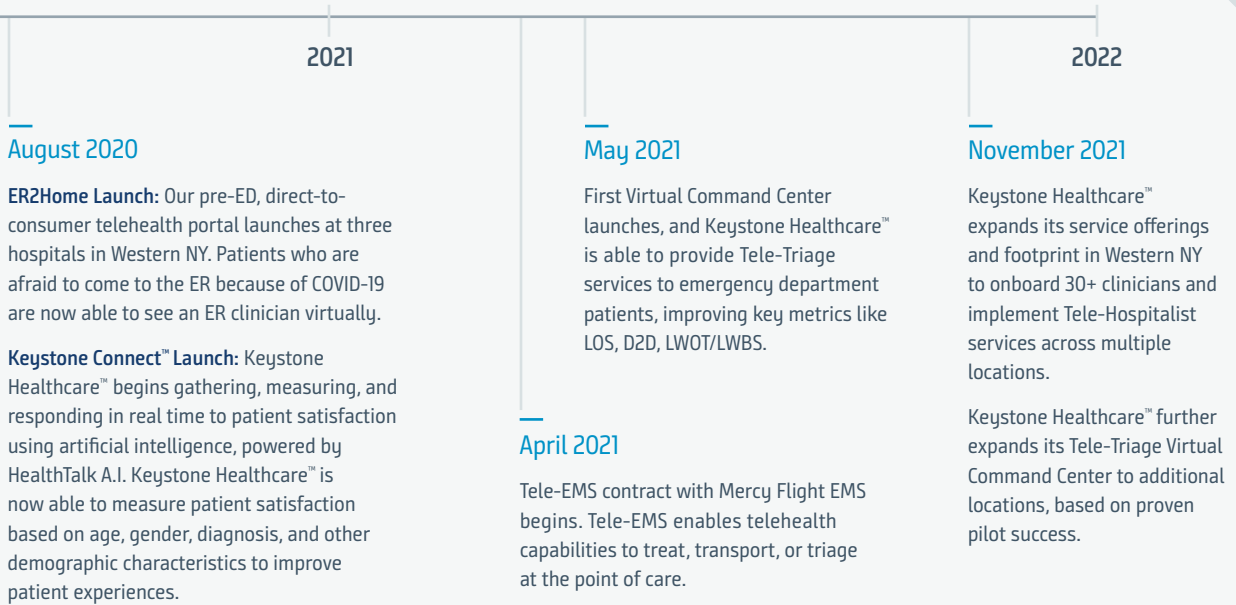
Contents

COVID-19 & the Rise of Telehealth	3
Patient Satisfaction and Patient Flow Management During COVID-19	6
Mental Health & Vaccine Confidence	8
The New Paradigm for Performance Improvement	9



COVID-19 & the Rise of Telehealth

COVID-19 Response Timeline



COVID-19 has catalyzed breakthroughs in many areas of the health system. It has brought systemic issues to light, illuminating aspects of healthcare that are no longer working the way they did just a few years ago. It has also shed light on new ways providers can continue to deliver high-quality, cost-effective, and patient-centered care.

The adoption of and trust in telehealth-based solutions, virtual care, and digital technologies has increased significantly since the onset of COVID-19. Looking forward, we expect health systems and hospitals throughout the country to continue innovating with telehealth solutions and services. **That's why, in 2020, we partnered with EmOpti and HealthTalk A.I. to launch Keystone Optimum™ and Keystone Connect™.**

EmOpti, founded by Dr. Edward Barthell, prides itself in solving systemic, in-hospital problems by providing technology that enables a combination of on-site and remote personnel to collaborate

for highly efficient workflows. The EmOpti technology allows outdated staffing models to be replaced with more productive approaches that result in improved outcomes for both patients and hospitals.

HealthTalk A.I., founded by Jerrod Ullah, was formed to change the way patients and healthcare organizations connect. Through AI-assisted patient engagement, HealthTalk A.I. addresses challenges related to at-risk patient intervention, operational efficiency, and patient satisfaction.

Disciplines in the Keystone Telehealth™ portfolio range from pre-hospital to post-discharge solutions along the patient care continuum and uniquely blend applications of in-hospital telehealth and direct-to-consumer solutions. By collaborating with EmOpti and HealthTalk A.I., we have successfully launched a variety of telehealth projects in both emergency and hospital medicine.

Prehospital Emergency Care & Emergency Medical Services

Tele-EMS

Tele-EMS is an innovative platform that allows virtual ED providers to connect on-demand with local EMS or Mobile Urgent Care providers. This program is aimed at using technology to triage, treat, and transport patients to the ED or to an alternate destination of care within your hospital system.

Benefits:

- Enhanced EMS capacity management
- PPE conservation
- Improved patient satisfaction
- Improved patient safety

ER2Home

ER2Home is our direct-to-consumer platform. ER2Home allows patients to virtually connect from home to your ED providers. It is aimed at providing a seamless transition from home into the ED when necessary.

Benefits:

- “Stay home, stay safe” community messaging for low-acuity patients
- Captures high-acuity patients who may have stayed home

Emergency Department Telehealth Solutions

Tele-Triage

Tele-Triage positions a virtual provider in triage to reduce patients leaving the department prior to being seen. Other performance metrics are also impacted, including improved patient flow, patient satisfaction, patient safety, and an increase in capacity within the ED for providers and nursing staff.

Benefits:

- Reduced TTP & LWOT
- Improved patient flow
- Improved patient satisfaction
- Improved patient safety
- Enhanced capacity management
- Additional hospital admits

Tele-ED

Tele-ED enables a virtual provider in the ED exam room to support an APP in-room with the patient. Tele-ED improves patient care by ensuring a physician consults on clinical care and decisions while also improving efficiency and PPE resources. This solution can also accommodate a variety of staffing patterns to reduce costs.

Benefits:

- PPE conservation
- Improved patient flow
- Improved patient satisfaction
- Improved patient safety
- Enhanced capacity management

Hospital Medicine Telehealth Solutions

Virtual Inpatient Rounding & Tele-ICU

Virtual Inpatient Rounding & Tele-ICU allows hospitals flexibility to manage multiple inpatient scenarios and could accommodate a variety of staffing patterns, including night-shift solutions, to reduce costs and physician burnout.

Benefits:

- Flexible staffing solutions
- Improved patient satisfaction
- Improved patient safety
- Enhanced capacity management

Virtual Specialty Consults

Virtual Specialty Consults expand a hospital or health system's capabilities by providing access to specialists virtually. The intention of this program is to increase revenue by avoiding unnecessary transfers while also providing specialized care and accelerating response times for emergencies.

Benefits:

- Increased revenue
- Reduced transfers
- Improved patient satisfaction
- Improved patient safety

Virtual Case Management / Utilization Review

Virtual Case Management/ Utilization Review allows ED providers real-time access to virtual case managers. Case managers assist ED providers with their inpatient admissions and ensure documentation and status is appropriate at the time of admission from the ED.

Benefits:

- Improved documentation
- Increased physician capacity

Post-Discharge Virtual Solutions

Keystone Connect™

Artificial Intelligence programs send texts to discharged patients from any of our programs. The goal of Keystone Connect™ is to provide administration and program directors stratified patient satisfaction data points in real time and give them an opportunity to intervene. This customizable program does allow the option for dissatisfied patients to connect back to our Utilization Review Team.

Benefits:

- Reduce readmissions
- Real-time interference for patient satisfaction and sentiment scoring
- HCAHPS improvement
- Reduce CMS penalties

Patient Satisfaction and Patient Flow Management During COVID-19

March 2020

In immediate response to PPE shortages and protocol changes, Keystone Healthcare™ Medical Leadership and Telehealth teams develop methods for clinicians to see patients in the hospital safely using Zoom, digital stethoscopes, and their nurses as a proxy. Clinicians are now able to reduce the use of PPE while remaining healthy.

July to September 2021

The Delta variant of COVID-19 surges throughout Mississippi, causing inpatient census and patient acuity at Keystone Healthcare™ partner hospitals to surge. Clinician coverage doubles at three hospitalist service locations.

2020

2021

2022

March to April 2020

Keystone Healthcare™ begins meeting with all nurse leaders at hospitals on a weekly basis to discuss how COVID-19 is impacting facilities and hospital best practices for keeping patients and clinicians safe.

Keystone Healthcare™ invests in multiple platform solutions to offer the most sophisticated scheduling, credentialing, and billing enrollment processes to enable efficient and responsive operations for its clients.

October 2021

COVID-19 surges in Western NY, increasing the strain on clinicians and hospitals in the area dealing with severe nursing shortages. Keystone Healthcare™ works closely with all clients to manage staffing shortages and develop solutions in real time.

Operations Management

The US healthcare system was underprepared for the challenges that ensued from the COVID-19 pandemic. Hospitals and physician groups alike have had ongoing, unforeseen circumstances to manage. Despite these challenges, Keystone Healthcare™ remains hopeful that this will result in lasting changes and allow our healthcare system to come out of the pandemic improved and strengthened.

Several themes have emerged from the pandemic that will remain top of mind. The Centers for Diseases Control and Prevention (CDC) recommends focusing on [five key areas](#):

- 1 Worker safety and support
- 2 Patient service delivery
- 3 Data streams for situational awareness
- 4 Facility practices
- 5 Communications

With adequate technology, tools, and resources, hospitals and health systems can optimize their operations while developing new protocols to successfully navigate challenging and unforeseen circumstances. However, strong partnerships for all hospital-based service lines are required to translate best practices into action.

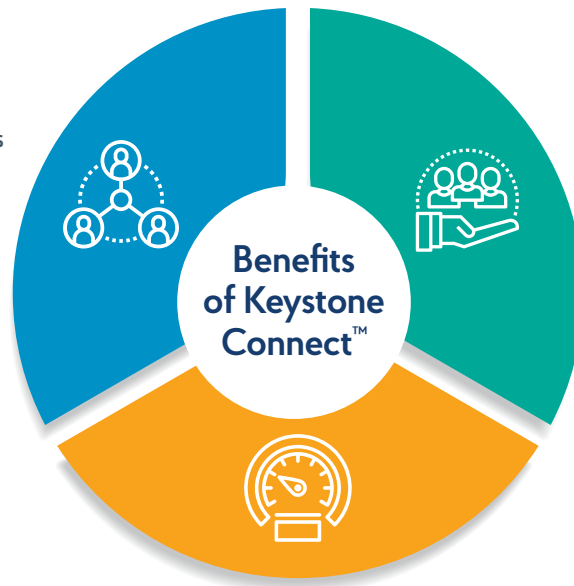
Our approach involves regularly scheduled nurse leader calls, daily check-ins with clinical leadership, and weekly check-ins with clients to ensure that each program area is adequately addressed.

Patient Satisfaction

Patient satisfaction remains at the forefront of quality indicators, despite the operational distractions brought on by COVID-19. Artificial Intelligence platforms and processes like Keystone Connect™ provide a means for healthcare professionals to efficiently gather, track, and respond to critical opportunities for improvement in real time.

Connect More

- Communicate with your patients in real time, in any language, no matter their location
- Collect immediate and actionable feedback
- Increase patient response by 300%, with no emailing or cold calling



Engage Continuously

- Easily disperse pre-visit and post-discharge information and education
- Automate actions to identify and manage at-risk patients
- Enable AI-assisted scheduling for clinician callbacks, telehealth, primary care, and specialists

Improve Performance

- Reduce readmissions
- Improve 48-hour follow-ups and HCAHPS
- Reduce 72-hour ED return visits

Patient Flow Management

Irregular, unscheduled acute care is expected in any hospital or health system setting. Variability in patient volumes makes it virtually impossible to optimize staffing ratios. To mitigate inefficiencies in patient flow, Keystone Healthcare™ partners with EmOpti to deliver Patient Flow Management for facilities and health systems of all sizes.

Keystone Connect™ improves patient throughput by combining remote and on-site resources to service multiple facilities at one time. This enables reductions in time waiting to see a clinician, reductions in the number of patients left without being seen (LWBS), increases in census and positive reviews, and a number of other benefits.

Mental Health & Vaccine Confidence

March to April 2020

Keystone Healthcare™ begins meeting with all clinicians daily to discuss the impact of the pandemic, exchange ideas for finding and reusing PPE, and share best practices for working during the pandemic while managing mental health.

May 2021

The Medical Leadership team hosts the first of two virtual Town Hall meetings dedicated to COVID-19 and vaccination Q&As.

September 2021

NY state implements a COVID-19 vaccination mandate for all healthcare workers.

April 2021

Keystone Healthcare™ hospital partners assist with state mass vaccination clinic efforts.

August 2021

The Medical Leadership team hosts its second virtual Town Hall meeting dedicated to COVID-19 and vaccination Q&As.

November 2021

The Federal Government announces a COVID-19 vaccination mandate for all healthcare workers (without a medical or religious exemption) by December 5th.

Mental Health Support

COVID-19 impacts every healthcare worker. Effective tools and resources for self-care are very much in need for healthcare workers across the country. From self-compassion techniques to tips for mindfulness and meditation, finding adequate mental health support is essential for preventing burnout and continuing care delivery.

At Keystone Healthcare™, we believe that healthcare workers should have adequate access to mental health support services. The American Nurses Association provides valuable resources for nurses on a variety of topics, including mental health support.

Explore the [ANA Webinar Series](#) for tips on how to maintain mental well-being and survive this distressing time.

Vaccine Education

Vaccines play an important role in saving lives and preventing the spread of infectious diseases. COVID-19 accelerated the development of an effective and safe vaccine, which is critical to the health and well-being of clinicians and patients. Keystone Healthcare™ is proud to drive vaccine education by partnering with hospitals assisting with state mass vaccination efforts and regularly hosting Q&A sessions.

The New Paradigm for Performance Improvement

Many hospitals and health systems agree that the pandemic has significantly undermined their performance improvement initiatives. The new paradigm for performance improvement requires finding engaged partners that specialize in specific points on the patient care continuum and can provide solutions for continuous improvement.

Partnering with a highly engaged, full-service management partner is the key to better results.

As a premier partner for Emergency, Hospital, and Critical Care Medicine Management, we designed our business around EM and HM integration with practice management support to successfully bridge gaps in recruiting, orientation and scheduling, compliance, and other key areas.

We take a needs-based approach to assessing your situation and lend our expertise through partnership in a variety of arrangements, including independent service offerings and practice management agreements. We have supported our hospital partners and health systems throughout the COVID-19 pandemic, working in collaboration to introduce new programs and provide better results at every opportunity.



**Innovative &
Integrated
Business Model**



**Enhanced EM &
HM Performance
Metrics**



**Strong Physician
Leadership &
Management**



Contact Keystone Healthcare™ to learn more about our suite of services and how they can help you successfully navigate the ongoing pandemic.

keystonehealthcare.com | info@keystonehealthcare.com | (866) 291-8600