



Is your healthcare organization ready for the upcoming flu season?

Is it ready for flu season *and* COVID-19?

Flu season is as reliable as the fall and winter months, and healthcare providers are often inundated by sick patients between October and March. The concerning wild card: whether or not COVID-19 becomes part of that seasonal constant. Still, providers can take steps now to ease the stress, paperwork and patient concerns for what lies ahead, whatever that may be.

How ready are you? Which actions is your organization instituting now?



General communications

- Leverage data to inform communications outreach, segmenting individuals for risk and preferred outreach channels.
- Automate your outreach to at-risk populations, advising them of ways to stay healthy during the season and how to seek care if needed.
- Advertise telehealth options so patients understand their options and know when they must come onsite for care.
- Provide patients with COVID-19 education materials.
- Notify arriving patients of provider delays to limit waiting room traffic and stress.

Scheduling

- Establish separate sites for at-risk patients (flu, COVID-19) versus patients who aren't contagious but are still in need of medical care.
- Enable digital screening to route patients to appropriate care sites (office, virtual, COVID-19-specific office, testing site).
- Reschedule non-urgent appointments if your facility begins to experience a wave of sick patients.
- Enlist digital scheduling solutions to automate the process and relieve staff resources.

Patient screening

- Establish pre-visit electronic questionnaires and screening calls to route patients to the most appropriate care source.
- Triage potential COVID-19 patients to specific service areas to limit exposure to the general public and your staff.
- Capture intel to discover if a patient will have specific needs or challenges in securing prescriptions or transportation, or whether they'll require follow-up telehealth appointments.

Patient arrival and intake

- Have patients complete registration via phone or electronically before they arrive onsite.
- Establish a checkpoint at the site entrance to ask patients about their symptoms.
- Provide symptomatic patients with tissues or facemasks to cover mouth and nose.
- Limit non-patient visitors onsite.
- Allow patients to check-in electronically.
- Prepare your waiting room:
 - Provide supplies (tissues, alcohol-based hand rub, soap at sinks and trash cans) in waiting areas.
 - Place seating in waiting room at least 6 feet apart.
 - Offer a virtual waiting room service so patients only need to enter the building when you're ready to see them.

Payments and collections

- Encourage patients to access portals or digital payment options to avoid the exchange of cash and need to access payment kiosks.
- Offer patients self-service ways to make contactless payments from their mobile device.

Need help checking some of these boxes to prep for the upcoming flu season? Email us at experianhealth@experian.com or visit <http://www.experianhealth.com/flu-season>



Experian Health
720 Cool Springs Blvd., Suite 200
Franklin, TN 37067
T: 1 888 661 5657
www.experianhealth.com/flu-season

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