

# 1-800-Imaging Pilot Project

## Building Partnerships between Primary Care and Medical Imaging

### Background

Challenges exist for community-based primary care providers accessing urgent imaging investigations required to support clinical decisions.

These challenges result in:

- Long wait times for community referrals
- Patients sent to emergency departments to expedite imaging

### THE PILOT

**1-800-Imaging is a call centre designed for primary care providers to improve access to sub-specialty medical imaging services.**

It provides:

- One easy contact number for physicians
- Structured services including expedited imaging
- Coordination of calls and communication of critical findings
- Point of care radiologist consults as required

Pilot ran from May 1/14 – March 31/15 with a group of 60 SCOPE physicians



### HOW DOES IT WORK?



### WHAT ARE THE SERVICES?

- 1. Appropriateness Consult:** Support in selecting appropriate imaging modality when referrer is unsure
- 2. Radiology Consult:** Second opinion on images or recommendations from sub-specialized radiologist
- 3. Urgent Imaging:** Access to imaging for patients with acute symptoms without visiting emergency department
- 4. Urgent Reporting:** Expedite the creation of a radiologist's report
- 5. General Informational Requests**

### 1-800-Imaging Design Concepts

Designed according to the principles of the Triple Aim, based on Institute for Healthcare Improvement (IHI) framework. The Triple Aim in healthcare refers to the simultaneous pursuit to deliver on three concurrent outcomes:

- Decreased per-capita cost
- Improved population health
- Improved experience of care

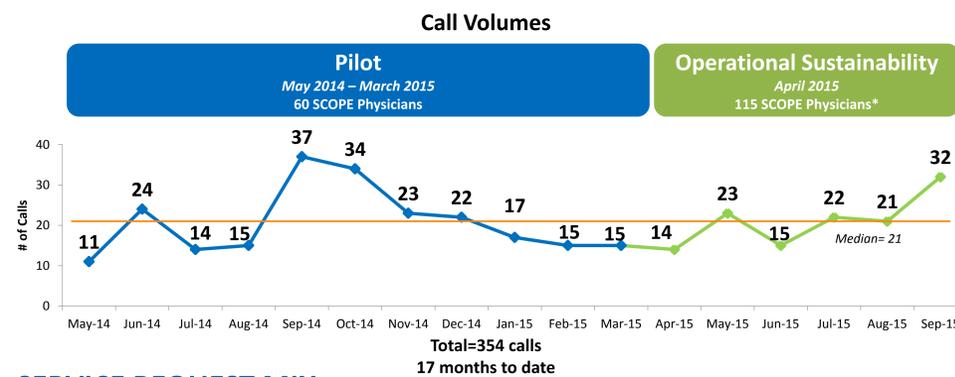


### DESIRED PILOT OUTCOMES

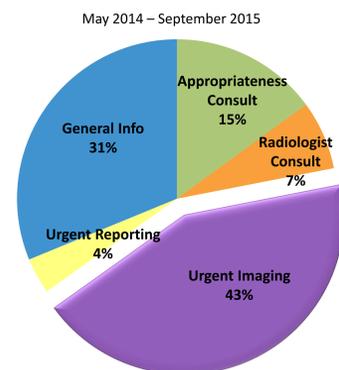
- Reduce inappropriate imaging orders
- Reduce emergency department visits
- Improve patient experience of care
- Improve provider experience during transitions to radiology

### Process and Outcome Measures

#### MONTHLY SERVICE VOLUMES



#### SERVICE REQUEST MIX



Unique callers (n=60)	78%	of the pilot audience used the service
Repeat callers (n=47)	77%	of callers used the service more than once
Customer satisfaction (n=42)	100%	of surveyed callers were satisfied with the call centre
	100%	of surveyed callers would recommend the call centre to colleagues

#### OUTCOME MEASURES

<b>Avoided Emergency Department Visits</b> Referrers calling for urgent imaging were asked if they would have referred to ED if call centre was not available	40	Reported by referring physicians 39% of 103 urgent imaging calls
<b>Inappropriate Imaging Referrals Avoided</b>	40	All appropriateness consults

### Lessons Learned

- Primary care providers value conversations with radiologists to gain clinical insights and validation; significant opportunities to improve integration and achieve the Triple Aim
- Clear guidelines on appropriateness would help ensure equitable and efficient use of limited imaging resources
- Sustainability and scalability require dedicated operational resources
- Customer service training is critical to successful onboarding of new call centre staff
- Expanded data collection would help capture impact on specialist visits in addition to emergency department

### Challenges Encountered

- Limited ability to report conclusively on patient outcomes due to anecdotal data collection about appropriateness consults and emergency department visits
- Reconciling clinical appropriateness and urgency with existing imaging wait lists

### Next Steps

**Continued partnerships to improve integration between imaging and primary care**

Phase 2 of Pilot: Expand on opportunities to redesign medical imaging operations to support the needs of community-based primary care providers. Opportunities include:

- Expansion of call centre services
- Walk-in imaging procedures (no appointment required)
- Facilitating access to specialist post-imaging