Aidin System for Post Acute Care Referrals
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External Operations Project

Introduction:
ProHealth Care Hospitals, including Waukesha Memorial Hospital and Oconomowoc Memorial Hospital, partnered with a system called Aidin as a new way to send post-acute care referrals. Prior to the Aidin system, the referral systems used at Waukesha Memorial Hospital and Oconomowoc Memorial Hospital allowed case managers to choose where the referrals were sent. The Aidin system sends all referrals from Waukesha Memorial Hospital and Oconomowoc Memorial Hospital to all post-acute care centers in the area. The case managers set a deadline for facilities to accept or deny the patient. After the deadline, the case manager provides information on all buildings who replied to the patient.

Innovation of the Project: The Aidin system attempts to put the selection of a post-acute care center entirely in the hands of the patient. Rather than allowing the relationships between the facilities’ admissions directors and the hospitals’ case managers factor into where referrals are sent, all facilities get the same referral and deadline to accept. The patient then selects a facility based on a brochure generated by the facility and the comments left by previous patients at the facilities. Since the facility has no control over which comments are included on the brochure, the system also encourages excellent customer service to patients once they are in the facility.

Methodology:

Step 1: Attended Aidin training sessions to learn about the new system.

Step 2: Created Aidin brochure that will be given to all residents when choosing a post-acute care center.

Step 3: Introduced Aidin system to A-Team members. The A-Team is a group of employees that are trained in the admissions process and can fill in for the admissions director when she is unavailable.

Step 4: Introduced Aidin system and reinforced the importance of customer service to frontline staff.

Step 5: Analyzed ease of Aidin system compared to the previous system.

Step 6: Analyzed metrics comparing admissions from ProHealth Care hospitals before and after the Aidin system.

Results:
The average percentage of monthly inquiries from Waukesha Memorial Hospital decreased, while the average percentage of monthly admissions from other referral sources increased. Admissions to inquiries (A/I) ratio declined in all categories. The average overall A/I ratio went from 57.7% before Aidin to 15.9% after Aidin. The ManorCare A/I ratio goal is 52%.
The number of average monthly admissions increased slightly from 27.5 before Aidin to 31.4 after Aidin.
The number of average monthly admissions from Waukesha Memorial Hospital decreased slightly from 15.3 before Aidin to 13 after Aidin.
The number of average monthly admissions from other referral sources increased from 12.2 before Aidin to 18.4 after Aidin.

Conclusions:
Most developed relationships between Waukesha Memorial Hospital case managers and the ManorCare – Pewaukee admissions department do not effect the number of admissions received from the Aidin system.
Lack of personal relationships between Waukesha Memorial Hospital and ManorCare – Pewaukee’s admissions director has created a necessity to develop relationships with other hospitals in the area.
While originally expected to be more efficient, Aidin has created an increased workload for ManorCare – Pewaukee’s admissions director with a decline in admissions from Waukesha Memorial Hospital since the program’s implementation.

Recommendations:
To help skilled nursing facility admissions directors, more thought on where referrals are being sent should take place on Waukesha Memorial Hospital’s end. For example, if a resident is not interested in any buildings further than ten miles from their house, referrals should not be sent skilled nursing facilities outside the location range.
More opportunities for tours of the facilities should be available. Since the Aidin process puts an emphasis on efficiency, families often do not have opportunities to tour buildings, which can result in disappointment once their family member arrives to the skilled nursing facility.
More consistent customer service training for frontline staff should be conducted. Since the comments on the Aidin brochure cannot be controlled at all by the facility, customer service is key to continue to receive admissions from Waukesha Memorial Hospital. Most comments focus on treatment from frontline staff, so quality customer service must be provided by all employees.

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