

Basic Tenets

→ In order to assure compliance the program must:

- Must be targeted to the correct segment
- Must be targeted to the correct patient within the segment
- Must have attractive patient oriented objectives/incentives
- Must be endorsed/recommended by a respected spokesperson
- Must be offered by people with sales skills
- Must address known barriers to entry
- Must be have a comprehensive strategy to drive retention



Onsite Recruitment and Orientation

- On-site orientations where the practice members can introduce the program, equipment and goals
- Local practice support groups that consumers/caregivers can opt in to (good enrollment strategy, better retention strategy)
- Celebrity appearances by the physicians
- Patient Ambassadors



Outreach to Consumers/Patients and Families

- Families and caregivers
 - Signage in the practice regarding the program
 - Highlight benefits to caregivers/consumer
 - Kits to encourage continued compliance

- Patient Ambassadors
 - No better representative than a happy customer
 - Practice meetings and orientations conducted by other users



Retention Strategies

- Although mortality impacts retention in these programs, more than 30% of patients will drop out of the program for other reasons
- Retention activities should begin at the moment of enrollment through reinforcement of program goals and encouragement to communicate with the clinical team about issues and problems
- The targeted population will “hide” dissatisfaction or issues for a variety of reasons
 - Increased frailty and fear of being identified and moved out of their home
 - Not wanting to bother people, etc
 - Boredom in the case of most telehealth solutions



Retention Strategies

- Recruitment and retention strategies should evoke emotional responses but for different reasons
 - Retention strategies should drive an “aha” moment like “yes, I do feel better” or “I am getting to church more”
 - The clinical team should reinforce the consumer’s commitment by highlighting successes and expressing appreciation for their continued participation
 - The clinical team should be rewarded in some way for driving retention throughout the program



Retention Program Components

- Patient Retention strategy guide and training for the site coordinators
- Visit reminders/retention surveys
- Wallet cards, magnets and other reminders
- Small incentives (within regulatory approval)
- Outreach regarding producing and tracking those Aha moments
- Caregiver support package and materials
- Patients and coordinator satisfaction surveys
- Clinical tracking and trending materials that reinforce successful participation
- Certificates and other types of rewards (within regulatory approval)
- A graduation strategy

The Importance Of Patient-Retention Strategies

Life Science Leader, April 2010

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BOSCH

Encouraging Engagement and Compliance

Summary

- Recruitment and retention campaigns need to mirror those in other consumer product areas within regulatory boundaries
- Enrollment is only 1/3 of the issue; retention is the key to a successful program
- The clinical team including the physician are usually the key driver of recruitment/retention activities in this type of a program
- Appoint a site coordinator for the program who has outcome responsibility
- Find a consumer in the practice who is participating in the program and wants to evangelize regarding their positive experience
- RPM that uses a two way communication device can handle most of the retention activities in terms of notification, reminders and tracking of consumer responses to retention activities so maximize your investment

