

We're often asked: "What are the optimal strategies we see employers using to launch the telephonic nurse triage service and periodically reinforce utilization?"

The purpose of this white paper is to highlight some of the best known methods observed that are reportedly optimizing the use of telephonic triage. First and most important is that Medcor is a medical company dedicated to identifying the right level of care at the right time. The purpose of the clinical medical assessment is to guide people toward the most appropriate care. No more, no less.

The best results occur when there are concerted efforts to make calling Medcor On-Line an automatic part of the company's culture. More than 12 years of experience has taught us that the only reason Medcor On-Line doesn't work well is if people don't make the calls.

The most successful companies use a consistent process that goes like this: educate, train, monitor, measure, evaluate, reinforce; repeat.

After more than a decade, it is indisputable that adding the wise counsel of a highly trained RN to the conversation with an injured associate immediately after the injury leads to better outcomes. The proof is clear after more than one million triage calls received by Medcor since inventing and patenting their telephonic triage service in the WC space.

Even the very best practicing companies that otherwise are doing everything right, recognize the significant value of having a recording of the nurse's conversation with their injured associate. Associates like speaking with a qualified and caring medical professional post-injury to receive a clinical medical assessment. Supervisors appreciate the partnering help in technical areas outside their core competencies. They don't have to play nurse anymore, but they stay involved. Best of all, they love having the basic paperwork done for them and communicated instantly to everyone who needs to know so it lightens their load.

Why does it seem like what should be a "no-brainer" isn't so easy? Some behavior modification approaches are more difficult than others because there are all sorts of reasons people resist change. The most successful businesses realize that they are actually in the people business, and as a result, some changes in behavior can be particularly challenging. Since many people ask, "What's in it for me?" consider the following reinforcement messages:

1. **Associates** say that they really like being able to speak with a compassionate and objective Registered Nurse about their workplace injuries or illnesses. The total focus is on asking the right questions to provide a clinical medical assessment so the injured worker makes the best decision. Most injured workers don't want to go to the doctor unless necessary. On average, 50% of the calls arrive at the

conclusion that proper first aid is adequate. Other times, the nurse urges them to seek outside treatment and helps guide them to get to the right level of care. In the medical business, experience is crucial and getting another opinion proves to be very valuable. The average Medcor nurse has taken over 7,500 telephonic triage calls.

2. **Aging Workers** state that they obtained fresh insights and independent perspectives about their job-related health conditions. They trust the objective advice they received from the Medcor nurse over the phone. Often they learned more about what to do to avoid aggravating the area where they hurt plus how to continually evaluate and discuss their circumstances with their supervisor. They are encouraged to call back whenever necessary.
3. **Associates** report that they want fast and convenient advice when they get hurt or ill at work. The telephonic nurse triage service provides immediate access to a Registered Nurse. Over 75,000 worksites around the country from all types of businesses call Medcor first. They speak with an experienced and well-trained RN with simple and positive dialogue about their circumstances. They feel confident about the outcome whether the result is a first aid recommendation or referral to the appropriate level of care.
4. **When to call the Medcor nurse?** The general rule of thumb is if the injury seems to require more than a band-aid, but less than an ambulance or trip to an emergency room, they should call the RN for an immediate clinical medical assessment. So while there is still some judgment involved, using basic common sense is a key requirement. Remember this: when in doubt, you are expected to make the call. That is why the friendly nurse is waiting for your call with the right questions that should be asked.

These thoughts may be helpful reminders for associates.