

The Geek Squad Effect:

Cutting Patient Activation Time in Half for Geisinger's Chronic Care at Home Program.

Case Study

The Geek Squad Effect

Summary.

In order to ensure prompt access to care at home, Geisinger and Best Buy Health deployed specially trained Geek Squad Agents to deliver, install, and educate patients about remote care management devices in a program that has already served more than 300 Geisinger patients.

With Geek Squad's technical expertise and customer-centric approach, this initiative resulted in a 50% reduction in the time from admission into the chronic care at home program to when device set up is completed and the Geisinger care team can begin monitoring the patient remotely.

Key results.

50%

Faster time to activation.

19%

Improvement in patient wearable adherence.

18%

Reduction in technical issues reported.

20%

increase in patient NPS scores.

At a glance Geisinger.

“Geisinger’s care at home model is multifunctional. We focus on the spectrum of chronic disease management within the home. From the highest acuity needs, hospital-at-home program, to the lowest acuity needs, where we are managing conditions like low-risk hypertension.

Our patients can communicate with providers effectively, providers can monitor their patients, and both have access to the data to enable them to manage their care better.”

Emily Fry
VP Innovation Operations
Geisinger

Geisinger, a Pennsylvania-based integrated health system with a 106-year history of commitment to community healthcare, consistently ranked among the top five most innovative health systems in the country.

Since 2021, Geisinger has provided in-home care through Best Buy Health’s care at home platform, Current Health. Building on this solution’s success, they deployed Geek Squad agents in August 2022 for device installation and activation, benefiting 300 Geisinger patients in the first year.

Overview.



Remote patient monitoring technology can be intimidating for some patients, impacting their ability to successfully follow care plans.

This need underscored the importance of offering an in-home service like the Geek Squad. Geisinger called upon this specialized team to simplify the home care transition, provide robust education, and build patients’ confidence and trust.

The Geek Squad supports multiple delivery models for chronic disease management at Geisinger. These include programs which help to manage rising risk or high-risk patients with chronic conditions (such as CHF, Sepsis, Diabetes, Hypertension, COPD, etc.) in their home, or even transition patients during times of higher risk for readmission after hospitalization.



Goals.

Primary goal.



Expand timely access to care

For Geisinger, the primary objective for the collaboration with Geek Squad was to expand timely access to care.

By having a reliable mechanism for delivering the necessary devices and technology to patients, they are able to begin monitoring much earlier.

This expedited process comes at a critical juncture in the patient's care journey as they are typically very vulnerable when initially identified for the program, so timing matters.

Secondary goals.



Support care plan adherence

Supporting patients' activation and adherence within a care-at-home program is key to seeing clinical results. Geisinger looked to the Geek Squad's comprehensive services for equipment setup and patient training to transform homes into conducive spaces for care.

Improve patient experience

Geisinger wanted to utilize Geek Squad's exceptional customer service and empathetic human-centered approach to improve patient care journeys.

Reduce provider burden

By offloading the responsibilities of patient tech training, set-up, and initial support to specially trained Geek Squad agents, Geisinger hoped to alleviate provider workload, allowing healthcare professionals more time to focus on critical care tasks.



Solution.

The Geek Squad's tech expertise and hands-on support foster a trusted relationship with patients.

To empower patients to confidently manage their health at home, Geisinger turned to Best Buy's Geek Squad.

Home Technology Setup

Geek Squad agents visit homes to configure and install the necessary devices, ensuring all the technical elements are correctly installed, optimally located, and functioning properly for an ideal patient experience.

Patient Education

The agents provide personalized education for each patient. They deliver clear and human instructions and ensure the patient feels confident in understanding and using the equipment. The education component is key to driving improved adherence.

"He explained everything. He knew everything. And then, of course, he said, 'if you ever need me again, you ask for Michael.' And sure enough, they sent him for us. He explained everything and how it works. So here I am today, and I'm able to talk about it."

Margaret Ostir, 89
Moosic, PA.



Solution.

Keys to Success

Personalized Customer Experience

Geek Squad thrives on providing exceptional customer experiences. They do this through empathetic communication, a genuine willingness to effect meaningful change, a keen attention to detail, and a high degree of ownership over every interaction, all of which are crucial when working with patients at home.

Reliability and Trust

Geek Squad has built a trusted brand over the years. Their reputation for reliability and professionalism makes them a comforting presence in patients' homes, fostering a sense of confidence and security. They offer more than just technical assistance – they deliver a human touch and empathetic connections.

Accessibility and Reach

With more than 900 Best Buy stores and a substantial portion of the US population within a 10-mile radius of a Best Buy, Geek Squad offers an extensive on-the-ground presence. Their ability to serve customers virtually, in stores, and at home ensures flexible and accessible support.



Results after 12 months.

Geisinger expanded **timely access to care.**

50%

Faster time to activation.

Operational

Geisinger saw a significant reduction in the time from when a patient is admitted to a remote monitoring program to when they are set up and the technology is connected to their care provider from their home.

Reduction from an average of **96 hours to 48 hours.**



Results after 12 months.

Geisinger improved patient adherence with technology.

“Healthcare is changing rapidly, and with those changes we are more focused than ever on moving care closer to our patients and members while simultaneously setting new standards for the quality of care they deserve. Working with Best Buy Health has allowed us to redefine the care experience and drive positive change in how care is provided and received.”

Karen Murphy

Executive Vice President, Chief Innovation Officer and founding Director of the Steele Institute for Health Innovation at Geisinger.



19%

Improvement in patient wearable adherence.

Clinical

The Geek Squad’s exceptional customer service fostered patient confidence, encouraging care plan compliance and enhancing satisfaction.

The in-depth technology education resulted in better care plan adherence, with more consistent and proper usage of prescribed equipment.

Patients had overwhelmingly positive feedback, when asked about their experience with Geek Squad visiting the home to get them started with the chronic care at home program.

Driving a world-class
89 NPS score.

20%

Higher NPS score.

18%

Improvement in technical alert burden.

Financial

The Geek Squad’s support alleviated provider workload with a reduction in tech-related alerts, allowing more time to focus on critical care tasks.



