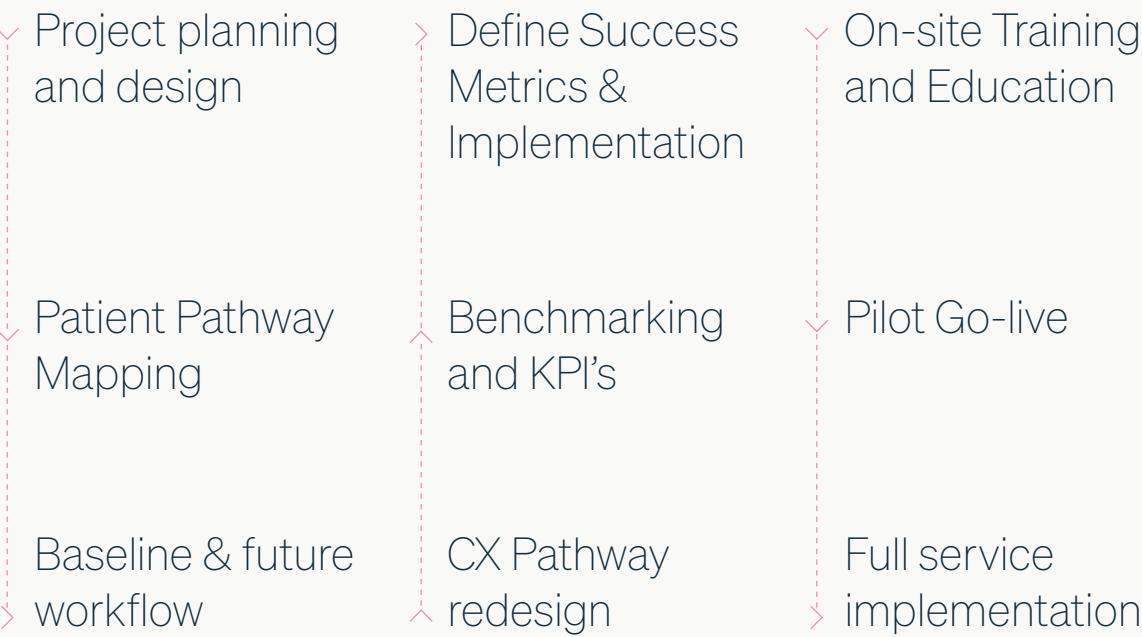


What is CX?

iRhythm Customer Experience Team (CX) optimises and implements solutions to improve efficiencies and outcomes, positively impacting healthcare partners clinically, operationally and financially.

CX Project Management



What the team said

“The ZIO XT Direct to Patient service has meant that we are getting it right first time for our patients, aligning with NHS England’s Best Practice programme and delivering on all of our own IMPACT values and behaviours set out by our trust.”

Tony Shannon, Non-Invasive Lead Physiologist

“We think there’s huge value in this technology in terms of its clinical use and we’ve certainly been lucky recipients of this technology, as have our patients. Zio has made a big impact already in terms of getting appropriate monitoring for our patients and yielding some early important outcomes that can change clinical management.”

Dr Joe Mills, Cardiologist at Liverpool Heart and Chest NHS Hospital

“It makes my workflows so much easier and faster. I have already saved a lot of unnecessary clinic appointments and was able to make decisions very quickly based on the Zio report.”

Dr Zoltan Borbas, Consultant Cardiologist and Consultant Electrophysiologist at LHCH

Modernise, Optimise and Transform the Patient Pathway with a ‘Direct to Patient’ Arrhythmia Service.



Reference sources.

- 1 A service evaluation of Zio XT, The Liverpool experience
- 2 Liverpool Heart and Chest Hospital poster: A cost benefit analysis
- 3 iRhythm data on file. Liverpool Heart and Chest Hospital Business Case
- 4 iRhythm ZSR data on file, 2024

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ZIO™
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Zio™ XT – Case Study Liverpool Heart and Chest NHS Foundation Trust



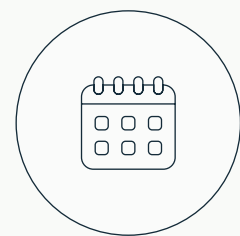
The Challenge

Liverpool Heart and Chest NHS Foundation Trust is one of the largest hospital Trusts in the Northwest of England, serving a catchment area of 2.8 million people, spanning Merseyside, Cheshire, North Wales and the Isle of Man.

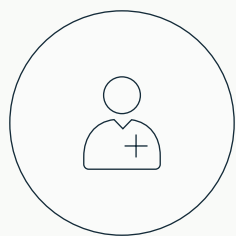
Over 10,000 patients per annum are seen in LHCH arrhythmia clinics. The service performs ~2,000 ambulatory ECG tests per annum. Plus, a GP-led Direct Access Palpitation Clinic, which services ~650 patients per year.

Patients were experiencing lengthy and fragmented pathways with multiple referrals, investigations and appointments. There was a high DNA rate of up to 24% for monitor fitting appointments and lengthy wait times during the covid 19 pandemic. The Trust also faced unbudgeted and costly Agency fees to meet the demands of the service.

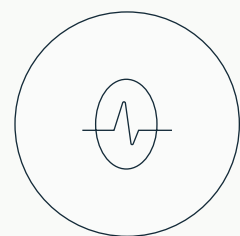
The delay in receiving a diagnosis and appropriate management was placing patients at risk of Stroke and other arrhythmia-derived complications.



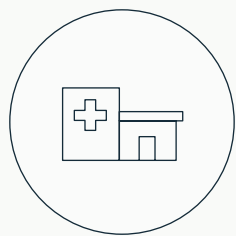
Wait for results
>6 weeks¹



Low Arrhythmia
detection rate
of 17.7%¹



96% of monitors
requiring OPD appt
for fitting¹



24% DNA
monitor fitting
appointments³

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The Solution

An Arrhythmia Pathway MOT.

LHCH was determined to deliver a model of care that was underpinned by safety, quality and value for money. To realise this vision the cardiology team partnered with iRhythm to undertake a real-world evaluation of the NICE approved Zio XT service for their cardiac monitoring service.

With input from all relevant stakeholders and the collection of benchmarking data, alignment was reached on several key objectives which would demonstrate service improvement:

- Increase in the arrhythmia detection rate and diagnostic yield
- Reduction in patient waiting time and repeat testing
- Transform pathways and optimise staffing resource
- Reduction in outpatient appointments through remote/virtual care
- Improve patient outcomes

Over a 2-week period the iRhythm CX team worked closely with the ECG department to map workflows and processes with the goal of identifying potential efficiencies. The full Direct to Patient service was launched in March 2023 with up to 95% of all long term >24hr ECG referrals using the Zio XT Direct to patient service.



Modernise, Optimise and Transform the Patient Pathway with a 'Direct to Patient' Arrhythmia Service.

The Impact

An Arrhythmia Pathway MOT

The Zio XT Service evaluation demonstrated many clinical, operational efficiencies and financial savings*

38%

increase in
arrhythmia
detection rate¹

83%

reduction in ILR
implantations²

25

day reduction
in Time
to Results¹

2000+

Outpatient
appointments
released per year²

156 days

Physiologist's time
released from fitting
& ECG analysis²

17%

reduction in
Outpatient
follow up¹

14%

reduction in
DNA monitor
appointments^{3,4}

30%

Patients had first
run of AV block
after 7 days of
monitoring⁴

*Data collected from AI Awards project at Liverpool Heart and Chest Hospital. Results may vary by institution

Modernise, Optimise and Transform the Patient Pathway with a 'Direct to Patient' Arrhythmia Service.