



# 10% Fewer Referrals:

## How Kerlan-Jobe Retains More Patients with Care Continuity

### Summary

*The Kerlan-Jobe Center applies their expertise in pro-athlete level cognitive care to every patient with concussion, brain injury, or other neurological symptoms and pain. They needed to optimize workflows so they could maintain continuity of care at their clinic, reduce referrals by 10%, and improve patient outcomes.*



# Table Of Contents

Summary	pg. 3
Introducing Kerlan-Jobe Center for Sports Neurology	pg. 4
The Challenge: Addressing Brain Injury and Performance	pg. 4
The Solution: Optimizing Continuity of Care Workflows	pg. 6
Workflow Example	pg. 8
The Result: Patient Satisfaction, Validation, and Engagement	pg. 9



## | The Challenges

- The Kerlan-Jobe Center was referring out patients for neuropsychological testing, which required scheduling additional appointments and subjecting them to hours-long tests.
- Patients with brain injury and other cognitive concerns struggle with healthcare-related logistics, leading to a drop off in compliance and delayed or worsened outcomes.

## | The Solutions

- Creyos cognitive assessments allow the team at Kerlan-Jobe to retain patients and complete cognitive testing and interpretation in the clinic during a single appointment.
- Re-testing is completed more frequently so that the neurologists and patients can regularly track the efficacy of care and improvements to cognitive performance.

## | The Results

- The Kerlan-Jobe center retains more patients in their care, **reducing referrals by 10%**.
- Patients immediately complete Creyos cognitive assessments and **often receive same-day results interpretation** from the neurologist.
- Patients are **more satisfied with their healthcare experience** at the Kerlan-Jobe Center for Sports Neurology.

# Introducing Kerlan-Jobe Center for Sports Neurology

## The Challenge: Addressing Brain Injury and Performance

The Kerlan-Jobe Center has a rich history in sports medicine. The orthopedic clinic has worked with elite athletes from the Lakers, Clippers, Dodgers, Rams, and other professional teams. The multidisciplinary clinic brings that same level of expertise to all of their patients, the majority being everyday people experiencing concussion, head injury, traumatic brain injury (TBI), or pain.

Dr. Williams is a neurologist that founded and runs the Center for Sports Neurology and Pain Medicine at the Kerlan-Jobe orthopedic clinic, which is affiliated with Cedars Sinai.

Sports neurology emerged as a subspecialty of neurology within the past 15 years, and since then Kerlan-Jobe has been on the cutting edge. Sports Neurology focuses on the intersection between neuroscience and sports medicine.

The 4 major components include:

**1.**

Evaluation and treatment of neurological injuries associated with sports participation.

**2.**

Consultation on safe participation in sports for those with neurological diagnoses.

**3.**

Promotion of neurological benefits of sports and exercise.

**4.**

Assessment and training of nervous system function for peak performance.



The peak performance aspect of sports neurology isn't limited to elite athletes. Students, young professionals, mid-career executives, and those preparing for transition into retirement all benefit from optimizing brain health and neurological functions such as:

-  Focus
-  Vision
-  Concentration
-  Balance
-  Speed of mental processing
-  Sleep
-  Reaction times

While the research and application of performance optimization began with athletes, today sports neurologists like Dr. Williams apply their expertise to helping patients optimize neurological health across the lifespan.



**You don't need to have brain injury to benefit from optimization.** For example, the benefits of getting better sleep are going to have downstream positive effects on cognitive function and overall health. There are preventive benefits to optimizing neurological function.



**Dr. Williams, Medical Director**  
Cedars Sinai Kerlan-Jobe Center for Sports Neurology

## The Solution: Optimizing Continuity of Care Workflows

The Kerlan-Jobe Center recognized an opportunity to optimize their own care workflow, however. Their pain and brain injury patients requiring neuropsychological and cognitive assessments needed to be referred out to a neuropsychologist. This led to more scheduling and logistical demands on patients, potential communications gaps between providers, and disruption to care and compliance.

Recognizing the benefits of care continuity, Dr. Williams's team looked to retain patients in their care, create logistical ease, and promote better health outcomes.



The beauty of using Creyos is that **I don't have to send patients for several hours of formal neuropsychological testing.** I can get usable information very quickly and repeatedly.



**Dr. Williams, Medical Director**  
Cedars Sinai Kerlan-Jobe Center for Sports Neurology

To establish continuity of care, Dr. Williams looked for a solution that would enable thorough, scientifically validated cognitive testing with immediate and easy-to-interpret results.

Their top priority was reducing a patient's logistical steps to access care, so they implemented a solution to retain patients, thoroughly assess cognitive concerns, and administer assessments remotely when it would allow them to optimize time in-clinic. **Creyos was up to the task.**



✓ Tasks completed



“

One of the greatest benefits to our practice has been to **continuity of care**, which is especially important for patients with brain injuries or cognitive symptoms. Logistically, being able to keep a patient in our clinic and do comprehensive cognitive testing with Creyos has been great.



**Dr. Williams, Medical Director**

Cedars Sinai Kerlan-Jobe Center for Sports Neurology

Now at the Jobe-Kerlan Center, the team gathers preliminary cognitive data in real time during a patient’s appointment, which can then be acted on right away. The objective measures clearly identify and quickly validate a patient’s condition.

“

A beautiful thing about objectively measuring cognition is that we can validate patient experiences. Brain injury is not always visible, so many patients feel like they have to prove their symptoms. The only way to do this used to be with subjective interviews. **Now, using Creyos, we can demonstrate where impairment and improvement is happening.**



**Dr. Williams, Medical Director**

Cedars Sinai Kerlan-Jobe Center for Sports Neurology

Dr. Williams and his team can now re-test patients frequently and get longitudinal performance data. This helps them identify meaningful change in cognition, which can be an early signal of decline or impairment.

## Here's An Example Workflow At Kerlan-Jobe Center For Sports Neurology

### Workflow without Creyos

*Total timeline: Weeks or months*

**Appointment 1:** Patient completes intake and is given a referral for cognitive testing with a sports neurologist. This requires scheduling a separate appointment, plus seeing a different healthcare provider to the one who completed the intake.

#### Weeks or months later

**Appointment 2:** Patient arrives at the specialist clinic for cognitive testing. Depending on the type of neuropsychological testing needed, this can take several hours to complete. Results take time to process, require a separate appointment, and may be interpreted by another provider.

#### Days or weeks later

**Appointment 3:** Patient arrives for cognitive testing results interpretation. The provider then determines the treatment plan next steps, or if the patient requires another appointment with a specialist to begin treatment.

#### Weeks or months later

**Appointment 4:** Patient either starts treatment and arrives for a follow up assessment. Or, they see the appropriate specialist to initiate treatment. More appointments required.

### Kerlan-Jobe workflow with Creyos

*Total timeline: Same day or several days*

**Appointment 1:** Patient completes intake and meets the healthcare team. Immediately, the patient is sent to the appropriate team member for various tests. Robust neurocognitive tests in Creyos can take **less than an hour to complete**.

#### Same day or days later

**Appointment 1-2:** Patient receives results interpretation immediately, without having to schedule separate appointments or wait for a referral. Interpretation also happens by the same healthcare team that completed intake and testing. **A treatment plan can be initiated right away.**



The timelines in which we get usable information is dramatically better from what we were doing previously. And **Creyos is integrated easily into our workflow.**



**Dr. Williams, Medical Director**  
Cedars Sinai Kerlan-Jobe Center for Sports Neurology

## The Result: Patient Satisfaction, Validation, and Engagement

Using Creyos enables the Kerlan-Jobe Center to legitimize patient experiences and confidently demonstrate the efficacy of intervention, treatment, and medications. Performing repeated assessments enables the neurology team to show patients where they are making progress—in ways they might not be able to tell subjectively. Patients have expressed greater satisfaction about the quality of care they receive at the clinic.



**Patient satisfaction has been great since using Creyos.**

People want to feel that they went to the doctor and something tangible was done for them. Now they can say they completed the Creyos tasks and got a detailed report about their brain health.



**Dr. Williams, Medical Director**

Cedars Sinai Kerlan-Jobe Center for Sports Neurology

As part of their exceptional patient education and experience, Dr. Williams emphasizes the importance of cognitive restructuring—which is about teaching patients that the brain can recover and performance can improve. Offering more than a motivational maxim, the Kerlan-Jobe team can back up this message using objective data from Creyos tests that show patient scores changing with intervention. The easy-to-interpret reports give patients data that they can apply in their lives immediately, engaging and encouraging them to commit to their health journey.

# Your Guide In Objective Measurement of Patient Cognition.

Backed by over 30 years of research, Creyos is here to help. Our product specialists provide field-specific expertise to ensure your practice, and your patients, get maximum value from our platform—enabling you to deliver better patient outcomes, faster.

Deliver better neurological care with data-driven insights.

Book a demo today. <https://creyos.com/contact-us>