

Raising CAHPS Scores When Teams Are Lean and Budgets Are Tight



THE BIG PICTURE

- To boost your health plan's Consumer Assessment of Health Care Provider and Systems (CAHPS) scores, leverage pre-surveying
- Don't overlook budget-conscious alternatives when full-scale campaigns aren't possible

Health plans are constantly seeking ways to raise CAHPS satisfaction scores and address any member concerns before they escalate. But for this plan, both internal resources and funds for outreach were limited.

In a perfect world, health plans can orchestrate comprehensive, one-on-one engagement campaigns that monitor member satisfaction and impact CAHPS scores several times a year. But in reality, campaigns aren't always feasible due to lack of internal resources and already-tight budgets.

That's the place one Medicare, Medicaid and Healthcare Marketplace plan found itself in when leaders approached Carenet Health for assistance in boosting their CAHPS scores.

Finding an affordable option

Live, in-person engagement is typically recommended for the highest-value survey response rate and experience, but internal teams had no bandwidth to assist and large-scale external outsourcing wasn't on the financial table for the plan, either.

So Carenet experts went to work to find a budget-conscious answer that would still drive substantial results and ROI.

With more than 2,000 custom options created by our teams over the past 15 years, experience from both inside and outside of healthcare, and a proprietary Intelligent Engagement™ approach to problem-solving, Carenet was the right partner to find the right solution.

Our team pulled out the best-practice toolbox to suggest the best alternative for the plan's need: use of an automated health notification survey.

Fine-tuning development and timing

The plan worked closely with Carenet to develop a simple, three-question satisfaction survey script that would provide insights closely aligned with the CAHPS standardized framework. The survey questions focused on the courtesy of the member services representative, quality of the information received and their overall experience with the plan.

Carenet conducted the survey from August through the end of January, to give the plan time to address issues prior to CAHPS survey administration.

Survey operations and data use

Each week, the health plan and Carenet partnered to assess interactions from the previous week. Member profile data, which included factors such as call frequency and other interaction intelligence, and the service representative who handled the call, was shared and evaluated.

Caretet then reached out to the relevant members via a short, automated message asking them to rate their satisfaction on a scale from 1 to 5, with “1” being poorly satisfied and “5” being strongly satisfied. Carenet returned survey responses to the health plan right away, allowing quick follow-up and action.

Over the course of the 24-week survey, Carenet contacted nearly 20,000 members with an 18% participation rate—well above healthcare industry averages for phone survey participation.

The plan analyzed the survey data and validated any low-scoring calls to pinpoint specific coaching needs and look for consistent areas for service improvements. Survey insights triggered staff coaching in areas such as member delight, communication skills and call handling.

The data Carenet gathered, along with the plan’s call reviews, revealed other improvement opportunities that were escalated to senior management—including the need for additional staff training, complaint process reviews, improved dual-eligible member handling, improved member education on information consent and a review of the member advocate role.

The data also supported the need for future systemic upgrades and helped justify changes in call analytics efficiency.

“All the Carenet results have been so incredibly valuable to my quality and process improvement efforts. Through analysis of the poorly rated calls, we were able to identify and correct at least three large issues that otherwise we would have missed. This has proven priceless for our member satisfaction efforts.”

Client Sponsor, Member Satisfaction Analyst

Big bang for the buck

Using insights derived from the cost-efficient Carenet solution, the plan was able to take key steps immediately. The efforts helped the plan achieve:

4.5

consumer rating

Results included a 1-point rating increase from 3.5 to 4.5 on the National Committee for Quality Assurance (NCQA)’s Health Insurance Plan Ratings for consumer satisfaction.

- ↑ Faster resolution of member concerns
- ↑ More efficient call center functionality
- ↑ Increased member services accountability and performance
- ↑ A significant boost in the plan’s CAHPS scores

ABOUT US

Caretet Health is a leading provider of healthcare engagement services and 24/7 access to medical care. Our engagement specialists, care coordinators and RNs support more than 65 million consumers on behalf of 250+ of the nation’s premier health plans, providers, health systems and Fortune 500 organizations. Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement model.

CONTACT US

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