

CASE STUDY

High-Touch, Data-Driven Solution Boosts Engagement, Compliance—and Star Rating

THE BIG PICTURE

- Improve health plan member engagement — and improved results will follow.
- Proactive, recurrent interactions foster a continuous feedback loop that ensures better member experiences.

With five outreach touchpoints, this Medicare Advantage plan built member trust year-round with big payoffs.

Providing the Medicare population with the right care in the right setting at the right time is increasingly a challenge. But failure to do so can have a significant impact on outcomes, Star ratings and incentive revenue. Also challenging is engaging with those members via the right channel with the right information—which can impact member engagement, compliance and satisfaction.

One Medicare Advantage plan knew that prioritizing member engagement would go a long way toward improving outcomes and compliance, but that required a kind of expertise it didn't have internally. That's why the plan partnered with Carenet Health to develop a performance-boosting strategy that would elevate outreach, education and overall member engagement performance.

A smart and holistic approach ...

Carenet Health partnered with the plan to create a comprehensive strategy that was grounded in Intelligent Engagement,™ Carenet's proprietary approach to healthcare consumer engagement. The model is rooted in hyper-personalized interactions and the use of sophisticated data and advanced technology, and leverages Carenet's highly specialized teams and 30-plus years of experience working with more than 75 of the nation's premier health plans.

... And multiple touchpoints

For this Medicare Advantage plan's needs, a five-point-of-contact approach was designed—each personalized and data-driven to inspire action and empower their Medicare members. The strategy's five major outreach touchpoints were:

- Health risk assessments (HRAs) via multiple channels, including one-on-one time
- Health screenings education
- Exam scheduling and reminders
- Post-discharge support as needed
- Member surveying

These proactive, recurrent interactions transformed the relationship between members and the plan— and fostered a continuous feedback loop.

Personalized, empathetic interactions add up

Carenet's data-driven, technology-supported and multi-faceted strategy helped the plan improve overall performance in several key areas.

More actionable insights were captured:

- 46% increase in HRA completions
- 83% increase in annual plan survey completion

Follow-up care and compliance improved:

- 80% increase in post-discharge support
- 38% decrease in readmissions

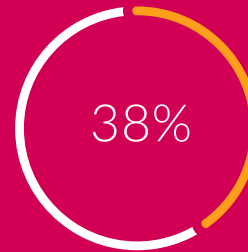
Positive behavior changes took place:

- Gaps in care were closed for 17% of the population
- 62% of nurse advice line callers were diverted from the ER
- 59% of nurse advice line callers were diverted from urgent care centers

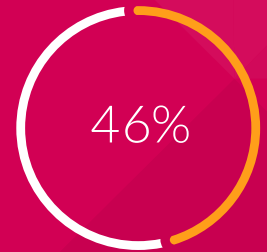
Finally, with a more engaged population and improved outcomes, the plan's Star rating increased by 1/2 a star.

“Of all the vendors I interact with, Carenet is by far the best and the easiest to work with. You have a fantastic team.”

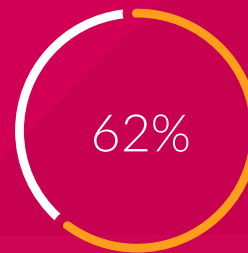
– Executive Sponsor



reduction in readmissions



HRA completion rate



nurse advice callers diverted from ER

1/2

Star rating increase

ABOUT US

Carenet Health is a leading provider of healthcare engagement services, clinical support and 24/7 access to medical care. Our engagement specialists, care coordinators and registered nurses support more than 65 million healthcare 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— an approach made up of 22 finely tuned elements that strategically align for exceptional results.

HOW CAN WE HELP YOUR ORGANIZATION?

Email us today at marketing@carenethealthcare.com, call 800.809.7000 or learn more at carenethealthcare.com.