

CASE STUDY

Next-Level Nurse Line Boosts Satisfaction and Brings Home the ROI

THE BIG PICTURE

- Customization can transform a nurse line into a personalized care delivery solution that elevates the health plan member experience.
- Multiple communication channels help meet the varied healthcare needs of health plan members.

With millions of plan members worldwide, including employees, retirees and family members of all ages, a large healthcare organization needed more than your average nurse line. It turned to Carenet Health for a customized, next-level solution.

In addition to providing 24/7 care triage by a team of registered nurses (RNs), the organization wanted its nurse line to offer more value-added services, such as follow-up calls to 911 and ER dispositions, and basic member service support. Plus, the solution needed to seamlessly integrate with the organization's existing technology.

Laying a solid foundation

Carenet began crafting a custom solution with its 24/7 Nurse Advice Line as a base. Staffed by a team of highly experienced RNs, the Nurse Advice Line provides around-the-clock triage,

treatment advice and care setting recommendations through multiple communication channels, including phone, portal chat and email.

Taking it up a notch

Next, drawing on decades of experience developing and implementing nurse lines for a variety of populations, Carenet added enhancements to tailor the solution to the organization's specific needs.

- **Follow-up calls:** Within a 72-hour period, Carenet's RNs attempted three follow-up calls to all 911 and ER dispositions to ensure members received the appropriate care and to re-triage if needed. The follow-up call also provided an opportunity to offer disease or case management referrals and share incentive program information. And the client used the additional insights from these calls to identify trends and create new ways to assist its members.
- **Member services:** Carenet's team of professionals handled basic member needs, such as helping individuals locate a provider or contact a pharmacy. They also provided general information regarding incentive programs and encourage members to enroll when applicable. Lastly, they seamlessly transferred members to other program departments when needed.
- **Care advice:** During triage calls, Carenet professionals were set up to send care information to a member's secure inbox accessible via the plan's web portal.
- **Program referrals:** Nurses made referrals whenever clinically appropriate during inbound and follow-up calls.



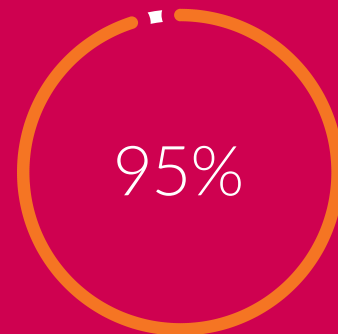
Making personalization possible

By seamlessly integrating with the plan's proprietary technology, Carenet's nurses gained access to a wealth of relevant member data, such as their personal health information, medication records, health assessments, doctor visits and available referrals. Equipping the RNs with this information empowered them to deliver comprehensive, effective and safe care to each individual while creating a more personalized, efficient and satisfying member experience. It also supported the goal of continuity of care.

Partnering for performance

By combining a highly skilled nursing team with leading-edge technology, Carenet consistently delivered positive outcomes. Year after year, the Nurse Advice Line continues to maintain an average 95% member satisfaction rating and generates a return on investment (ROI) ranging from 2:1 to 3:1.

2:1 - 3:1
ROI



average member
satisfaction rating

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
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