

## CASE STUDY

# Strategy Reaches 40% of Plan's Medicaid and CHIP Population, Addresses Social Determinants of Health

### THE BIG PICTURE

- Working with vulnerable populations requires high-touch, multi-layered strategies to address barriers.
- Plans that broaden member interactions with multiple objectives will find greater efficiencies.

When this health plan needed to address critical HEDIS gaps in its low-income population, overcoming engagement and care obstacles became priority one.

With the year coming to a close, a not-for-profit HMO needed to close HEDIS quality measures gaps among its Medicaid and Children's Health Insurance Program (CHIP) members—or their bottom line and members' health would suffer. Providing the support for this underserved population required a comprehensive solution focused on health promotion, disease prevention, resource utilization and care access.

### A plan to overcome barriers

The HMO faced the challenges often experienced in Medicaid and CHIP engagement: language and cultural differences;

low health literacy; financial constraints; and lack of stable housing, child care, transportation, telephone and Internet access. These barriers can mean that not only do members skip regular preventive care measures, but their lack of care also impacts the consistency of the patient-provider relationship.

The plan's leadership knew that partnering with Carenet Health—a leader in working with the distinct needs of these populations—would be critical to success. Carenet would be able to deliver personalized and meaningful experiences through its proprietary Intelligent Engagement™ approach.

This holistic model, rooted in Carenet's 30+ years of engagement experience and best practices from inside and outside of healthcare, can be leveraged to improve HEDIS-related education, barrier resolution and care coordination.

### Racing the clock

Carenet rapidly deployed a multi-faceted, high-touch engagement strategy and a Medicaid-experienced team to establish contact with nearly 70,000 women and their children. Team members were trained in motivation, and the contact strategy was based on Carenet's toolbox of proven tactics. The ultimate goal was to schedule critical health screenings (including cholesterol, diabetes, asthma and chlamydia) and dental exams.



Carenet engagement specialists:

- Addressed multiple HEDIS measures during each call
- Educated members on the importance of preventative care, including routine health screenings, well-child exams and dental checkups
- Helped members select in-network physicians and dentists
- Utilized three-way calls to schedule appointments
- Coordinated appointments for multiple health measures with the same provider
- Identified and worked through social determinants of health, such as coordinating transportation
- Tracked the status of each measure addressed
- Conducted reminder and follow-up calls to confirm appointment compliance and assist with rescheduling as necessary

## A winning solution

By successfully contacting 40% (over 25,000 members) of the hard-to-reach population and overcoming numerous barriers to care within a very short timeframe, Carenet's engagement team played an important role in closing 8,200 care gaps.

The plan finished the year with stronger HEDIS performance indicators. In addition, members communicated their appreciation for the personalized assistance they received.

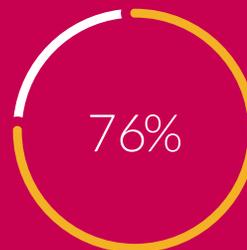
The HMO soon expanded the Carenet partnership to include outreach to Medicare members for its medication adherence and colorectal cancer at-home test kit campaigns.



of targeted  
population reached



of the members  
reached scheduled  
their screenings



of the scheduled  
screenings were  
completed

8.2K

care gaps closed

## 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](mailto:marketing@carenethealthcare.com),  
call 800.809.7000 or learn more at  
[carenethealthcare.com](http://carenethealthcare.com).