

MEDICARE ADVANTAGE CASE STUDY

Focus on Member Experience
Supports ½ Star Increase and \$20M
in Additional Annual Revenue



The Big Picture

- A large, provider-sponsored Medicare Advantage plan was dedicated to delivering an exceptional member experience. But there were concerns about satisfaction scores, gaps in care, limited outreach resources and the increasing impact on the plan's Centers for Medicare & Medicaid Services (CMS) Star ratings.
- With internal teams focused on day-to-day member services, the plan chose to outsource key member engagement initiatives to Carenet Health—a comprehensive clinical and consumer engagement partner.
- The work grew into an engagement and virtual care partnership that touched the member experience from first impression to last. Programs ranged from welcome calls and HEDIS-related scheduling to 90-day check-ins and disenrollment surveys.
- As a part of the plan's overall strategic focus on satisfaction, the outsourcing approach worked in concert with internal initiatives to support the achievement of an overall 1/2 Star rating increase and a 5-Star rating in 8 of 9 CAHPS satisfaction measures. In addition, the annual revenue connected to the Stars increase can be conservatively estimated at \$20 million.



Challenge

Rapid growth was on the table for this nonprofit Medicare Advantage (MA) plan, yet serving their 50,000+ members in four states—well—remained the highest priority.

The plan was also dealing with many of the typical MA challenges that require dedicated member outreach, such as improving CMS Star ratings, closing HEDIS-related gaps in care and surveying to keep close tabs on satisfaction levels.

The plan had limited internal resources to devote to those challenges. There was worry, too: **Could they trust an external partner to meet their (and their members') high expectations of service?**

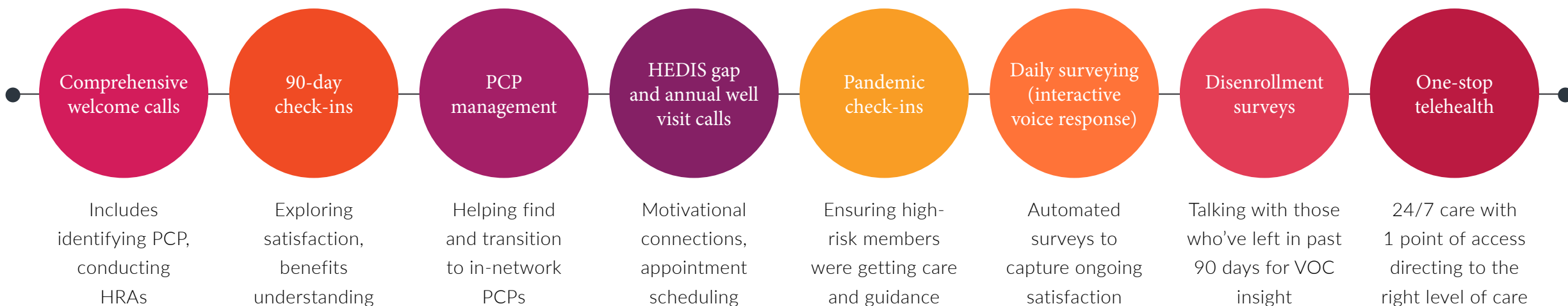
When plan leaders made the leap to partner with Carenet Health, the work began with closing key gaps in care such as breast cancer and colorectal screenings. Expansion into the full member experience—with both clinical and consumer engagement—soon followed.



Solution

As a multichannel, quick-to-scale partner, Carenet was able to step in and help with a coordinated consumer-centric approach across the entire member journey, including both clinical and customer service support areas:

Smart Sourcing the Customer Experience for Heightened Satisfaction



Results

The MA plan leveraged the synergy of a single-source clinical and consumer engagement partner that helped support growth in a number of areas. Carenet was the exclusive outsourcing partner for Stars engagement efforts and collaborated closely with internal teams, which did outstanding work in member services and plan support. Together, the smart-sourcing approach achieved exciting results.

1/2 Star

increase in overall
CMS Star rating

5 Stars

in Health Plan
Customer Service

5 Stars

in Member Experience
with Health Plan

\$20M

in estimated additional
annual revenue

33%

average gap-closure
completion rate—even
during a pandemic

\$1M

in estimated cost
avoidance from
appropriate direction of
care, telehealth triage

73%

of symptomatic callers
redirected to a more
appropriate level of care
than callers' pre-intent

99%

average satisfaction
after interaction with a
Carenet telehealth nurse

95%

would recommend
the Virtual Clinic
to a friend

96%

say they're better
prepared to handle their
healthcare situation after
using the Virtual Clinic

10% decrease

in disenrolled member
dissatisfaction

Learn More

The name of the client in this case study has been excluded at the client's request.

About us

Carenet Health is the nation's premier healthcare clinical and consumer engagement partner—providing **24/7 telehealth, engagement, clinical support and advocacy solutions** on behalf of 250+ health plans, providers, health systems and Fortune 500 companies.

More than 86 million healthcare consumers have access to our teams of engagement specialists, care coordinators, RNs and other licensed healthcare professionals each year.

Our goal is to share insights and best practices from our work across the industry to help our clients optimize engagement performance and transform the healthcare experience.

How can we help your organization?

Email us today at marketing@carenethealthcare.com, call **800.809.7000** or learn more at [carenethealth.com](https://www.carenethealth.com).

