

CASE STUDY

Specialized Enrollment Techniques Deliver Higher Yield and Immediate Gain of \$7.8 Million



THE BIG PICTURE

- If you want better engagement results, start with better conversational motivation methods.
- Embedding experienced outreach teams within your organization's culture ensures a trust-building member experience and can lower administrative cost per enrollment.

This company's approach to wellness program outreach paid off— to the tune of millions of dollars.

Wellness programs are an essential tool for keeping healthcare costs in check—but only if you can convince people to sign up for them. That's why, for one large wellness program provider, increasing enrollment was paramount.

However, that wasn't as easy as it sounds.

First, there was the need to adapt to changing demands

With 50+ health plan and employer clients onboarding thousands of wellness program members at different times of the year, the company found it difficult to predict and respond to changes in enrollment outreach and staffing needs.

Leadership needed to boost enrollment efforts for their clients and adapt quickly to fluctuations. And they needed to do that without negatively impacting client service or the bottom line.

Second, a special skillset would be key to moving individuals to act

As a leader in digital health and wellness solutions, the company already had advanced technology in place to manage clients' wellness programs. But company leaders knew technology was just one part of the outreach process to drive program participation.

The answer: A trusted partner

The company asked Carenet Health to provide an experienced team who could show empathy, provide a great member experience and influence people to move from interested to enrolled. They also needed Carenet to scale quickly to meet their largest clients' needs, meet stringent service requirements, keep program enrollment administration costs low and increase the number of enrollments achieved (yield).

Putting years of experience to work

Carenet's outreach specialists are known for applying best practices via a proprietary Intelligent Engagement™ model. It's an approach rooted in 30 years of consumer engagement experience inside and outside of healthcare, and fueled by the development of 2,000 custom engagement programs.

Carenet's engagement teams are specially trained and continuously coached in motivational interviewing techniques. Those methods allow team members to quickly build the rapport and trust necessary to discuss sensitive health-related topics. They're also trained in cultural and age diversity, wellness and lifestyle sensitivity.

Not outsourcing ... embedding

For complete transparency and efficiency, Carenet seamlessly integrated its team into the company's operations and distinct culture. Systems such as customer relationship management (CRM), telephony, scheduling, quality and workforce management were also integrated.

With an efficient program now in place, Carenet specialists began doing what they do best—engaging in meaningful conversations to educate on program benefits, complete enrollments and schedule appointments with coaches.

Satisfied clients and healthier populations

Carenet delivered higher yield rates immediately. Based on the value of one wellness program enrollment, the company netted \$7.8 million—a more than 3:1 return on their investment after 12 months. Carenet was also able to keep administrative costs to less than \$40 per enrollment and overall marketing costs for the program under 20%.

Plus, by turning the specialized enrollment process over to Carenet, the company's teams could focus their time on coaching members through behavioral and lifestyle changes, setting goals and driving accountability—and improving the overall health of their clients' populations.

\$7.8M

gained, based on net engagement

3:1 ROI

after just 12 months

 Higher yield

 Lower administrative costs

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 carenethealth.com.