

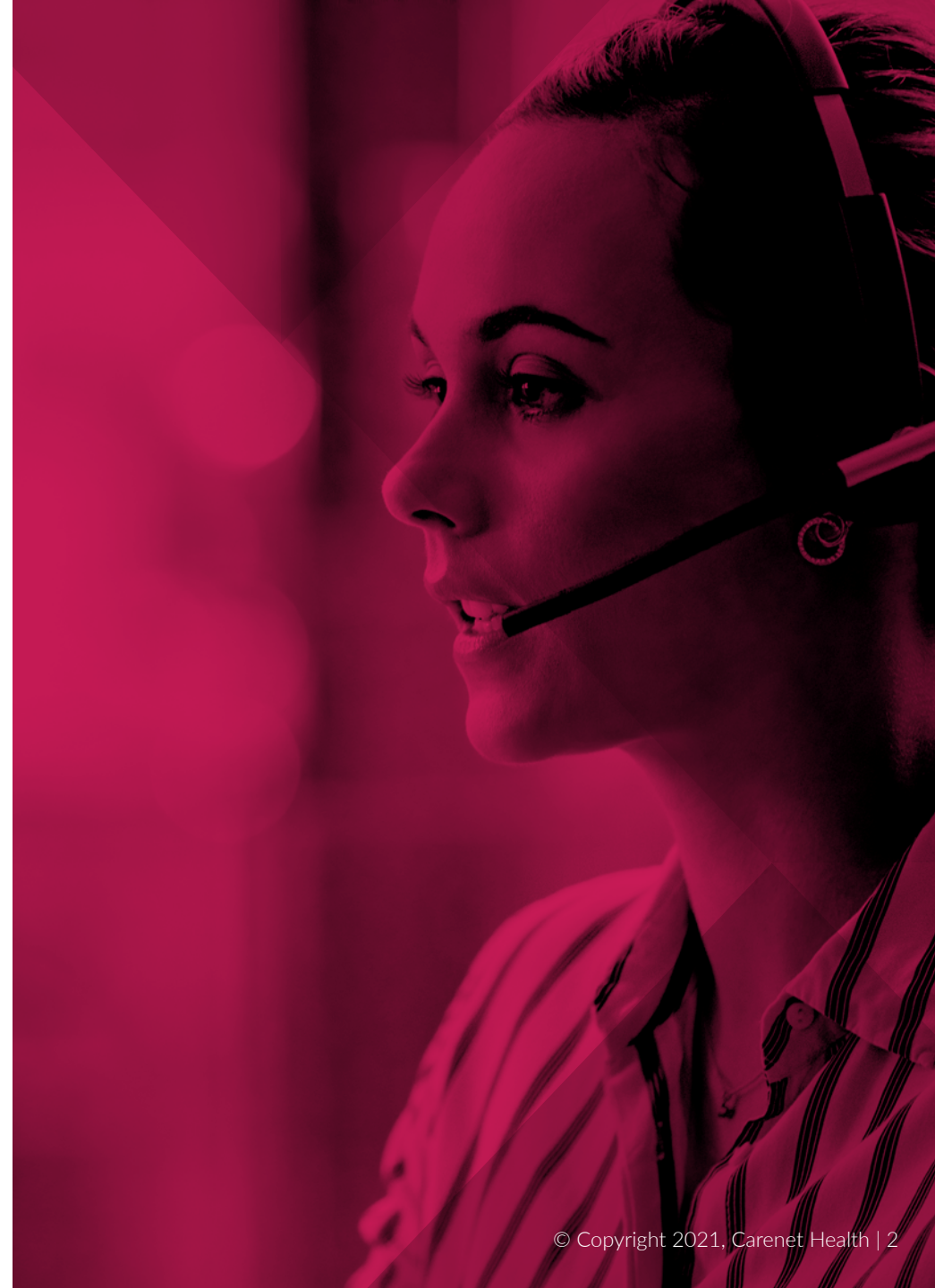
TELEHEALTH CASE STUDY

One-Stop Behavioral Health Crisis Support Delivers 95% ED Diversion and Immediate Access to De-Escalation Resources



The Big Picture

- A large, 15-state health plan wanted to offer its nearly 5 million Medicaid and Medicare Advantage members a better behavioral health support experience.
- The organization worked with Carenet Health to implement a high-quality, 24-hour specialty support hotline designed to stabilize crisis situations, reduce unnecessary emergency department (ED) visits and comply with new state regulations.
- The integrated, one-point-of-contact telehealth solution combined the best of an existing nurse triage line with a hotline staffed by licensed behavioral health specialists—providing a resource-efficient, cost-effective and member-satisfying service.
- After seven months, the approach had helped 95% of participating members avoid expensive behavioral health-related ED care and ensured 100% received exactly the right care at exactly the right time.





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more information*

Challenge

A push to redefine behavioral health crisis support

The Fortune 500 healthcare organization, specializing in Medicaid and Medicare Advantage plans, wanted to do more to address the growing behavioral health needs of its 15-state member population.

An increased demand for crisis interventions—in real time—was a well-known national concern, as was the substantial cost for behavioral health-related emergency department (ED) visits. Plus, state rules were changing to require higher levels of certification for those handling mental health crises for managed plans.

The organization sought to re-imagine crisis care to offer high-quality, 24-hour specialty support, via an on-demand hotline, for those experiencing a behavioral health crisis. Situations might include suicidal or homicidal ideation, depression, anxiety, substance use, interpersonal violence, urgent prescription medication issues and cognitive concerns. The new kind of hotline would give members an option for immediate support beyond an ED visit or a specialty referral that can take weeks to schedule.

Finally, the new service needed to be implemented quickly and in a way that controlled for unnecessary utilization.



Solution

One-stop, on-demand support that delivers the right care at the right time

The health plan had been partnering with Carenet Health for a successful nurse triage line and member outreach programs. The opportunity to create a new strategic service with a proven partner was a natural next step. Working with Carenet also meant efficient, one-source reporting and management—and a faster path to implementation.

Caretet teams worked with the plan to develop an ideal solution that combined the best of the nurse triage line with a re-imagined behavioral health crisis line:

- Callers begin with a one-stop care hotline. After a rapid identification process, members are seamlessly connected from a Carenet care coordinator to a specialty clinician or a registered nurse, depending on their need.

- Those determined to be experiencing a behavioral health crisis are routed to licensed clinicians who assess the situation, coordinate emergency care as needed, or de-escalate and help the member through their crisis. Clinicians are also able to connect patients to resources for longer-term solutions.
- Multidisciplinary teams work closely together to meet each person's unique needs and provide them with the right level of care intervention from the right resource.
- The model is designed to be an efficient, cost-effective use of resources that delivers high-quality care and guidance.

For specialty support, Carenet tapped into the industry's best-in-class behavioral health partner, ProtoCall—with 25+ years of experience in telephonic crisis assessment, intervention and stabilization services.



Results

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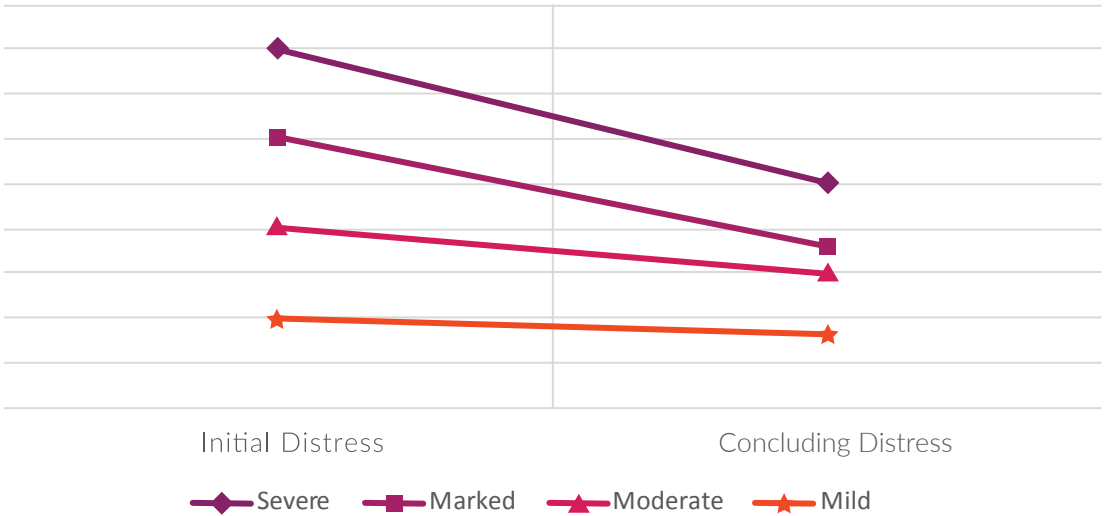
After seven months of partnership, the new approach to 24/7 behavioral health crisis support is already delivering on its promise. Member satisfaction is high, exceptional quality of care is consistent across the combined nurse triage and specialty solution, and effective resource management is on point. Top behavioral health concerns include anxiety, depression and suicide ideation. See additional results below.

Reduced number of ED visits



of callers in crisis were diverted from ED care; crises were de-escalated by licensed behavioral health clinicians

Proven de-escalation of caller distress levels



A background image of a call center with several agents working at computers. A semi-transparent red rectangle is overlaid on the left side of the image, containing white text.

Learn More

The name of the client in this case study has been excluded at the client's request, due to organizational policy.

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 65 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 and our experience from outside of healthcare to help our clients truly transform the healthcare experience. We'll help you benchmark your performance, and then drive cost-savings and higher performance.

How can we help your organization?

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

