

## CASE STUDY

# Proactive Site-of-Care Support Saves Health Plan \$100 Million Annually

### THE BIG PICTURE

- Healthcare consumers are often led to high-cost services, when lower-cost, high-quality services exist.
- Health plan members want to be given choices in the cost of services.
- By leveraging timely data and intelligent, real-time outreach for member steerage, this plan saved nearly \$1,000 per patient.

A leading health plan knew that high-quality, lower-priced diagnostic imaging facilities were readily available in-network. Their members just weren't aware they had treatment and financial options.

The solution was clear to the plan's leaders: They needed a comprehensive, well-timed, data-driven member outreach initiative to better serve members and lower costs. The plan turned to Carenet Health for assistance.

### Tackling the problem of awareness

Diagnostic imaging like X-rays, MRI scans and ultrasounds cost the U.S. healthcare system more than \$100 billion annually, according to the *Journal of the American Medical Association* and *Health Imaging*. Additional information from *Health IT Consultant* has shown \$12 billion of those costs could be avoided. Yet it's not unusual for physician offices to refer patients to a facility without providing transparency information on different providers' cost and quality.

This was certainly the case for this health plan: Most members were unaware they even had a choice regarding which imaging provider to use and didn't know there can be vast pricing variations among different facilities just a few miles apart.

The need for better consumer education—to more members—fueled the development of an initiative that was designed to save members and the organization money without sacrificing quality of care.

### Leveraging talent and technology

Carenet developed a customized engagement program targeting plan members who had been referred for an imaging exam. The heart of the approach was deploying a highly skilled team of engagement specialists to quickly reach out to those members. The concept also relied on rapid data input, output and transfer, and was supported by advanced technology integration between the plan and Carenet.

With each proactive member connection, the engagement team provided easy-to-understand information about an individual member's nearby options, educated members on potential out-of-pocket cost-savings when choosing a lower-cost facility, and offered tips on how to determine cost and quality of care in the future.



Carenet's engagement specialists also provided information on the member's specific imaging exam benefits and made scheduling easy by coordinating appointments on their behalf during three-way conference calls with facilities.

## Exceeding goals and achieving outstanding results

The consumer-centric engagement approach worked. Members said they felt supported and were highly satisfied with the outreach. Most importantly, they were empowered to make the best decision for their health and their wallet.

By guiding patients to approved, lower-cost imaging facilities, Carenet saved the large health plan an average of \$950 per test. That produced an annual savings of approximately \$100 million.

The initial goal was set at 30% of members selecting a lower-cost imaging service. With Carenet's distinct abilities to reach members, share insights and motivate individuals to act, the program resulted in 70% of the members selecting the lower-price facility for their service.



# \$100 M

cost-savings realized per year



exceeded original goal by

# 133%



## 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 mission is to drive market-leading outcomes through our proprietary Intelligent Engagement™ model—an approach made up of 22 finely tuned elements. Intelligent Engagement is a combination of quality, operational and team excellence, all powered by clinical capital and expertise from inside and outside of healthcare. We apply the methodology to everything we do, whether that's steering health plan members to the most appropriate care or closing HEDIS measure gaps or delivering telehealth care and support.

## HOW CAN WE HELP YOUR ORGANIZATION?

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