

CASE STUDY

Engagement Approach Achieves 76% Activation Rate and \$37.5 Million in Revenue

THE BIG PICTURE

- Forget piecemeal engagement; design a comprehensive approach—addressing multiple goals in each interaction.
- Data-driven, personalized interactions build trust faster and have greater influence on Medicare plan member behavior.

With more than half of its population not following through on preventive measures, this prominent Medicare Advantage plan needed a new approach to engagement, fast.

The plan's internal efforts to close care gaps were having minimal impact due to its small outreach team. But plan leaders knew increasing member action would help solve a range of concerns, from decreasing costs to boosting HEDIS scores and Star ratings to elevating member well-being.

The plan turned to Carenet Health for help closing critical gaps in care, including the following:

- Annual wellness visits
- Breast and colon cancer screening
- Cholesterol screening
- Diabetes eye exams and HbA1c screening
- Kidney disease monitoring

Making hyper-personal influence strategies a priority

Carenet collaborated with the plan to develop a customized engagement strategy, based on Carenet's proprietary Intelligent Engagement™ framework. A team of engagement specialists with expertise in addressing care obstacles and influencing consumer behavior was mobilized. The team was also trained in health literacy and sensitivity dialogue techniques, helping them to understand and empathize with each member's unique needs and concerns. These skills helped the team quickly cultivate trusted relationships and persuade members to take the necessary actions needed to close HEDIS gaps.

Taking a holistic approach to every member touchpoint

Viewing every member connection as an opportunity to elevate the member-plan relationship, Carenet implemented a comprehensive approach:

- Proactively reaching out to the targeted population, with numerous attempts and channels
- Engaging members in personalized conversations that built rapport and gathered new data
- Leveraging every interaction by addressing multiple HEDIS measures per call when appropriate
- Educating members on the importance of preventive health measures
- Explaining procedures, exams, tests and benefit eligibility

- Uncovering and assisting with obstacles, such as procedure misconceptions, transportation issues and scheduling difficulties
- Assisting members with selecting in-network providers and facilities for each measure
- Helping to schedule appointments via three-way conference calls with members and providers
- Discussing screening options and offering at-home kits when possible
- Capturing a status for each HEDIS measure addressed, including appointments scheduled independently by members
- Reinforcing the importance of appointment adherence and coaching on appointment preparation
- Conducting follow-up calls to confirm appointments were kept and assisting with rescheduling if needed

Year 1 results outpace expectations

The client's commitment to a year-long program, combined with Carenet's precision strategy, enabled Carenet to connect with members multiple times per year. This improved performance, including:

- 8,300 care gaps closed in the first year, exceeding the client goal
- An overall half-Star rating increase for the plan
- Increased member satisfaction
- A 76% member activation rate, making a positive impact on the plan's HEDIS scores

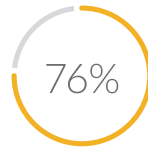
The additional revenue associated with the half-Star increase (from 3.5 to 4 Stars) was valued at an estimated \$500 per member. With about 75,000 members, the plan realized a projected \$37.5 million in additional funding.

\$3.75M

additional revenue

88,000

gaps in care addressed



overall activation rate

1/2

Star rating increase

Year 2 adds telehealth, impacts more members and closes more gaps

The plan expanded the partnership the next year by offering members access to Carenet's 24/7 Nurse Advice Line. Results achieved in the second year include:

- 16,847 more care gaps closed across 26,000+ targeted members
- 62,591 more care gaps addressed
- 71% activation rate for colorectal screenings scheduled or in-home kits completed

Continued partnership

The plan has continued its Carenet partnership each year since—garnering 4-Star ratings on nearly all HEDIS measures addressed.

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?

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