

# Revised ED Avoidance Outreach Strategy Reduces Unnecessary Utilization

## THE BIG PICTURE

- Taking a closer look at outreach timing and trigger data can find missed opportunities.
- Targeted, timely and multifaceted education is needed to make a positive shift in member behavior.

After-the-fact education wasn't achieving the results this large health plan needed. So together with Carenet Health, the plan looked closely at the data to uncover areas of opportunity.

For two years, Carenet Health had been conducting ED avoidance outreach to the plan's members after their third non-urgent ED visit in a year. The program was highly successful at educating members on alternative care settings and minimizing unwarranted ED use. However, Carenet and the health plan realized it could see larger savings by rethinking its intervention criteria and timing.

## Advanced data analytics lead to new intervention criteria

After careful evaluation of the data, Carenet and the health plan changed the trigger for intervention from three unwarranted ED visits a year to just one. A list of non-urgent conditions, such

as sinusitis, common cold, ear infection, sprained ankle and minor cuts, was devised and used to refine the criteria for engagement outreach.

This data-driven, technology-supported approach enabled the Carenet team to immediately flag and contact first-time, non-urgent ED users to assess and discuss their recent visit.

## Holistic outreach strategy combines education and empathy

Caretet's engagement team went to work delivering highly personalized, empathy-driven interactions and anticipate-your-needs recommendations. Each call covered multiple points to help motivate appropriate utilization behavior. The team used their finely tuned listening techniques and clinical expertise to:

- Understand the reason for the ED visit and determine whether the member (or their child) was still experiencing symptoms.
- Confirm that the members were following discharge orders and answer questions about the orders or any prescribed medications.
- Connect the member with a registered nurse via Carenet's 24/7 Virtual Clinic if clinical assistance was needed. The Virtual Clinic is known in the industry as one of the best, with a 96% patient satisfaction score. An average of 82% of patients are directed to non-emergency resources and nearly 50% are resolved with at-home treatment.
- Schedule follow-up doctor appointments and obtain medical equipment, if needed.

- Advise members of other available services via their health plan, such as Carenet's care advocacy and member support services, and connect them with these services if they had an unmet need.
- Explain the types of health conditions suitable for an urgent care center (e.g., twisted ankle, sore throat, skin rash) and offer to locate the closest urgent care facility for future use when it was the most appropriate care setting.
- Share alternative time- and cost-saving care options, such as a primary care doctor.

## Refined strategy leads to increased savings

With a holistic and data-driven strategy guiding the program, Carenet generated substantial savings for the plan and its members.

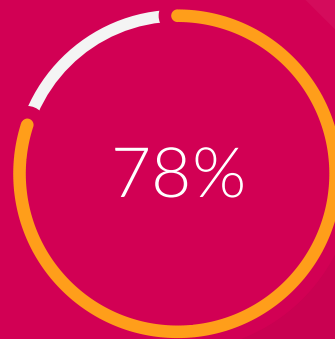
Over the first four-month period of the revised program, nearly 9,000 first-time non-urgent ER users were identified. Of those who were reached for intervention, 78% completed the full educational intervention.

As a result of Carenet's ability to influence positive behavior change, the members who completed the intervention had a reduced ER spend compared to those who did not complete the intervention. The result was a pilot annualized savings projection of over \$700,000.

## Long-term relationship generates long-term success

Since 2008, this health plan has trusted Carenet to look after its more than three million members via the company's personalized health advocacy solutions.

Highly satisfied with Carenet's in-depth clinical and consumer influence expertise, the plan has implemented multiple components of Carenet's Intelligent Engagement™ method to support care navigation, nurse triage needs, care advocacy, shared decision-making support, post-discharge management, HEDIS engagement and member services support. The result: a truly holistic approach to delivering trusted care that differentiates this plan in the marketplace while reducing costs, adding value, driving satisfaction and impacting lives.



78%  
of the members reached  
completed intervention

9,000

members identified for intervention  
over a 4-month period

\$706K

in pilot savings due to reduced  
ER spend of members with  
intervention

## ABOUT US

Caret 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?

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