



### Essential Insights

**Scaling Beyond Limits:**

How a Medicare ACO transformed patient navigation and boosted CMS Star ratings

**Three-Tier Solution:**

A multi-level engagement model that matched patients to appropriate care resources

**Data-Driven Integration:**

How technology and clinical expertise delivered a 5:1 ROI for healthcare operations

### Case Study

# Innovative Patient Experience Model Drives Exceptional Results





## The **Big** Picture

- Improving Star ratings and patient satisfaction often requires a hard look at engagement complexity.
- A multi-tiered contact model can streamline processes and positively impact the patient experience.
- When designing how consumers will interact with your organization, demographics should play an important role.

**When an expanding healthcare organization's growing pains began to affect satisfaction and efficiency, rethinking how patients navigate through the system became the ticket to success.**

Thanks to acquisitions and consistent organic growth, a Medicare accountable care organization (ACO) had expanded to encompass a large network of clinics across several states. That positive growth, however, was coming at a cost. The ACO was beginning to experience a decrease in the Centers for Medicare & Medicaid Services' (CMS) Stars rating scores.

## Challenge

### Key Challenges

- Extended wait times
- Workflow disruptions
- Process inconsistencies
- Falling Star ratings
- Senior communication needs

As the ACO grew over time, long in-office and on-phone wait times became more prevalent. Patient care was often interrupted with phone-based clinical questions, especially when staff members were challenged with inquiries beyond their knowledge or license scope. Plus, each clinic was approaching processes and patient experience differently.

The organization's leaders turned to Carenet Health to develop a solution based on its proprietary Intelligent Engagement™ platform. The platform combines data, technology, talented teams and consumer engagement best practices from outside of healthcare to drive results.

# Solution



## Type 1

**Answered by non-clinical care coordinators**

Handle administrative requests and provider-to-provider needs.



## Type 2

**Vocational nurses**

Handle basic clinical requests, such as Rx refills and lab results.



## Type 3

**RNs**

Triage acuity as a nurse advice line and handle all clinical care support calls using industry-leading, evidence-based care guidelines to determine proper level of patient care needed and schedule the patient accordingly.

### No easy answers

The most obvious solution was to use Carenet's infrastructure, workforce management resources and technology to scale up quickly and centralize incoming calls into one service center. But that wouldn't solve all of the issues.

The group still needed a way to navigate patients to the appropriate level of care, whether it was in-office physician care or at-home care guidance that didn't necessarily require doctor involvement. Plus, the solution had to keep overhead low and cater to the communication needs of an older patient population. That's where Carenet's engagement experience and clinical capital came into play.

### A consumer-centric navigation model

The ACO and Carenet worked closely to take a conventional call center approach in a different direction. With the flexibility and depth of Carenet's solutions and the organization's existing resources, teams created an experience-focused consumer navigation center to assist patients with different types of calls.

The navigation center would be available 24/7/365, tailored to the ACO's Medicare patient demographics and clinically supported by registered nurses (RNs). Team training would include empathy-focused listening and addressing senior-specific special needs.

Staff would use Carenet's advanced customer relationship management (CRM) platform, combined with access to the ACO's electronic health records, appointment scheduling tool and transportation service scheduling platform, for a seamless experience and continuous data integration.

# Results

### Innovation, with results

The ACO saw progress in a variety of areas:

- Increase in patient satisfaction in every measured category
- Efficiencies gained for clinical staff and operations
- Millions of dollars saved from matching patients to care level needed
- Decrease in medically unnecessary ER utilization
- Reduced liability
- Decrease in number of on-call providers needed to support the market

### What's next

The ACO plans to continue to improve the navigation center by finding ways to close gaps in care, proactively enroll patients into care management programs, provide virtual physician consults and more.





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

### **About us**

For more than 20 years, Carenet Health has partnered with 500+ premier payers, providers, and healthcare technology and services enterprises to measurably improve engagement, efficiency, and meaningful business and health outcomes. Carenet combines AI-powered technology, insight-led orchestration, and experienced clinical operations to deliver high-tech, high-touch solutions. It was recently recognized as a Major Contender in Everest Group's PEAK Matrix® for Patient and Member Engagement Platforms. Learn more about how Carenet is powering the business of healthcare at [carenethealth.com](https://carenethealth.com).

### **How can we help your organization?**

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