Essential Insights

Scaling Smarter
How AI-powered engagement delivered seamless care and $21.5M in savings.

Consistency Wins
How standardizing workflows boosted satisfaction and Star ratings across clinics.

Relieving the Pressure
How 24/7 support freed up clinical teams to focus on what matters most—patients.

Case Study

How Carenet Health Transformed a Leading MSO's Patient Engagement and Care Model

Carenet Health

The **Big** Picture

Faced with inefficiencies across clinics and increasing patient engagement challenges during a rapid expansion, one of the nation's leading Management Service Organizations (MSO) turned to Carenet Health for support. The solution included a comprehensive, AI-enabled patient engagement model and 24/7 clinical support to standardize workflows, optimize care coordination, and ensure consistent patient experiences. The results? Reduced administrative burdens, a seamless patient experience, and cost savings exceeding $21.5 million annually.

Introduction

Carenet Health's client is a multi-state MSO with a Health Maintenance Organization (HMO) structure serving a growing number of Medicare Advantage and Medicaid patients across the U.S. Their model, focused on capitated and full-risk care, placed them in a leading position within their industry. However, as the organization expanded through acquisitions, operational complexities began to challenge their ability to consistently deliver high-quality care.

Each affiliated clinic operated with its own processes, leading to variability in patient access, care coordination, and administrative workflows. These inconsistencies not only threatened their operational efficiency but also impacted patient satisfaction and CMS Star ratings—key drivers of their revenue.

Challenge

The client's rapid growth amplified existing inefficiencies within their clinic network. Key challenges included:

- **Fragmented Workflows**: Newly acquired clinics followed disparate systems and protocols, disrupting uniformity across operations and patient experience.

- **Administrative Overload**: Clinic staff were overwhelmed with non-clinical tasks, such as scheduling, follow-ups, and medication refills, pulling attention away from in-person patient care.

- **Gaps in Care Management**: Siloed operational models led to inconsistent patient outreach for annual wellness visits, post-discharge follow-ups, and preventive care programs, impacting patient outcomes and engagement.

- **Escalating Costs**: Without streamlined operations, costs related to inefficient workflows and unnecessary emergency visits were surging.

The client urgently needed a centralized partner capable of standardizing processes, improving patient engagement, and enabling clinical staff to focus exclusively on patient care.

The Carenet Solution

Carenet Health implemented a tailored, next-generation approach designed to tackle the MSO's unique challenges and support their rapid expansion. The solution combined innovative patient engagement strategies with AI-enabled operational scalability. Key components included:

01. Patient Engagement Solutions

- **Centralized Appointment Scheduling**: Proactive outreach efforts scheduled annual wellness visits, closed HEDIS care gaps, managed post-discharge follow-ups, and arranged preventive care programs.
- **24/7 Multi-Channel Access**: Carenet established a 24/7 patient support center for handling inbound calls, ensuring consistent access during emergencies, inclement weather, or clinic closures.
- **Preventive Communication**: Through focused campaigns, medication adherence reminders were delivered to patients, enhancing outcomes and satisfaction.
- **Call Branding Solution**: To reduce appointment no-shows, all outgoing calls displayed the client's name on caller IDs, enhancing trust and response rates.

02. Clinical Support Solutions

- **Dedicated Nurse Triage Services**: A team of registered nurses provided 24/7 triage services, directing patients to the appropriate level of care, including emergency services, virtual consultations, or in-home support.
- **Operational Efficiency for Clinics**: The patient support center alleviated clerical burdens from in-clinic staff, allowing them to prioritize face-to-face interactions with patients.
- **Enhanced Care Coordination**: Nurses acted as intermediaries between patients and providers, improving communication and strengthening continuity of care.

This fully integrated model standardized processes across all clinics, establishing consistency in patient journeys regardless of the location.

Results

From Outreach to Action

- **Proactive Outreaches**
  2,700,000

- **Members Engaged**
  69,000

- **Appointments Scheduled**
  53,000

Carenet Health's partnership not only addressed the client's challenges but delivered exceptional results that transformed their operational and financial outcomes.

01. Annual Patient Engagement Outcomes

- **2.7 Million Proactive Outreaches**: Strengthened patient relationships and encouraged preventive and follow-up care.

- **69,000 Members Engaged**: Meaningful connections led to greater trust and improved health outcomes.

- **53,000 Appointments Scheduled**: Reduced care gaps and increased patient adherence.

- **92% Quality Rating**: Outstanding patient satisfaction scores validated the effectiveness of the program.

- **55% Conversion Rate**: Over half of all eligible patients completed the desired action, whether booking appointments or enrolling in programs.

02. Annual Patient Support Outcomes

- **1.5 Million Calls Handled**: Seamless access to care for patients removed stress from clinic staff and enhanced satisfaction.

- **325,000 Appointments Managed**: Operational efficiencies translated into high-quality patient interactions.

- **$21.5 Million in Cost Savings**: Driven by ER diversion, administrative cost reductions, and improved care coordination.

- **94% Issue Resolution After Hours**: Proactive intervention by nurses reduced unnecessary escalations to on-call physicians, boosting provider satisfaction and financial sustainability.

$21.5M	92%	55%	94%
in Cost Savings	Patient Satisfaction	Conversion Rate	After-Hours Resolution
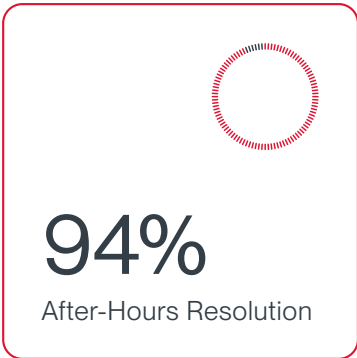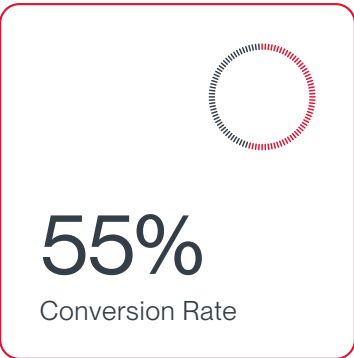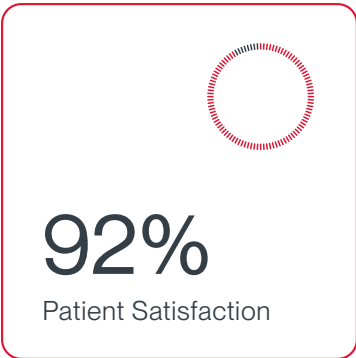
Impact Beyond Metrics

By creating a centralized engagement model, Carenet fostered a consistent, branded patient experience. Clinics experienced streamlined operations, empowered clinical teams, and stronger alignment with the client's value-based care objectives.

Forward Vision

Building on this foundation of success, Carenet is exploring opportunities to further enhance the partnership by integrating advanced analytics and predictive modeling to identify at-risk patients earlier. By leveraging deeper data insights, the client can continue to refine care strategies, improve Star ratings, and secure even greater cost efficiencies.

Is your organization ready to unlock the potential of centralized, AI-powered patient engagement? Learn how Carenet Health can tailor innovative solutions to meet your goals.

Book a Demo Today

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.

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