



Essential Insights

Engagement That Delivers

How tech-enabled, human-first outreach drove \$22.8M in impact and 91% HRA conversion.

Stronger Connections, Smarter Care

How member-focused care improved outcomes and kept thousands out of the ER.

Efficiency in Action

How a scalable strategy achieved 80% call response in 30 seconds—and transformed member experiences.

Case Study

Empowering Medicaid Health Plan Performance and Efficiency with Strategic Member Engagement



The **Big** Picture

This case study examines a partnership between Carenet and a major non-profit Managed Care Organization (MCO) in Texas with 417,000 members, focused largely on the Medicaid population. Operating since 2015, the partnership highlights an innovative engagement strategy that leverages advanced technology, human-centric support, and operational excellence for improved healthcare outcomes.

The MCO partnered with Carenet Health to deliver comprehensive support services, including a 24/7 nurse advice line (NAL), behavioral health hotline, after-hours member services for core needs, appointment scheduling, high-touch reminder communications, and health risk assessments. By embedding services directly within the member portal, Carenet enabled seamless integration for members interacting with their health plan.

Challenge

The challenges faced reflect the complexities of serving Medicaid populations while striving to meet stringent operational and engagement standards:

Key Challenges

- Outdated contact info disrupted care and outreach.
- Low health literacy made benefits hard to understand.
- Social needs like housing and transportation took priority over care.
- Language and cultural gaps reduced engagement success.

01. Transient Contact Information and Coverage Churn

- Frequent changes in member phone numbers, addresses, and coverage disrupt communications and continuity of care.
- Resulting gaps increase difficulty in reaching members and ensuring engagement with preventive or essential services.

02. Health Literacy and the Digital Divide

- Members often face low health literacy, making it harder to interpret healthcare benefits or act on critical recommendations.
- Limited access to broadband and smartphones exacerbates challenges in digital-first engagement approaches.

03. Social Determinants of Health (SDoH)

- Non-medical necessities such as housing, transportation, and food security often take priority over healthcare engagement.
- Mistrust toward healthcare systems further complicates outreach.

04. Cultural and Language Barriers

- The diverse demographics of Medicaid populations demand communication strategies tailored to various languages and cultural nuances.
- Generic outreach methods consistently underperform due to lack of relatability.



The Carenet Solution

Carenet implemented a multilayered engagement strategy designed to address these barriers and deliver measurable outcomes. The approach revolved around innovation, operational efficiency, and high-quality human support systems.

Key Initiatives:

-  **24/7 clinical support via nurse advice lines**
 -  **After-hours help with appointments and ID cards**
 -  **663,000 reminders to boost engagement**
 -  **27,000 HRAs completed with 91% contact success**
 -  **80% of calls answered in 30 seconds**
- **24/7 Nurse Advice Line and Behavioral Health Hotline:** Provided access to clinical advice and behavioral health support anytime, reducing reliance on higher-cost emergency department visits.
 - **After-Hours Member Services:** Assisted with administrative needs, from lost ID cards to scheduling appointments, enhancing the member experience.
 - **Reminder Communications:** Distributed 663,000 annual outreach communications to encourage compliance with payment schedules, appointments, and other health engagement efforts.
 - **Health Risk Assessments (HRAs):** Deployed engagement services to complete 27,000 HRAs with a standout 91% contact conversion rate, yielding actionable insights and measurable ROI for the plan.
 - **Operational Efficiency:** Achieved unmatched service excellence with 80% of calls answered within 30 seconds and an abandonment rate below 5%, aligning with URAC standards.



Results

The partnership yielded success across multiple metrics related to clinical redirection, administrative efficiency, and financial impact.

Performance Outcomes:

01. Clinical Support Efficiency:

- 3,700 annual NAL encounters redirected non-emergency cases away from emergency departments.
- Achieved \$475,000 in cost savings through clinical redirection to lower-cost care settings.

02. Administrative Support Impact:

- 52,000 annual member service interactions resolved issues promptly and effectively.
- Completed 50,000 monthly reminder communications to improve member adherence and engagement.

03. Health Risk Assessments (HRAs):

- 27,000 HRA completions, representing a 91% conversion rate.
- Estimated financial impact of HRA completion totaled \$22.8 million, demonstrating both clinical and financial value.

\$22.8M

Financial Impact

3,700

ER Redirection



91%

HRA Conversion Rate

Insights

This case demonstrates how non-profit managed care organizations can create value by leveraging technology-led engagement paired with human-centered support. The following key insights serve as guiding principles for similar implementations in the healthcare industry:

01. Tackle Barriers Proactively:

Addressing transient contact, limited digital access, and cultural barriers is critical to engaging Medicaid populations effectively. Customizing outreach to meet specific member needs ensures superior outcomes.

02. Focus on Operational Excellence:

Meeting and exceeding service-level expectations (e.g., rapid response times, high HRA conversion rates) builds trust among members and contributes to long-term retention.

03. Optimize Engagement for Medical and Non-Medical Needs:

Moving beyond clinical to include non-medical priorities such as transportation and housing helps strengthen relationships and aligns care approaches to real-world member challenges.

04. Embed Continuous Improvement:

Leveraging analytics, feedback loops, and regular program evaluation ensures sustainable engagement with measurable ROI.

Forward Vision

Carenet's scalable engagement solutions empowered this major non-profit MCO to accelerate its operational agility while delivering measurable improvements in member health, satisfaction, and cost optimization. By integrating advanced AI technologies with compassionate care delivery, this collaboration serves as a blueprint for health plans looking to reinforce their competitive differentiators in today's value-based care market.

Organizations aiming to level up engagement, reduce costs, and improve outcomes can look to partnerships like this as a model for achieving excellence in healthcare delivery. If your organization faces similar challenges and you're ready to unlock operational potential, contact us to learn more about how Carenet Health can empower your success.

Contact us today to co-create measurable impact through cutting-edge member engagement solutions.





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

Powering the Business of Healthcare

Carenet Health is the partner of choice for more than 500 leading payers, providers, and health technology organizations seeking to command the complexity of healthcare. With more than 25 years of expertise, we co-create innovative solutions that leverage advanced technology, data-driven insights, and clinical excellence to optimize engagement, accelerate operational efficiency, and deliver measurable business and health outcomes. Guided by values of agility, consumer focus, and value-based care, Carenet enables healthcare leaders to reduce costs, improve quality, and future-proof healthcare delivery in a rapidly evolving landscape.

Learn more at [CarenetHealth.com](https://www.CarenetHealth.com).

