



Essential Insights

Scalable Adherence Program

Expanded from pilot to 3.8M members, achieving \$1.6B in potential cost avoidance.

Human + Tech Synergy

Combined guided scripting, predictive insights, and clinical support to improve engagement.

Data-Driven Impact

Boosted interaction success by 43% with personalized outreach and targeted coaching.

Case Study

Revolutionizing Medication Adherence with Carenet's Human + Technology Approach

The **Big** Picture

Non-adherence to prescribed medication regimens is one of the most pressing challenges in healthcare today, negatively impacting patient outcomes, healthcare quality ratings, and avoidable downstream healthcare costs. A top 5 Managed Care Organization (“MCO”) engaged Carenet Health to address this critical issue across their complex Medicare, Marketplace, and Medicaid member base across all 50 states, with significant populations in California, Florida, Texas, North Carolina, and Georgia.

Through Carenet’s innovative, human + technology approach, including its advanced platforms for guided scripting, predictive dialing, and personalization, we successfully connected members with essential resources to overcome non-adherence barriers. This case study highlights the outcomes of the program and demonstrates Carenet’s ability to deliver measurable improvements in medication adherence using cutting-edge solutions.

Challenge

The objective of this program was clear but complex:

Key Challenges

- Identifying non-adherent members and boosting engagement.
- Uncovering and addressing SDOH barriers.
- Coordinating clinical and non-clinical support.

- **Increase Adherence**

Identify members who are non-adherent and support them in becoming adherent. Increasing member engagement in preventive healthcare.

- **Root Cause Discovery**

Address the underlying barriers to medication adherence by identifying actionable Social Determinants of Health (SDOH), such as transportation, affordability, and access to care.

- **Integrated Engagement**

Leverage both clinical and non-clinical resources, including pharmacists, nurses, and physicians, to resolve adherence roadblocks.

Program Overview

Carenet utilized its proprietary technology platform, incorporating guided scripting and personalization, to tailor effective outreach for polypharmacy members across millions of interactions. The program focused on elevating member engagement through precise, personalized communication strategies and a robust human + technology framework.



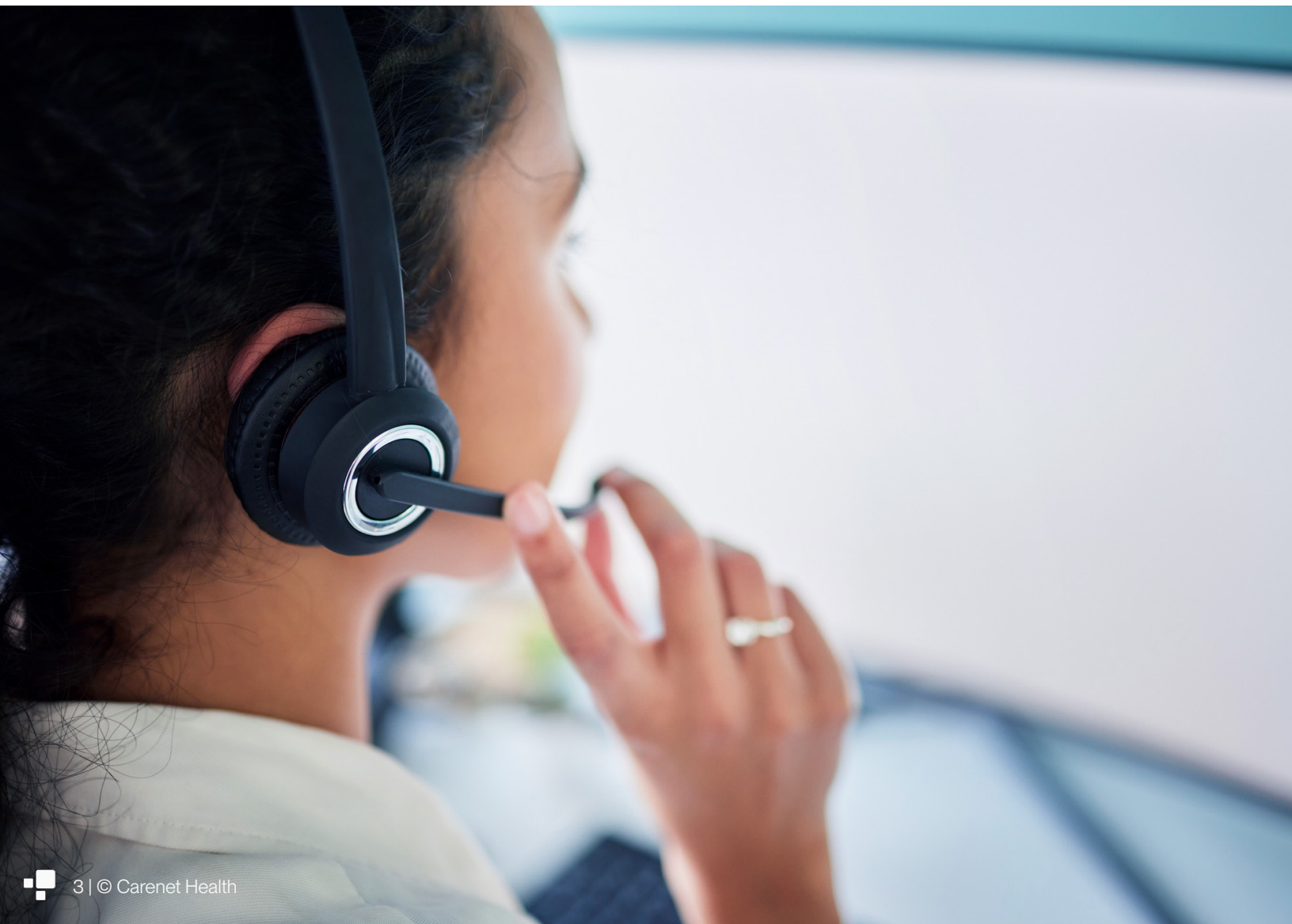
The Carenet Solution

Key Features of the Program

- **Guided Scripting**
Scripted outreach optimally adjusted based on member preferences and health engagement data.
- **Personalized Engagement**
Leveraged Carenet's experience and healthcare-only focus to deliver high-quality, tailored interactions.
- **Clinical and Non-clinical Resource Collaboration**
Integrated support from pharmacists, nurses, and physicians to address medical and non-medical barriers.

Outcomes

The Program has demonstrated year-over-year growth and impact, transitioning seamlessly from a pilot project to a fully scaled initiative across a broader member population. The significant improvements seen in both operational and health outcomes underscore Carenet's ability to drive meaningful and measurable progress.



Results

Year 1: Pilot Foundation

- **Eligible Members:** 2.9 million
- **Successful Interactions:** 594,000 (20% success rate)
- **Economic Impact:** Based on industry benchmarks, estimated downstream cost avoidance of \$891 million
- **Operational Development:**
 - Established foundational workflows, talk tracks, and dialing strategies
 - Ramp-up supported by <100 FTEs during the pilot phase.

Year 2: Expansion and Optimization

- **Eligible Members:** Scaling to 3.8 million
- **Successful Interactions:** 1.09 million (prospective), reflecting a 43% increase in successful interactions.
- **Operational Development:** A notable 8% improvement in engagement success due to:
 - Higher Health Advisor retention, fostering stronger rapport with members.
 - Enhanced personalization through advanced scripting and outreach calibration.
 - Refined workflows informed by data-driven insights.
- **FTE Scaling:** Expanded from <100 to over 400 FTEs while ensuring operational quality and efficiency.
- **Economic Impact:** Based on industry benchmarks, the program is expected to generate \$744 million in Year 2 estimated downstream cost avoidance, potentially reducing avoidable downstream healthcare costs for Years 1 and 2 of \$1.635 billion.

Key Revenue Metrics

\$1.63B	Total estimated cost avoidance (Years 1 & 2)
43%	Increase in successful interactions (Year 2)
8%	Improvement in engagement success rate
<100 to 400+	FTE growth

Key Success Drivers

- **Advisor Continuity:** Health Advisors consistently express extremely high satisfaction with this program, citing its structure, impact, and member connection opportunities as key drivers. Their enthusiasm translates into deeper engagement, stronger rapport with members, and sustained motivation to drive adherence outcomes.
- **Data-Informed Refinement:** Leveraged predictive insights to continuously optimize scripting and outreach strategies, improving contact rates and engagement quality.
- **Scalable Infrastructure:** Demonstrated the ability to rapidly scale resources without compromising the caliber of service delivery, ensuring readiness for increased demand
- **Targeted Coaching:** Applied predictive analytics to provide tailored coaching for Health Advisors, resulting in more meaningful and efficient interactions to address Social Determinants of Health barriers.

Trajectory Impact

- **Growth Interactions:** Projected +495,000 additional successful member interactions year-over-year.
- **Financial Impact:** Projected to deliver estimated Year 2 \$744 million in downstream medical cost avoidance.
- **Operational Efficiency:** Achieved a 43% year-over-year increase in program impact, proving the scalability and sustainability of Carenet's human + technology approach.

Broader Success Factors

01. Technology as a Catalyst

Carenet's advanced platform made it possible to scale outreach effectively while ensuring personalized and meaningful member interactions. The use of guided scripting enabled demographic-specific adaptability, resulting in increased engagement rates.

02. Human Expertise Matters

The integration of healthcare professionals—pharmacists, nurses, and physicians—ensured holistic, empathetic discussions with members to resolve complex challenges driving non-adherence.

03. Healthcare Focused Excellence

With decades of healthcare-specific expertise, Carenet's interventions were not generic but designed to address the unique medical, logistical, and emotional needs of the population.





Benefits to Stakeholders

For Payer executives, the implications of this program are far-reaching.

- **Pharmacy Executives** benefited from better alignment with formulary adherence, reducing overall pharmacy spend.
- **Medicare and Medicaid Executives** saw better Star ratings and tangible cost savings through reduced hospitalization and complications.
- **Quality Executives** achieved higher quality metrics by directly addressing one of the most critical areas in value-based care.

Conclusion

Carenet's partnership with this top 5 Payer demonstrates the groundbreaking outcomes that can be achieved when technology and human expertise intersect. By addressing the root causes of medication non-adherence, Carenet delivered financial value, improved member health outcomes, enhanced Star ratings, and bolstered operational efficiency.

For Payer executives committed to driving measurable results, Carenet offers not just a solution but a transformation in how healthcare is delivered and experienced.

Forward Vision

If you're ready to revolutionize adherence and improve outcomes for your organization, schedule a consultation with Carenet today. Together, we'll create a customized pathway to better health and optimized outcomes.



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.

How can we help your organization?

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