



Essential Insights

Smarter Triage

How 24/7 nurse support cut ER visits and saved \$1.1M

Engagement That Works

How omnichannel outreach closed 33,000 care gaps

Built to Adapt

How agile ops and analytics ensured compliance and scale

Case Study

Transforming Engagement and Clinical Support for a Leading Medicaid Health Plan

The Big Picture

This case study highlights the partnership between Carenet Health and a prominent Medicaid health plan serving over one million members in California. Operating under stringent and evolving state Department of Health requirements, the client sought comprehensive solutions to enhance engagement and drive clinical outcomes while adhering to compliance standards.

Together, we tackled key challenges in member engagement, clinical care, and regulatory compliance. By leveraging a blend of nurse-first telehealth, member and provider support, and precision outreach, the collaboration drove significant improvements in satisfaction, cost efficiency, regulatory readiness, and quality outcomes. This positioned the health plan as an innovation leader within Medicaid managed care.

Challenge

The partnership addressed several complex challenges faced by the health plan:

- Initial compliance-driven deployment of services shifted to require clear demonstrations of ongoing value when state mandates changed.
- Low member engagement rates were hindering performance in HEDIS measures, HRA completions, and Stars ratings.
- Tailored solutions were needed to address the unique needs of dual-eligible and high-risk populations.

Objectives

The collaboration was driven by key priorities set by the health plan, including:

- **Compliance Readiness:** Maintaining adherence to state mandates and evolving Medicaid/Stars requirements.
- **Enhanced Member Engagement and Satisfaction:** With a focus on nurse triage and behavioral health support.
- **Operational Efficiency:** Improving care gap closures, collecting better member health data, and streamlining workflows.
- **Retention Support:** Designing proactive strategies to manage member retention during critical periods like open enrollment.
- **Cost Efficiency:** Achieving savings in medical and administrative costs without compromising care quality.
- **Regulatory Evolution:** Preparing the organization to respond to frequent regulatory and market shifts sustainably.

The Carenet Solution

To address the plan's objectives, Carenet implemented a tailored portfolio that included:

01 Clinical Support with Precision

Carenet implemented a nurse-first telehealth triage system available 24/7, integrating behavioral health escalation pathways and evidence-based protocols. This ensured accurate care recommendations to reduce unnecessary ER visits and improve appropriate resource allocation.

02 Engagement-Oriented Outreach

A multi-channel approach was deployed to engage members across voice, automated, and digital platforms. This included outreach campaigns for HEDIS gap closures, HRA completions, and pre-CAHPS surveys to proactively assess and improve member satisfaction.

03 Data-Driven Strategies

Real-time monitoring and tailored analytics guided operations and outreach. Custom analytics identified areas for quality improvements, aligning efforts with regulatory and business priorities.

04 Collaborative Customization

Carenet and the health plan leadership co-created workflows, messaging, and reporting systems. This close partnership allowed for agility in responding to evolving regulatory and operational demands.

By integrating these solutions, Carenet Health aimed to deliver measurable improvements across several operational and healthcare metrics.



24/7 nurse triage
for smarter care



Voice, digital,
and automated
outreach channels



Real-time analytics
for quality and
compliance



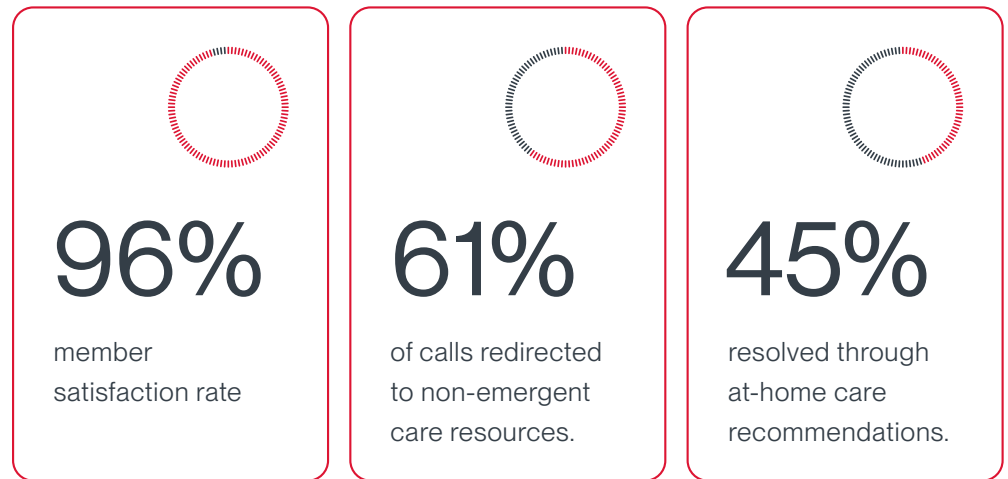
Custom workflows
built for fast
adaptation



Results

The solutions delivered measurable business and healthcare outcomes, including:

- **HEDIS Gap Closure:** Successful scheduling of 33,000 appointments for targeted quality measure gaps.
- **Health Risk Assessments:** Completion of 246 HRAs tailored to the dual-eligible population.
- **Pre-CAHPS Insights:** Execution of 16,865 predictive satisfaction surveys year-to-date.
- **Nurse Triage Results:**



- **Behavioral Health Impact:** 68% of calls redirected to lower levels of care, optimizing resources.
- **Cost Efficiency:** Over \$1.1 million saved in medical and administrative costs through targeted support and interventions.

Impact

The partnership achieved strategic performance outcomes that benefited both the health plan's operations and its members.

- **Regulatory Compliance:** Sustained adherence to dynamic state Department of Health requirements.
- **Member Retention:** Strong loyalty-building strategies fostered sustained engagement and retention.
- **Predictive Analytics:** Pre-survey engagement contributed to improved CAHPS/Stars ratings.
- **Future-Proof Strategy:** Operational excellence was scaled for Medicaid populations with increasing complexity.



Insights

This collaboration underscores several key insights for navigating Medicaid healthcare challenges in a rapidly evolving landscape.

01 Agile Partnerships Matter:

Collaborative value creation ensures organizations remain prepared for regulatory and market shifts.

02 Proactive Infrastructure Investment:

Building omnichannel engagement tools early ensures consistent member contact and preventive care.

03 Analytics Lead the Way:

Leveraging predictive data enables priority-driven interventions and mitigates regulatory risks.

04 Relentless Dual Focus:

Balancing clinical outcomes and operational excellence drives sustainable success.

Forward Vision

Carenet's partnership with this Medicaid health plan highlights the tangible improvements possible through tech-enabled clinical engagement and operational ingenuity. By strategically combining insights, human expertise, and advanced technology, Carenet empowers healthcare organizations to adapt, innovate, and lead in an increasingly complex industry.

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.

