

## A Shift Away From a Fragmented Approach Activates 67% of Medicare Advantage Plan Members



### THE BIG PICTURE

- Comprehensive, highly personalized welcome calls get members engaged from the beginning
- Proactive and persistent follow-up throughout the year keeps members on track with care plans

### Gaps in care, low satisfaction scores and too many disconnected touchpoints prompted this health plan to rethink its outreach strategy.

One of the country's largest multi-state Medicare Advantage plans found itself using multiple internal resources and external vendors for critical member service interactions, including live-agent outreach, health risk assessment (HRA) completion, rewards enrollment, automated messaging and mail fulfillment.

This costly, fragmented approach wasn't delivering the outcomes needed or closing critical gaps in care—not to mention providing the seamless experience its members deserved. Intent on increasing the quality and efficacy of its outreach, the plan partnered with Carenet Health to devise a holistic strategy that would:

- Leverage technology to integrate processes
- Streamline the experience to empower, engage and delight members
- Target high-risk members and close gaps in care
- Improve its HEDIS scores, Star rating and bonus revenue

With 30 years of experience helping more than 75 health plans, Carenet went to work transforming the plan's outdated approach into a data-driven, technology-supported and outcomes-based engagement strategy. To improve the plan's member outreach and long-term results, Carenet launched two major initiatives.

#### #1 Create a more engaging and results-driven welcome call interaction

Carenet reduced multiple member touches and delivered a more seamless, effective member experience by weaving numerous actions into the plan's welcome call, including:

- Explaining plan benefits and preventive care importance
- Assigning a primary care physician (PCP), if needed
- Scheduling a wellness exam via three-way conference call
- Completing a comprehensive HRA
- Enrolling members in the plan's rewards program
- Capturing the preferred communication method for future interactions
- Updating contact information, such as email address

This simplified experience contributed to considerable cost reductions and time-savings.

As Carenet activated members, the scope of the welcome call expanded. For example, Carenet initially completed a survey to educate members on the plan's rewards program (a third-party enrollment). The survey was so successful that the plan asked Carenet to take over program enrollment and development of the HRA.

## #2 Follow-up—and motivate follow-through

Starting members off on the right foot was only the first step in empowering them to take control of their care. To reduce gaps in care throughout the year, Carenet's engagement specialists used fine-tuned, empathy-driven interaction techniques to:

- Proactively reach out to members following the welcome call
- Build rapport to elicit information needed to drive action
- Address multiple HEDIS measures per call, when appropriate
- Educate on preventive care, noncompliance risks, screening processes and benefit eligibility
- Uncover and address compliance obstacles, such as procedure misconceptions, scheduling difficulties and transportation challenges
- Assist with in-network provider selection and appointment scheduling via three-way conference call for each gap in care
- Capture a status for each measure addressed including those scheduled independently by members
- Conduct a follow-up call to appointed members to confirm compliance and assist with rescheduling if needed
- Complete enrollments
- Schedule appointments with a health coach

## Innovative healthcare engagement method yields results

By combining its ability to integrate multiple platforms and processes with expertise in influencing behavior, Carenet optimized the plan's member outreach, putting it on the path to a higher Star rating.

The welcome call program yielded a 67% member activation rate, significantly impacting the plan's HEDIS scores. These results demonstrate Carenet's influence on the majority of the contacted members to take action in their own best interest. In addition, 97% of members reported they were satisfied with their welcome call experience.

## Continued partnership

The plan continues to collaborate with Carenet to evolve the Medicare Advantage program to achieve even better results. The plan has also enlisted Carenet to conduct HRA and HEDIS outreach to its Medicaid members.



member  
activation rate



of members reported  
they were satisfied

## EXECUTIVE SPONSOR FEEDBACK

“Working with Carenet has been great. We attribute our ongoing success to the team's ability to be flexible and really connect with our membership base.”

“Our members have rated their experiences highly and the support we have received is extremely high quality.”

## ABOUT US

Carenet Health is a leading provider of healthcare engagement services and 24/7 access to medical care. Our engagement specialists, care coordinators and RNs support more than 65 million consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations. Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement™ model.

## CONTACT US

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