

# Custom HRA Program Cracks the Code for Hard-to-Reach Dual Eligibles With 56% Completion Rate

## THE BIG PICTURE

- To connect with elusive populations, start with identifying and addressing specific barriers to HRA completion.
- Successful risk assessment and intervention demand data-driven, multichannel outreach and consistent tracking.

An aggressive completion schedule, rigorous program criteria and a population that was notably difficult to engage were no match for this health plan and its engagement partner.

After selection by the Centers for Medicare and Medicaid Services (CMS) to rapidly deploy a dual-eligible demonstration project, a not-for-profit health plan partnered with Carenet Health to test a proactive outreach model and leverage Carenet's teams and technology. CMS was looking for ways to improve health risk assessment (HRA) completions, elevate care quality and reduce costs among its high-, medium- and low-risk members. Ultimately, CMS needed to find those members requiring case management interventions quickly.

The target population included low-income seniors —many who had a range of physical and mental health disabilities, as well as chronic conditions.

As a leading provider of healthcare engagement solutions, Carenet brought a deep understanding of CMS regulations, extensive experience reaching Medicare and Medicaid beneficiaries, and a proprietary method for engaging these vulnerable populations. Of particular value was Carenet's ability to overcome the obstacles faced by health plans when it comes to consistent communication and care coordination—obstacles such as language barriers, low health literacy, insecure housing and behavioral health issues.

## Designing an HRA strategy centered around specific population needs

Carenet's customized solution included integration with the plan's customer relationship management (CRM) system and scripting tool, as well as quick deployment of a team of skilled registered nurses. Experts at engaging and educating members, the nurses guided members through the HRA process, explained clinical questions and initiated case management when needed. Using nurses to perform the member outreach instead of non-clinical resources was a CMS demonstration project requirement—and one that Carenet easily accommodated with its highly trained and carefully vetted nurse workforce.

With the technology and the team in place, Carenet went to work leveraging its 30 years of experience engaging and empowering healthcare consumers. Among the empathy-driven strategies employed:

- **Multiple touchpoints across multiple channels.**

To overcome contact barriers, such as the transient nature of this population, Carenet's advanced technology platform enabled engagement experts to systematically make multiple calls on different days and at varying times to reach members. For those members who could not be reached by phone, an HRA form was mailed to the last known address. The plan also provided monthly database updates, including phone numbers for members who were previously unreachable by phone. These updates enabled Carenet to follow up with members receiving the HRA form via mail to ensure completion.

- **Ensuring everyone has a voice—and is listened to.**

Knowing that a very high percentage of the targeted population required Asian language translation, Carenet engaged language interpreters to assist in communicating with non-English-speaking and limited-English-proficiency members. And for members who were unable to answer the HRA questions due to mental or physical limitations, the nurses obtained authorization to collaborate with a family member or legal guardian to complete the assessment.

## Achieving remarkable results

Caretet's data-driven, technology-supported engagement approach and highly trained team resulted in a majority—56%—of the targeted population completing an HRA.

In addition, the actionable member data Carenet captured helped meet the ultimate goals of the CMS demonstration project—to better assess its population's health risks, enroll high-risk members into case management programs, and develop and execute personalized care plans.



HRA completion for dual eligibles

## ABOUT US

Caretet Health is a leading provider of healthcare engagement services, clinical support and 24/7 access to medical care. Our engagement specialists, care coordinators and registered nurses support more than 65 million healthcare 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—an approach made up of 22 finely tuned elements that strategically align for exceptional results.

## HOW CAN WE HELP YOUR ORGANIZATION?

Email us today at [marketing@carenethealthcare.com](mailto:marketing@carenethealthcare.com), call 800.809.7000 or learn more at [carenethealthcare.com](http://carenethealthcare.com).