

Improve Reimbursement and Boost Quality Metrics via Member Engagement

Drive completed annual wellness visits with targeted, multi-channel outreach program

Impact Outcomes through Behavioral Change

For your business to thrive, your plan must be able to motivate members to engage in their own healthcare. Keeping members on track with preventive screenings, vaccinations, and chronic-disease management can help you achieve strong quality and performance metrics—and improve risk-adjusted revenue.

Change Healthcare's integrated member engagement solutions are designed to reduce gaps in care by delivering effective personalized outreach to drive behavioral changes.

Our Smart Connect™ platform delivers customized messaging to targeted members via multiple channels, providing you with dashboard visibility into each campaign. Our Smart Appointment Scheduling™ solution uses experienced advocates to help members find providers and schedule appointments.

Optimize Risk-Adjusted Revenue

Since Medicare first began covering the annual wellness visit (AWV) in 2011, participation has been modest. Today, only about 20% of Medicare members complete an AWV,¹ even though these visits are at no cost for beneficiaries.

Fortunately, research shows that once members complete an AWV, they are far more likely to schedule another.² These appointments are critical for disease prevention, early detection, and lifestyle modification, particularly for underserved members who are less likely to participate in screenings.

In fact, compared with members who neglected their AWV, Blue Cross Blue Shield members who had an AWV were subsequently:

- 20% more likely to be screened for colorectal cancer
- 39% more likely to be screened for breast cancer
- 14% more likely to take a diabetic eye exam³

Facilitate Appointments

Our Annual Wellness Visit solution is designed to increase the number of completed AWVs within your member population. Modeled on best practices, our campaign relies on multi-channel integrated communications, including live agents.

Our member engagement team takes a hands-on, consultative approach to your campaign implementation. A dedicated solution specialist offers guided planning sessions to help determine your goals, review your content, and enable optimal results.

Powerful Program Impact

One plan with a Medicaid population of about 125,000 lives used Change Healthcare's Annual Wellness Visits solution to target more than 11,000 members.

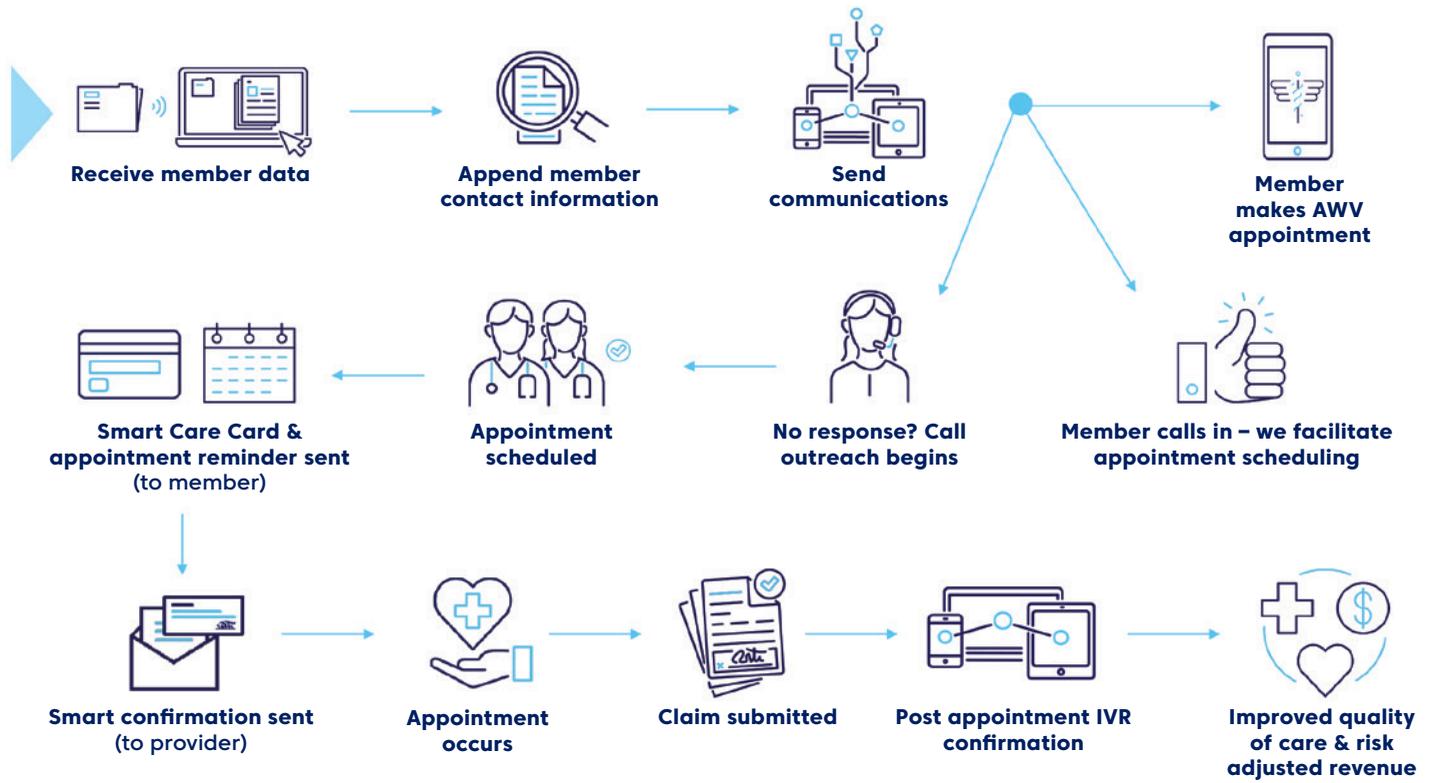
The results:

- 10.7% of targeted members completed an AWV
- \$521 in incremental reimbursement gained per member
- \$4.6 million in net impact of the program⁴

⁴Results based on historical data. Results may vary by health plan and member demographics.



Comprehensive Engagement to Drive Annual Wellness Visits



Enhance Engagement:

- Data appending services identify ~60% of invalid phone numbers⁵
- Population outreach is segmented based upon members’ historical compliance with AWVs
- Live advocates help the member identify their provider or locate a new provider, offering three-way calls with the provider’s office to immediately book the AWV
- Appointment reminder cards are sent to the member, including preventive screenings and vaccinations for which he or she may be eligible
- A pre-appointment overview is sent to the provider with information captured by our advocates, including a list of possible conditions to address based on the member’s past medical claims and records

Quantify Results

Our scalable, cost-effective solution provides results reporting through an integrated reporting dashboard, which enables visibility into all member touch points across your organization.

Member-, program-, and plan-centric reporting allows you to manage campaigns more effectively. Success measures include the percentage of scheduled appointments as well as the percentage of completed appointments.

¹Ishani Ganguli, Jeffrey Souza, Michael McWilliams et al, “Trends in Use of the U.S. Medicare Annual Wellness Visit, 2011 – 2014”, Journal of the American Medical Association (JAMA), June 6, 2017, <https://jamanetwork.com/journals/jama/fullarticle/2622010>
²Ganguli et al, “Trends in Use of the U.S. Medicare Annual Wellness Visit, 2011 – 2014”, June 6, 2017
³National Government Services, <https://ngsservices.com>
⁵Change Healthcare data and analytics services