



Smart Appointment Scheduling™

Proactively Engage Members to Reduce Gaps in Care

Keeping members on track with preventive screenings, vaccinations, and chronic-disease management supports strong quality and performance scores.

Proactive member engagement can help curtail costs and enhance risk-adjusted revenue, resulting in a healthier bottom line. With 5% of the population responsible for 50% of U.S. healthcare costs¹, the key is to identify which members could benefit most from a provider's intervention, and then facilitate proactive care.

Smart Appointment Scheduling™ is a cost-effective solution that enables you to target member populations, engage them proactively and personally, and schedule provider appointments to facilitate improved health outcomes.



¹"Fixing the 5 percent," Karen Weintraub and Rachel Zimmerman, The Atlantic, June 29, 2017.

<https://www.theatlantic.com/health/archive/2017/06/fixing-the-5-percent/532077/>

Identify & Engage Members to Facilitate Appointments

Creating healthier members through proactive engagement enhances relationships among all stakeholders: members, providers, and payers

Target Member Populations

Smart Appointment Scheduling uses dynamic, integrated analytics to identify members whose health history or record of care indicate they could benefit from a check-up and/or ongoing monitoring by a provider. This includes individuals with chronic conditions and others at greater risk for illness where provider interventions might prevent health problems from arising or worsening.

Our analytic capabilities include member-data enrichment using an algorithm that successfully identifies active phone numbers for an estimated 60% of invalid/missing numbers.



Illustrative Results

A large, national plan with multiple risk-adjusted Medicaid markets has seen consistent results² with an average ROI of 18:1.

Engage Proactively and Personally

Once members are identified, outreach begins with educational materials customized to the member's needs and delivered by mail, text, or email. A health advocate then follows up by phone, building a rapport with the member and offering to assist with finding a provider (if needed) and scheduling an appointment. To facilitate prompt action, the advocate offers to host a three-way call with the provider's office to book the check-up.

To encourage follow-through and facilitate increased value from the appointment, we send the member:

- A Smart Care Card to share with the provider. The card lists preventive screenings and vaccinations for which the member may be eligible and provides space to list current medications and questions
- An appointment reminder
- After-care communications to see if we can assist with scheduling subsequent visits

And we send the provider:

- A Smart Confirmation that summarizes the information obtained during the advocate call and also provides a list of possible conditions to address based on past medical claims/records

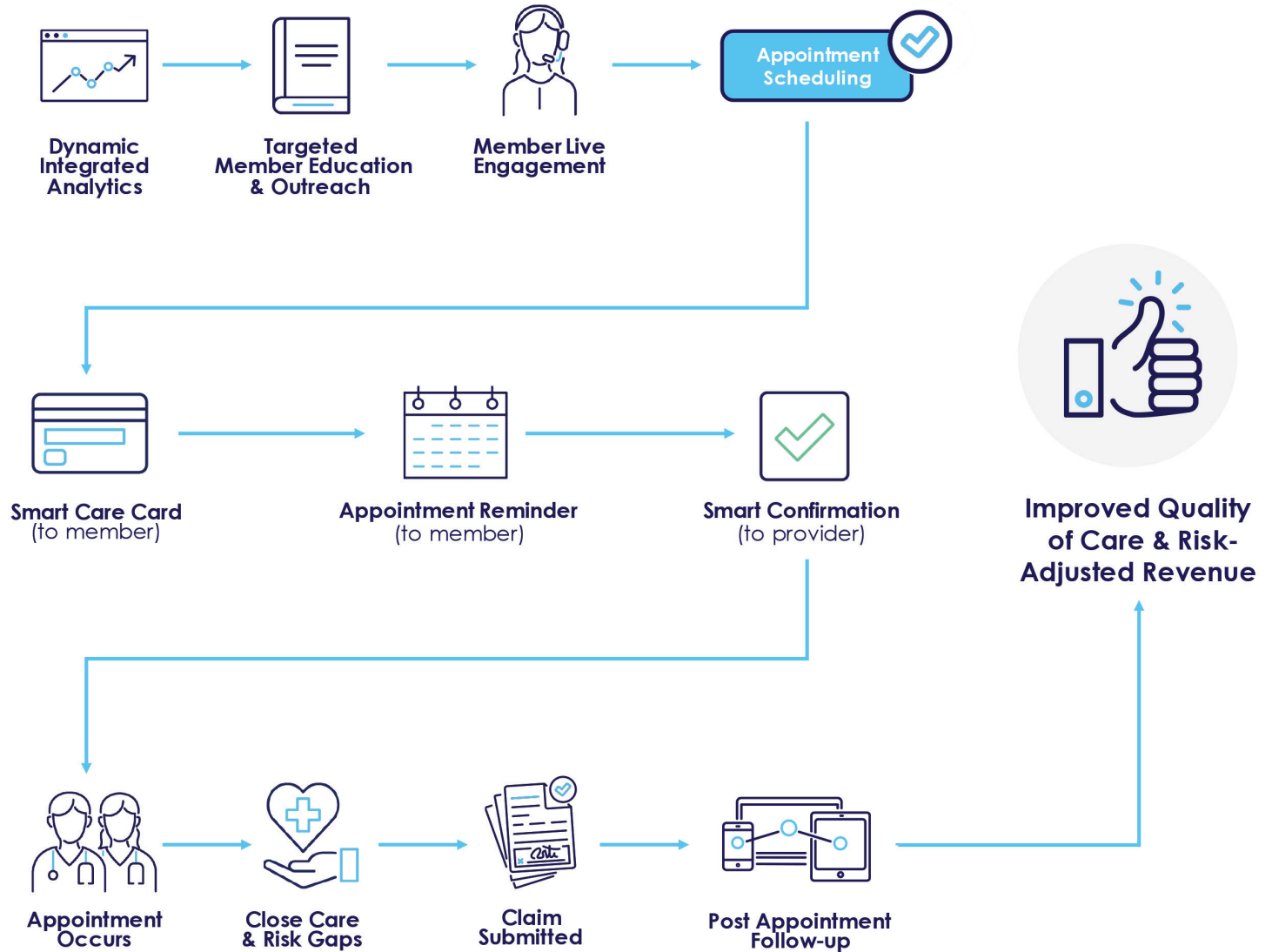
Deliver Value and Reduce Costs

Engaging your members to facilitate better health helps:

- Reduce costs associated with preventable illness
- Close risk adjustment and quality performance gaps
- Improve accurate risk-adjusted revenue
- Boost HEDIS®, Stars, and CAHPS quality performance ratings
- Enhance the member-payer relationship, since members gain an advocate's support in obtaining the services they need and may experience improved health
- Improve the payer-provider relationship, as your provision of helpful information via the Smart Confirmation supports physician practices
- Strengthen the member-provider relationship by promoting care continuity

²Results based on historical data; results may vary by payer plan and member demographics.

Smart Appointment Scheduling Overview



Integrated Services

Drive improved member engagement and health outcomes while closing risk adjustment and quality performance gaps.

Enable Knowledge-driven Member Engagement

Our Smart Connect™ solution helps health plans engage members in their healthcare decisions.

Using data-driven insights, we deliver targeted messaging to encourage members to take actions that can improve their clinical, economic, and administrative behaviors. By promoting healthy lifestyle choices, sending reminders for wellness checks, providing disease education, and much more, our solution can help facilitate healthy choices and actions on an individual member level.



Top 4 Payer Technologies Consumers Deem Important:

- 1: Care alerts
- 2: Website
- 3: Cost estimates
- 4: Provider location tools with customized benefits³

³Source: National research study of payer, provider, and consumer activities conducted by ORC International and commissioned by Change Healthcare.

Client Value

Our solution is designed to improve member engagement and health outcomes by applying the power of data analytics to identify and personalize each member touch point.

We inform members to encourage actions that can ultimately:

- Increase care compliance
- Improve health outcomes
- Enhance satisfaction
- Reduce cost of care

While helping our clients:

- Boost risk scores
- Reduce member abrasion
- Raise HEDIS and Star ratings
- Reduce communication and engagement spend
- Integrate risk, quality, and care programs

Address Social Determinants of Health

Our Community Advocate™ solution offers concierge services as part of a holistic engagement strategy to help members identify and enroll in programs that address a wide variety of possible barriers to care. The solution helps members connect to local resources such as:

Health & wellness

- Food / nutrition
- Co-pay assistance
- Chronic disease management

Financial assistance

- Utility bill reduction
- Housing assistance
- Emergency assistance

Everyday life

- Transportation
- Internet service providers
- Workshops and learning sessions

Professional & public services

- Legal aid
- Tax & accounting services
- Financial advice & counseling

About Change Healthcare

Change Healthcare is inspiring a better healthcare system. Working alongside our customers and partners, we leverage our software and analytics, network solutions and technology-enabled services to help them improve efficiency, reduce costs, increase cash flow, and more effectively manage complex workflows. Together, we are accelerating the journey toward improved lives and healthier communities.