

Smart Connect™

Knowledge-driven member engagement

The business opportunity

According to the Centers for Medicare and Medicaid Services, United States healthcare spend is projected to reach nearly \$5.7 trillion by 2026¹. Much of that spend can be directly related to lifestyle choices such as non-adherence to medication or preventable chronic conditions like hypertension or Type 2 Diabetes.

Creating personal, meaningful communications for your members that result in engagement and healthy behaviors is harder than ever. A member's attention is often split among multiple modes of communication such as SMS text, email, and calls. Successfully reaching and engaging members often comes down to targeted, personalized messaging using their preferred channel.

So how do health plans optimize member engagement at the individual member level?

Change Healthcare's Smart Connect solution

We help 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.

We don't just rely on plan-supplied data, single variable testing, trigger-based interventions or engagement level metrics with a one-size-fits-all approach. We use advanced analytics to evaluate member data and provide key insights that can help build targeted member campaigns.

In addition, we can help minimize client effort by leveraging existing infrastructure already available associated with closed-loop outcomes measurement.

“This year (using Change Healthcare) compared to the prior year where we used a different vendor, we had greater success; we had greater reporting and there was significant improvement just because we had better data.” -Kathleen Ross, Project Manager, CareMore Health



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 ultimately can:

- 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

¹<https://www.cms.gov/research-statistics-data-and-systems/statistics-trends-and-reports/nationalhealthexpenddata/nhe-fact-sheet.html>



Solution features

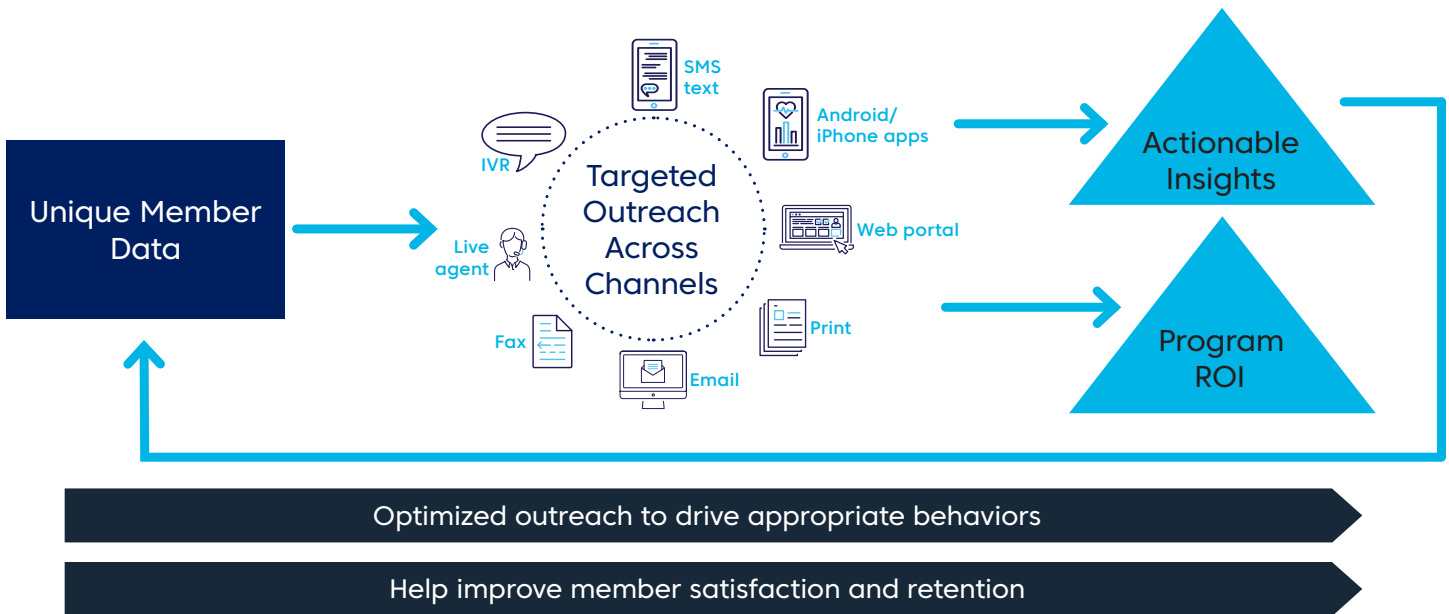
- Uses sophisticated analytics and centralized big data, including the client’s existing claims data, to inform communication strategy and build targeted campaigns (e.g., the right message, to the right member(s), at the right time)
- Delivers targeted messaging to promote actions that can help improve health outcomes
- Helps to improve engagement rates over time with demonstrable results
- Provides a vendor agnostic, integrated reporting dashboard to view all member touch points across the organization; manage Smart Connect campaigns as well as information from other communication programs across your organization
- Supports a variety of communications outreach including IVR, fax, email, print, web portal, Android and iPhone apps, SMS text, and live member advocates
- Enables warm transfers from plan care managers to Change Healthcare live advocates to enhance engagement and improve the member experience

- Leverages behavior science to optimize outreach and engagement, and recommend alternative methods for hard-to-reach populations
- Offers 85 languages across all channels

Illustrative Results*

A large, regional health plan partnered with Change Healthcare to increase member engagement with pregnant members to improve health outcomes and increase annual savings. The successful program sent two calls per week to each enrolled woman throughout her pregnancy and 12 weeks post-partum. Relevant education and questions were sent to better understand the health and behaviors of the member. If their response triggered a need for follow-up, a care manager was alerted for member call back. Program results supported:

- **Reduced NICU rate by 54%**
- **\$1.35M annual savings** in NICU reduction
- **Increased prenatal office visits 13%**
- **4+ total Care Manager positions avoided** for 130,000 member plan



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