

Improve Reimbursement and Boost Quality Metrics via Member Engagement



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

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 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

Enhance Engagement:

- Data appending services identify ~60% of invalid phone numbers
- Population outreach is segmented based upon members' historical compliance with AWWs
- 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 AWW
- 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

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