

# Groundbreaking 25% reduction in avoidable ER visits



## Predictive analytics tackle industrywide problem

### The Challenge: Reduce avoidable ER visits in a Medicaid population

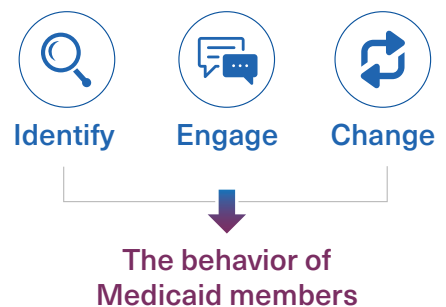
Avoidable emergency room (ER) visits account for over \$38 billion in costs annually in the United States. For years, health plans have employed costly programs across entire populations in an attempt to change member behavior and control soaring costs. Yet the problem persists.

A Colorado health plan employed NextHealth's proprietary analytics platform and found an efficient, expedient way to identify, engage and ultimately change the behavior of its members most likely to make avoidable ER visits. The results are compelling.

### Gathering evidence

We deployed the NextHealth platform within 90 days of receiving data, (ADT, claims, etc). The health plan leveraged NextHealth's predictive and prescriptive analytics to quickly identify members with the highest risk for avoidable ER usage, including those deemed most likely to respond to personalized messages across multiple delivery channels.

**The Challenge:**  
Reduce avoidable ER utilization

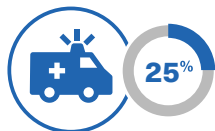


## Changing behavior: Putting analytics to work

The platform identified key members to influence: (a) relatively healthy members with no recent wellness visits but with a history of ER use, (b) women aged 20-30, and (c) parents of children under 2.5 years old. Communication consisted of live outbound calls and follow-up direct mail offering information about a free Nurse Advisory Line (NAL) and the availability of nearby primary care physicians with convenient locations and hours.

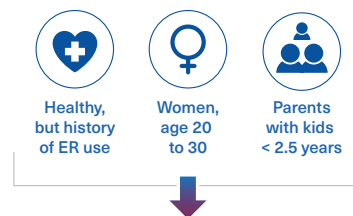
## Results

Approximately a quarter of the members targeted for communication were successfully contacted, and a message was left for another quarter. Within six months of deployment, the average ER visit rate and costs had dropped by roughly 26% and 39% respectively among those members contacted compared to historical averages among the target populations.

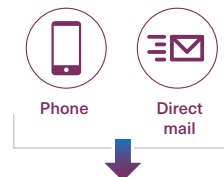


### The Process:

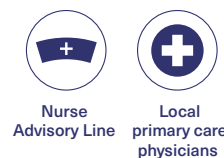
NextHealth identified member characteristics that reliably predict ER overuse.



Those were used to determine members most likely to be impacted by personalized messages and contacted by:



Members were redirected to:



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We can help you access it.

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