

Member Advocacy Program Reduces ER Costs by \$8 PMPM



Proving value of member advocacy program drives renewals

The Challenge: Demonstrate ROI and effectiveness of a leading health plan's member advocacy program

Health plans increasingly are challenged by concierge service providers who offer carve-out member engagement and advocacy services to self-funded employers. Employers constantly strive to move the needle on cost containment and therefore are intrigued by new programs that claim to make a measurable difference.

One health plan's largest self-funded employer was considering a concierge solution to reduce avoidable ER visits and costs. To retain the business, the plan wanted to prove the value of its member advocacy program. The health plan leveraged NextHealth Technologies' experience and its analytics platform to:

1. demonstrate cost and utilization improvements, and
2. identify program enhancements to influence more members to choose appropriate sites of care.



68+% of patients say personalized care and care coordination are vital parts of healthcare.

Source: <https://www.healthcaredive.com/news/patients-want-better-communication-care-coordination-survey-shows/526003/>

Rapid insight to action: Study results in two weeks

One health plan's largest self-funded employer asked to review member advocacy program results and an improvement plan within two weeks. NextHealth created a robust member behavior study. Key elements were:

- Retrospective analysis of one year of advocacy program data.
- Propensity score matching, a statistical matching technique to ensure the trial and control group were nearly identical on all measurable dimensions except access to the advocacy program, leading to a higher quality ROI calculation.
- Multiple KPIs studied to evaluate impact and drive engagement.

The study's trial group consisted of members in a plan-identified subgroup who, when calling customer service, were routed to a member service advocate with advanced motivational interview training, member dashboards, targeted messaging and alternative care options. The control group's calls went to the plan's call center. Neither group knew they were participating in the study.



ER visits declined by 8.1% and costs by \$8PMPM



Avoidable ER visits decreased by 5.1% and \$0.35 PMPM



Well visits climbed by 8.6%



Telehealth visits increased by 3.3%

Doctor visits jumped by 209.8%

Results

Healthier behaviors and lower costs

The NextHealth analytics platform demonstrated statistically significant improvements in member health outcomes and costs in one calendar year:

- ER visits declined by 8.1% and costs by \$8PMPM
- Avoidable ER visits decreased by 5.1% and \$0.35 PMPM
- Well visits climbed by 8.6%
- Telehealth visits increased by 3.3%
- Doctor visits jumped by 209.8%.

Based on NextHealth's results, the employer expanded the program to all employees and the health plan offered it to more self-funded groups.

The plan continues to work with NextHealth to identify ways to improve member behavior, utilization and outcomes.

"NextHealth's scalable analytics platform simplifies objective, third party evaluation and improvement of member engagement programs."

