

Medicare Advantage 33% increase in behavioral health activation rate



National health plan achieves 33% increase in member activation rate

The Challenge: Determine how to more quickly activate Medicare Advantage members with behavioral health conditions

One of the nation's largest health plans identified Medicare Advantage members with serious behavioral health conditions such as bipolar, schizophrenia, and major depression were driving significant medical utilization- a trend that had been exacerbated by the COVID-19 pandemic.

To address this challenge, the health plan retained a behavioral health company that specializes in virtual mental health care, then launched marketing campaigns to educate and engage these members. The plan expected strong interest from members: there has been a 57 percent increase in the number of Americans reporting a telehealth visit during the pandemic¹ and a HIMSS survey shows 77 percent of consumers are willing to use telehealth post-pandemic.² Yet, only a small number of the health plan's eligible members responded to the initial outreach and accessed the behavioral health care offered.

The plan chose NextHealth Technologies to create and implement a three-phase study to revise their outreach and engagement efforts to boost the member activation rate achieved by the plan by 18 percent. In the words of the health plan, "Member adoption is a critical lever for the success of any clinical or digital solution. In order to improve adoption, we must understand the barriers our members face and the intrinsic motivators necessary to get them actively engaged in their health."

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Rapid insight to action

In **Phase 1**, NextHealth analyzed the effectiveness of the health plan's initial marketing campaigns. At launch, these campaigns used four traditional marketing personas to target outreach. NextHealth restructured these cohorts from marketing to clinically-based cohorts based on claims history, diagnosis, tenure and other attributes, ultimately segmenting members into 16 precise groups. Then, NextHealth evaluated how the 16 cohorts responded to the initial outreach and determined which segments were the most to least responsive. Finally, NextHealth created hypotheses for how messaging and outreach should be restructured to more efficiently activate the lower performing cohorts.

In **Phase 2**, NextHealth used the Phase 1 analytical insights to develop an outreach strategy focused on activating more members. With messaging developed based on the new clinically-based cohorts. NextHealth created six campaigns to use with the 16 segments. The approach emphasized messaging the analysis demonstrated was working while also overhauling the words and tone, channels (direct mail, email and text), and timing associated with less responsive cohorts. The health plan then launched revised campaigns based on NextHealth's collective recommendations and achieved a 33% increase in the rate of activating members. NextHealth and the plan are currently leveraging a test-and-learn process to further improve results.

In **Phase 3**, in collaboration with the plan, NextHealth will use the Phase 2 results to measure clinical and quality outcomes across the 16 cohorts to evaluate which sub-populations of members with serious mental illness will benefit from the virtual behavioral health program. The plan will then be empowered to scale the program or offer an alternative to members which demonstrate lower cost and quality outcomes.



Phase 1:
**Segmented
and clustered
targeted members
into 16 clinically-
based cohorts**



Phase 2:
**Created
cohort-specific
personalized
outreach
strategy to activate
more members**



Phase 3:
**Plan to use
Phase 2 results
to measure
effectiveness of
the program**

Results

Personalization speeds enrollment rate by 33%

Member engagement is a challenge across all aspects of clinical care, even more so in populations with serious mental illness. As [McKinsey & Company](#) notes, "Using personalization techniques pioneered by other industries, health insurers can drive higher engagement and better support the needs of their members."

That's why health plans are deploying NextHealth Technologies' advanced analytics solution to segment and cluster targeted members, develop personalized messaging and nudges for each cohort, and measure effectiveness.

For example, NextHealth demonstrated that the plan's Medicare Advantage members with depression and sleep disorders were the most responsive to outreach. However, the least responsive, in general, were older and longer in tenure. Using these analytic insights to personalize marketing and influence member behavior led to a 33% increase in the rate at which members were activated into virtual behavioral health care.

To learn more about how to reduce costs and improve outcomes with our analytics and engagement platform, visit nexthealthtechnologies.com.

