



West Coast Health Plan Drives Care Manager Effectiveness and Member Engagement

» CHALLENGE

As the population of Americans with chronic diseases continues to grow, so too does the number of people who require complex health care services. The rising prevalence of conditions such as obesity and serious comorbidities—cancer, diabetes, and hypertension—are driving a steady rise in the cost of care incurred by health plans, employers, and individuals. People with chronic conditions receive only 56% of recommended preventive health care services¹—underscoring the importance of actively managing utilization.

6in10
adults in the
U.S. have a
chronic disease²

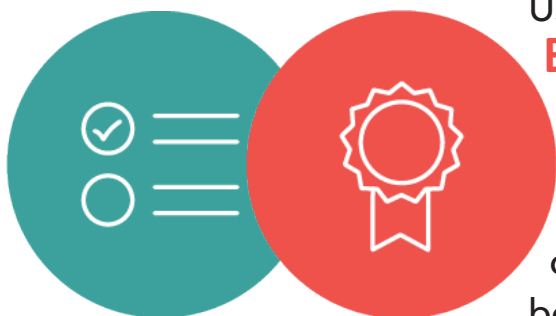
Some health insurers have made significant progress in lowering costs through consistent health education methods and streamlining operations related to population health.

For our client, a large health plan on the West Coast, streamlining operations meant increasing care manager efficiency and finding inventive ways to educate and communicate with their members to encourage self-management of health conditions. By better understanding the value and effectiveness of educating their members, they could develop a robust future strategy.

Using

**EVIDENCE-BASED,
SELF-MANAGEMENT
EDUCATION PROGRAMS**

to help people learn to better manage their conditions has been proven to significantly benefit patients with chronic diseases.³



» SOLUTION

The Health Plan Conducts an Evaluation Initiative

As part of its strategy to actively manage utilization, the health plan wanted to gauge the impact of the Healthwise® Coach* application that they license for care managers. This software offers a database of health education resources along with helpful reference sheets that provide the most important health information for coaches to cover during a call, send by conventional mail, or email as a follow-up to members after an appointment.

They designed an evaluation survey to assess the impact of the Coach application on health coaches' day-to-day job effectiveness. The survey measured how using Healthwise education on the job affected their ability to meet the obligations of their role.

In addition, the organization wanted to compare how using Healthwise influenced behaviors between a group of members who received content-supported coaching and a group of members who did not.



» BENEFITS

The Healthwise® Coach Application Helps Care Managers Be More Efficient and Activates Members

The survey results showed that using Healthwise Coach improved care managers' efficiency and effectiveness in communicating with members.

Specifically, the care managers said:



Healthwise made their member interactions more effective.



Healthwise would have the content they needed for their members.



Healthwise improves communication and knowledge sharing.

Member behaviors and outcomes also changed as a result of incorporating Healthwise into member education practices. For example, members who received Healthwise resources:

- Were more likely to follow up with outpatient providers.
- Scheduled 1.2 more professional visits in a three-month period.

The evaluation confirmed that the Healthwise Coach application is an essential component to both care manager effectiveness and member engagement.

*The Healthwise Coach application is part of the Healthwise for Care Management and Healthwise for Care Coordination solutions.

References

1. <http://www.nejm.org/doi/full/10.1056/NEJMsa022615>
2. <https://www.cdc.gov/chronicdisease/index.htm>
3. <https://www.cdc.gov/arthritis/docs/ASMP-executive-summary.pdf>

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