



How a large health plan in the South improved population health, provided a superior care experience, and reduced per capita healthcare costs.

» CHALLENGE

A consistent, integrated way to educate members

A large health plan in the South wanted greater consistency across the educational materials they provided to members. They also knew that any solution would need to work with Jiva™, their population health management platform from ZeOmega, to make it easy for care managers to better engage members.

The company had two main requirements:

- **A consistent, easy-to-implement source of health education**
Care managers had to search for educational resources on the internet manually, then print and mail those resources to each member. In addition to being time-consuming and costly, this led to inconsistent and sometimes inaccurate information being given to members.
- **An efficient way to send health education from within Jiva**
To save time, care managers needed the ability to send members information from within their existing workflow and be able to automate the delivery of health education.

“Because Healthwise’s solutions integrate with our coaches’ workflow, they can spend less time looking for information and more time helping our members.”

Rebekah Wood, Sr. Director,
Health Management Systems

» SOLUTION

Integrated tools to increase care manager efficiency and engage members

The health plan uses the Healthwise® Solution for ZeOmega® and the Healthwise® Knowledgebase to connect care managers and members with evidence-based health education. Having integrated tools allows care managers to easily find reliable education to use with members and also automate its delivery.

Integration with Jiva

The health plan now has education tailored to each member's needs. Health coaches use the information to:

- Better prep for calls.
- Send members content digitally in real time.
- Deliver health education as follow-up.

Coaches can even see which information a member already received and what they did with it, which gives them new insight into member engagement and helps them identify people who need additional interventions.

Automated delivery of health education

Jiva's Sentinel Rules Engine and Healthwise's coaching application combine to let them send health education automatically to newly diagnosed members.

A real-time event trigger from Jiva, such as a newly identified health condition, signals the Healthwise solution to send predefined content, selected by the organization, to the member's portal or secure messaging center.

The process saves care managers time and ensures members never miss essential health information.

» BENEFITS

Consistency, efficiency, and member engagement

The health plan now provides consistent health education to their members, their coaching efficiency has improved, and they have increased member engagement. Since materials can be sent to members digitally, they save money on printing and mailing costs. The solution also enables the organization to gather data for accreditation reporting and to support member incentives like reduced copays or HSA/FSA deposits.

Consistent health education ensures quality and saves money.

- Members receive the same consistent education at every touch point.
- Members get information on the phone, in the portal, or through their secure member center.
- The organization spends less on printing and mailing.

Improved coaching efficiency saves time without increasing staff.

- Automated outreach increases interactions with members.
- Coaches can focus on high-risk populations.
- Incentivized member participation results in a higher completion rate.

Increased member engagement improves health outcomes.

- Coaches can see what members do with the material they receive.
- Tracking helps identify people who needs more follow-up.
- They find it easier to engage low-risk populations.



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