# Unlocking the potential for smart payer care management


Wolters Kluwer

Health plan leaders know that strong relationships with members can influence behavior, close care gaps, improve outcomes, and reduce costs. With the right digital solutions and approach, they have demonstrated the value of building those relationships while efficiently scaling the reach of care management teams. Our best-practice scenarios highlight measurable improvements for engaging at-risk members, managing chronic conditions, and reducing avoidable repeat tests or hospitalizations.

## Going beyond standard payer care management

Health plans have long struggled to define the role of Care Management (CM) in delivering value to their members. In fact, McKinsey & Company reported that while payers dedicated 10% or more of administrative spend to CM in 2021, they had a hard time seeing the Return on Investment (ROI) for those programs[1].

In today's healthcare environment where digital-first is increasingly utilized, sticking with the standard "case management" approach inevitably means missing opportunities. For years Care Management has proven to be very effective in dedicated programs that healthcare providers have implemented, and the ubiquity of digital tools is making CM even more powerful and a potential key asset to health plan leaders.

## It's all about having the right tools

Teams with the right tools can efficiently engage and educate members, helping them adopt healthier behaviors that can help improve their lives, avoid health complications, and reduce care costs. Making productive, impactful connections at scale and over time with members can be challenging, however.

Health plan teams may be limited by the available technology or content, or struggle to get members to respond to phone calls or emails. Yet, unlocking the potential of CM teams is well worth the investment.

By using UpToDate® Member Engagement solutions for 5 months, University Hospitals increased their HEDIS overall colorectal cancer screening measure by 13% and increased their score by 6%[2]. Triad Healthcare was able to approve medication adherence across multiple chronic conditions. Patients who engaged with UpToDate engagement showed a 47% greater improvement in PDC scores than those who did not[3].

But how can care managers achieve these results when typical engagement approaches reach and activate only a small portion of identified high-risk members?

One answer lies in integrating trustworthy, more user-friendly content into your care management workflow. Cost-effective, proven solutions such as UpToDate® Guide enable care managers to offer the right educational content at the right time to more members. Doing so not only increases members' awareness of their health condition, it also helps care management teams build trusting relationships and position an organization as a true partner in care.

## A solution designed for *SMART* care management

UpToDate Guide, part of the UpToDate Member Engagement Suite, is Wolters Kluwer's health education and interactive multimedia platform designed specifically for health plans. Expert content and functionality within UpToDate Guide helps care managers scale and reach more members, amplify their impact, and establish trust with those they seek to help.

Grounded in millions of individual member interactions and over 20 years of experience with payers, the UpToDate engagement teams and solutions provide evidence-based clinical and education content and tools that help care managers deliver more personalized member experiences. This new offering includes over 8,500 leaflets and 650 videos delivered in easy-to-understand language to meet health literacy standards. Our interactive programs create a personalized experience and use behavioral science principles that encourage active participation.

*"I will implement my plan at a faster rate. The Blue Cross Blue Shield (BCBS) support programs have provided additional information on what I can do as someone who is in trouble. It provides empowering information."*
— HCSC Member[4]

UpToDate Guide is designed with care managers in mind so they can:

**Be confident in the content they provide.** The UpToDate Member Engagement solutions are the only tools that provide approachable, personalized health content aligned with the most trusted clinical decision support solution (CDS) used by over 2 million clinicians worldwide. Accordingly, care managers know they are providing members with accurate, actionable information that reflects what clinicians are using.

**Scale their reach with high-touch, automated programs.** UpToDate Guide offers payers a way to personalize member experiences, assist members in navigating care decisions, and provide virtual support without additional investment in staff.

**Amplify the impact of member interactions.** UpToDate Member Engagement solutions motivate members to be active in their own care, delivering content where and how members prefer so that they are better able to adopt healthier behaviors that can improve outcomes.

The scenarios, case studies and survey data that follow demonstrate that with UpToDate Guide, care managers can have a significant positive impact on both member health and operational effectiveness.

**Extending care management:
Best-practice scenarios**

# Scenario 1:
Maximizing the reach of the care management team

### The Problem

John has a small but mighty team of care managers focused on serving their health plan's highest-risk members. They are driven and caring but struggle to identify and engage with those most in need of their services. John's boss asked him to quantify the impact of his team. But without recruiting new team members or new tools, John's team is stretched too thin.

### The Solution

John is looking for efficient tools that can help his team automatically call members at-scale for a first screening, implement targeted outreach efforts to people identified as most in need, and ultimately to show impact. And he wants to do that without disrupting the great work his team is already doing. He works with Wolters Kluwer to integrate content, tracking, and tools from UpToDate Guide into his existing care management platform.

### The Results

Higher frequency, omnichannel outreach and new content generates an uptick in member engagement for John and his team. They're especially excited by the extensive reporting capabilities and ability to automatically deliver engaging content based on the member-risk stratification and can now identify which engagement opportunities members respond to, what content they consume, and the actions they take in response. Then, by comparing this to clinical outcomes data, they can quantify their increased efficiency and impact on health outcomes and resource utilization. And they do that while meeting all regulatory compliance standards. John can report new insights to his boss, helping his organization see the full value of his team.
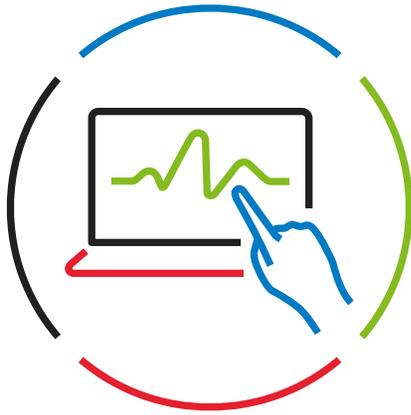
**Extending care management: Best-practice scenarios**

# Scenario 2: Amplifying the impact of diabetes management through education

### The Problem

While performing a case management review, Nico, the COO of Medical Management for a health plan, notices the high costs associated with many plan members who have diabetes. The data shows that many of these members are treated reactively for preventable acute symptoms, leading to mounting costs in medications, interventions, and hospitalizations. He knows that they receive diabetes management flyers and can find healthy living tips on the plan's online patient portal, but only a few use these resources. He knows that more health care resources are estimated to be spent on diabetes than any other condition[5]. He is determined to find more effective ways to help members.

### The Solution

Nico wants to implement a program that would help plan members be more active in managingn their diabetes. He believes it could improve their health and quality of life on top of lowering utilization costs. He deploys programs from UpToDate Guide aimed at members with diabetes. The program includes videos and leaflets that help members educate themselves at their own pace. Information is broad and practical, such as how to take insulin, knowing the risks of missing a dose, or preparing for tests. Interactive Voice Response (IVR) calls using evidence-based personalized scripts with a conversational tone are proven to trigger people into action. The right combination of videos, leaflets, combine with IVR engagement calls reminds members about healthy actions, captures medication adherence information, and facilitates next steps such as appointment scheduling.

### The Results

UpToDate engagement programs have a track record of positively impacting user behavior. Customer surveys[7] have shown that 76% of people who interacted with a program felt they were better prepared to manage their health. In one sample IVR call campaign[8], 43% of patients who were transferred to scheduling followed through and completed their preventive screening. Nico's team sees comparable results with their members, and the ability to scale impact by focusing on preventive care and providing members with easy access to trusted wellness content over time helps reduce costly hospitalizations and acute care needs.

*It is estimated that up to 27% of Americans who were prescribed either an antibiotic, antihypertensive, or antidiabetic medication did not fill their prescriptions in the following 90 days.[6]*

## Extending care management: Best-practice scenarios

# Scenario 3: Activating and deepening members' trust in their health plan

### The Problem

Elaine is a care manager at a large, nationally known health plan. She moved into this role after a long nursing career, knowing she still wanted to help people be healthier. Her panel includes high-risk members with multiple comorbidities. She knows they could all benefit from more support in navigating care, like Richard who is on medication for hypertension. While she's been successful connecting with him via phone, he is openly distrustful of her advice and intentions. Elaine knows that reminder calls to Richard to refill and take his medication aren't doing the job, and that adherence is critical to preventing complications like heart attacks or strokes. Elaine wants to help Richard and other members better comply with their treatment, but she is juggling too many priorities.

### The Solution

Elaine is looking for a way to empower her members to be confident and ready to manage their conditions effectively. Given her background as a nurse, she recognizes the need to address common challenges that are shown to improve adherence like:

- Literacy barriers, such as a lack of understanding about conditions and treatment options.
- Financial barriers to securing medication.
- Side effects from the medication prescribed.
- Distrust of advice from his health plan.

To move toward self-management, Elaine implements a more extensive patient engagement strategy with UpToDate Guide. The program features a combination of health education materials delivered digitally and IVR calls that go beyond one-touch reminders to encourage proactive healthy choices. Multimedia educational programs use behavioral science to help consumers better understand the "why" and "how" of their medication therapy, moving them to higher levels of adherence.

### The Results

Richard notices that the content he receives mirrors what his doctor told him. This information resonates with him and goes a long way toward convincing him that Elaine's efforts are aligned with his doctor and designed to help him control his high blood pressure.

Several 2021 surveys of users revealed similar findings:

- 85% reported they would take a new action in managing their health[9].
- 72% reported that the programs improved their opinion of the providing organization[10].
- 84% felt that the programs answered their questions without having to call PCP[11].

As she deploys the programs to more members, Elaine sees results. Elaine can report a positive impact to her leadership and is pleased with the difference she is making with Richard and others.

## Extended reporting and partnership make the difference

To truly become partners in care, health plans must have a 360-view of member reporting data that includes engagement and outreach programs.

Our teams have completed thousands of successful deployments unique to each organizations' goals, culture and needs. And our partnership only starts there. We then collaborate with customers so they can measure, analyze, and report on what matters most to them and their members and patients over time. The result is nearly 50 case studies and some research papers showing measurable outcome improvements.

## Case Study: Improving flu vaccinations for Triad Healthcare Network patients

Each flu season, it is important for individuals to get vaccinated. As underscored by the Centers for Disease Control and Prevention[12], the influenza vaccination reduces the risk of flu-associated hospitalization for children and adults. For people with chronic conditions, the vaccine is an important prevention tool that has been shown to reduce doctor visits by 40% to 60% for those who received a shot. Despite this compelling data, every winter most health plans and provider networks struggle to increase vaccination rates. Triad Healthcare Network (THN) recognized the health risks and associated costs of not addressing the vaccination gap and needed a new approach to motivate patients to get vaccinated.

By working with UpToDate engagement solutions, THN connected with patients who had not had a flu shot or lacked documentation of a flu vaccine in their medical records. During the campaign, patients received IVR calls that informed them of the importance of getting vaccinated and asked if they had received the shot. All these responses were recorded by the system and fed back to THN. At the end of the campaign, the impact of patient engagement and documentation was evaluated.

## Outcomes

The number of automated calls far exceeded the number of contacts THN staff could complete using traditional methods, and significantly increased the vaccination rate.

With UpToDate engagement solutions, THN was able to:

- ✓ Scale the reach of its care team: Calls reached 6,737 patients who had no influenza vaccine documentation.
- ✓ Amplify the impact of outreach: Engagement rates exceeded expectations, with 2,270 (34%) of the targeted patients responding.
- ✓ Build confidence in the recommended care approach: 53% (1,119) of the patients engaged documented they acted and received the vaccine[13].

The engagement solutions proved to be a low-resource, high-impact initiative for THN and, more importantly, for the 1,100+ patients vaccinated. Being proactive to protect patients also demonstrated the network's commitment to personalized, preventive care.
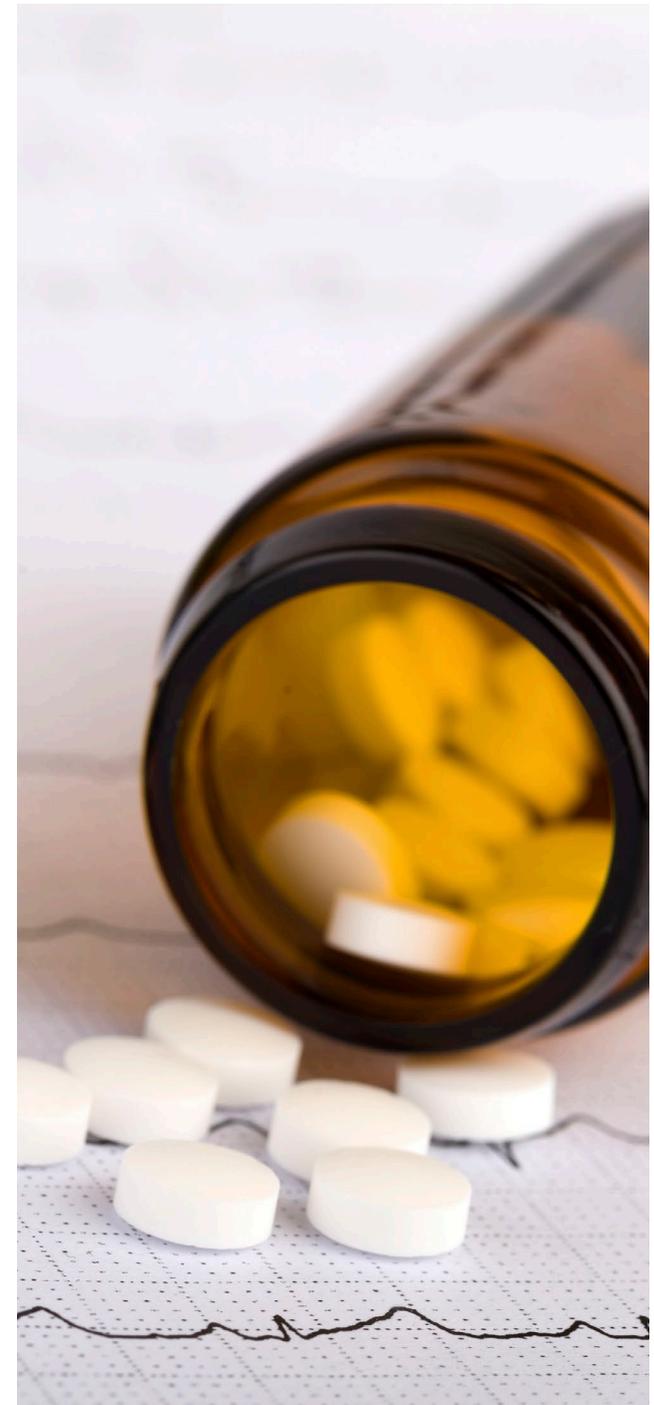
# Extend your care management today

Care management teams play a critical role in helping members meet their personal goals of living healthier, happier lives. For health plans, meaningfully connecting with members with proven tools and actionable information proves to be cost-effective and essential to reducing costs.

The UpToDate Member Engagement solutions support both of these objectives. Care managers are equipped with tools that allow them to reach and engage more members efficiently, amplify the impact of each member interaction, and help build valued, trusting relationships with members throughout their care journey. Organizations benefit from integrating solutions that can lower the total cost of care, using care management resources more efficiently, and strengthening the organization's reputation for delivering personalized, targeted care.

*Note: At the time of the featured customer testimonials, the UpToDate Member Engagement solutions were named Emmi and EmmiGuide.*

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