

Engaging Health Consumers: Effective Communications in a Rapidly Shifting Landscape

Presented By:

Kevin Mowll, *Executive Director—The RISE Association*

Kathleen Ellmore, *Managing Director—Engagys*





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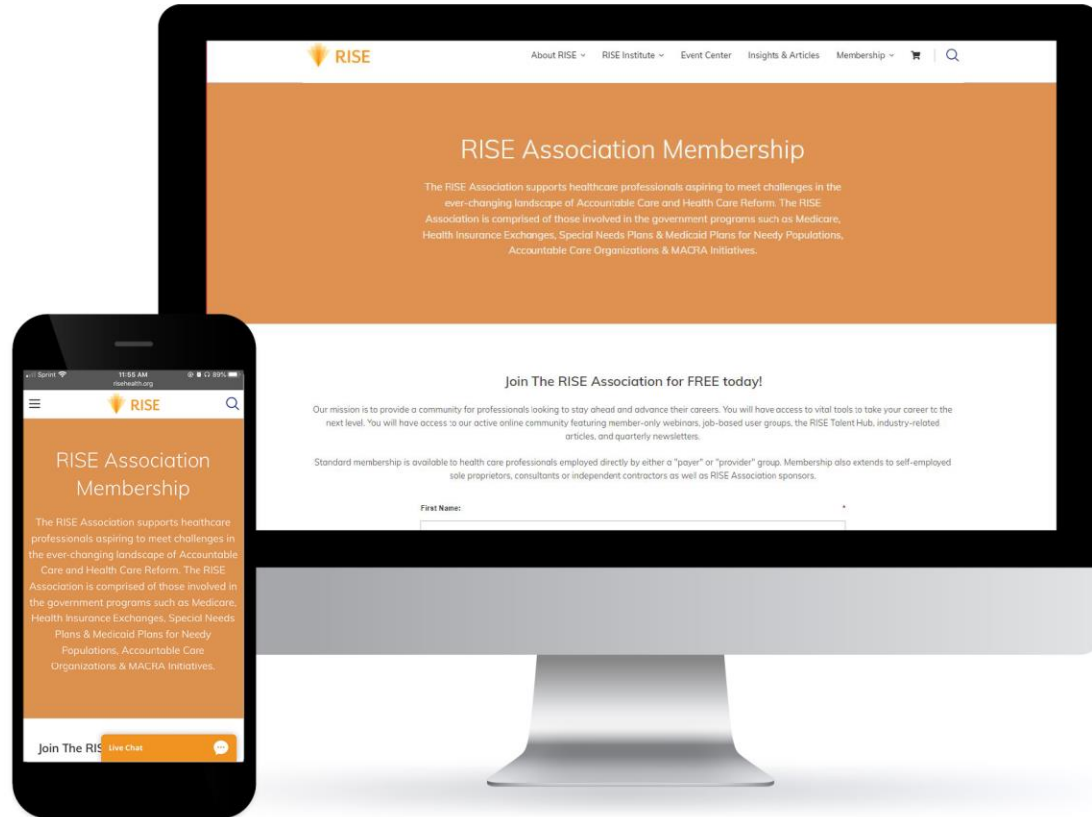
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Introductions



Kevin Mowll, Executive Director
The RISE Association



Kathleen Ellmore, Managing Director
Engagys

Our session today is comprised of three sections

1

Overview and Survey Methodology

- ✓ Shifting Engagement
- ✓ Need for Intentional Outreach

2

Consolidated Survey Results

- ✓ Communications Prioritization
- ✓ Channel Usage and Mix
- ✓ Engaging Members in Care
- ✓ Partnering with Providers
- ✓ Member Experience
- ✓ Impacting Stars

3

Q&A

What's changed in the environment since the first survey?

MEDCITY INFLUENCERS, TELEMEDICINE

Telehealth: creating a safe and convenient future of healthcare

Whether healthcare organizations are ready or not, the era of virtual care has arrived, with telehealth spearheading the change.

By ELIZABETH BIERBOWER
Medcity, July 2020

Seniors Are Embracing Technology: From Healthcare Needs To Binge Watching

NEWS PROVIDED BY
[healthinsurance.com](https://www.healthinsurance.com) →
Jul 27, 2020, 00:01 ET

COVID-19, Medicare Advantage, and the Medical Loss Ratio

Christopher Holt

Even under the best of circumstances, setting insurance premiums can be tricky. Amid a global pandemic, however, it can become downright impossible

American Action Forum, May 2020

ANALYSIS

MEDICARE ADVANTAGE STAR RATING CALCULATIONS CHANGE; ACT NOW TO CHANGE 2023 PERCEPTIONS

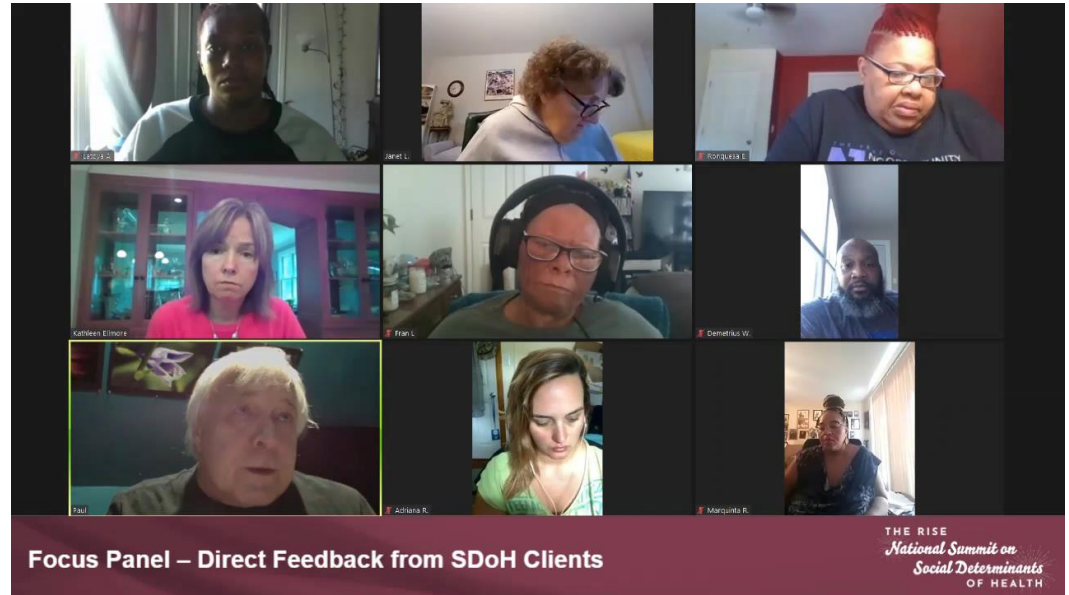
BY MANDY ROTH | JUNE 23, 2020

HealthLeaders, June 2020

Impact of COVID-19 on Deferred Medical Costs and Future Pent-Up Demand

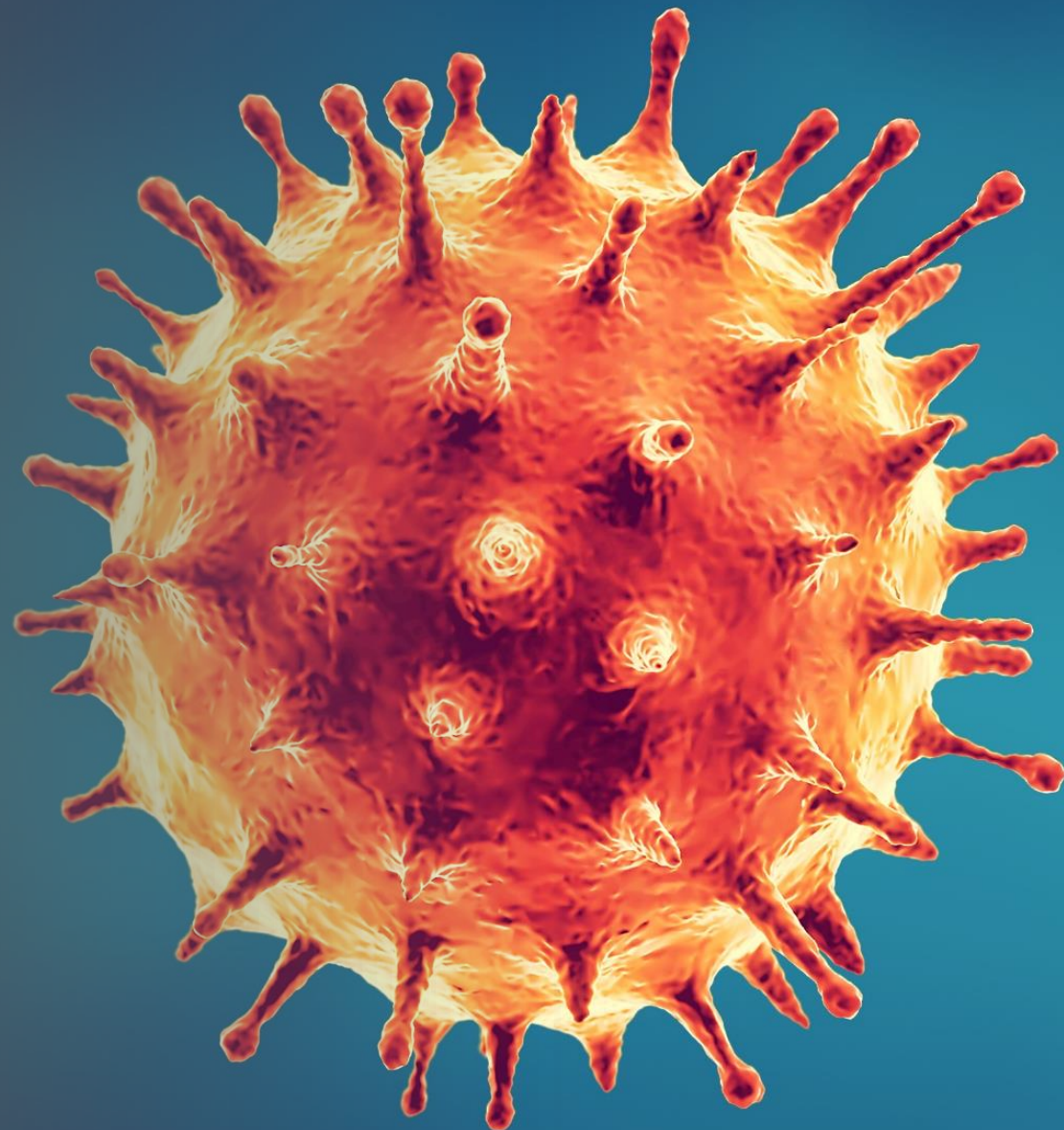
In the past months, as COVID-19 has forced the reduced activity in the U.S. economy, there has been some very substantial, but varied effects on the U.S. healthcare system. There is a lot of potential for confusion


Society of Actuaries, April 2020





Overview and Survey Methodology





Both the pandemic and our industry's response continue to evolve

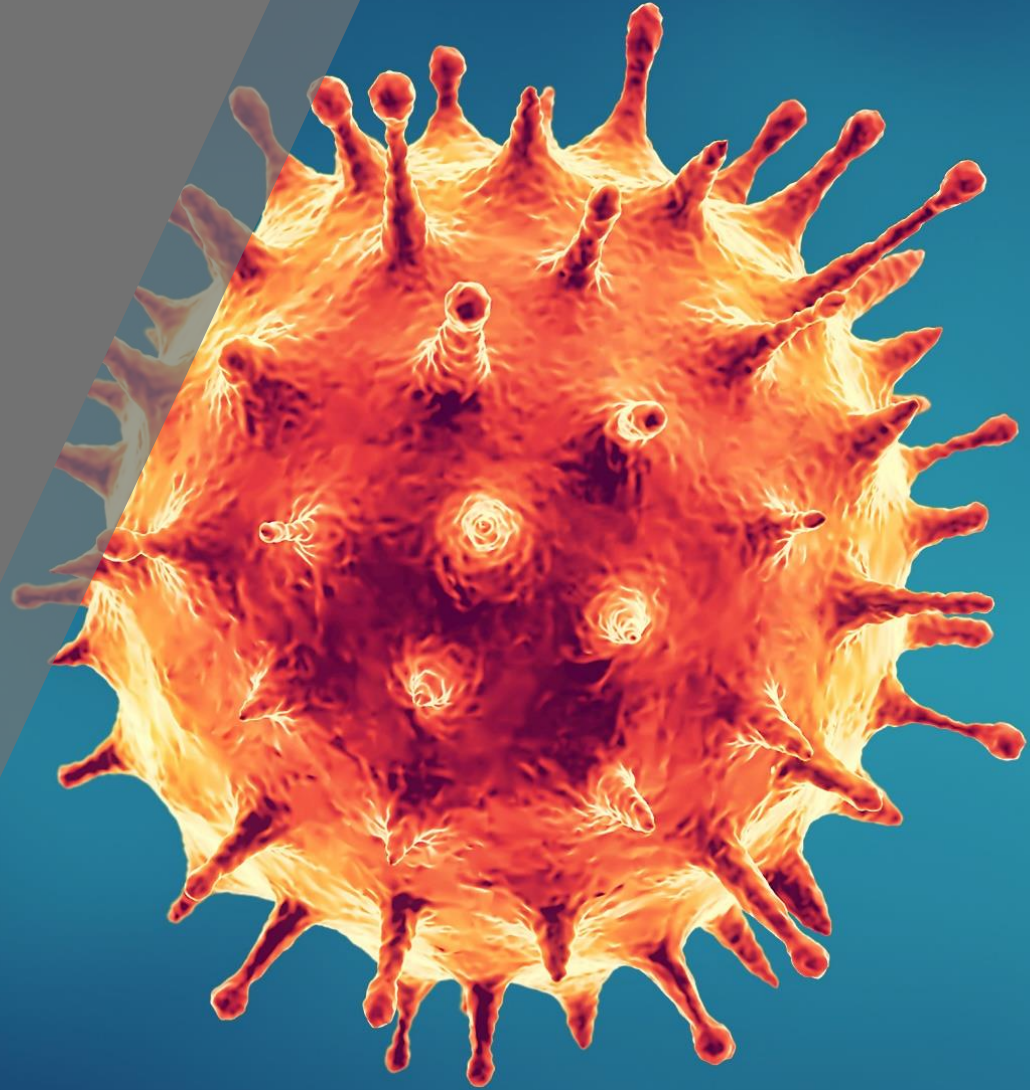
- Concerns surrounding health consumer engagement abound.
- Consumers are scared and not receiving the preventive care, and in some cases chronic care treatments, they so desperately need.
- Industry has yet to determine the most effective way to communicate the need to consumers.
- How then have our communication tactics changed as the pandemic has progressed?

Survey methodology

- Survey responses collected July 21-25, 2020
- Respondents included a mix of regional and national plans
- Participants included executives from plans that spanned engagement and experience, operations, clinical and administrative



Consolidated Survey Results



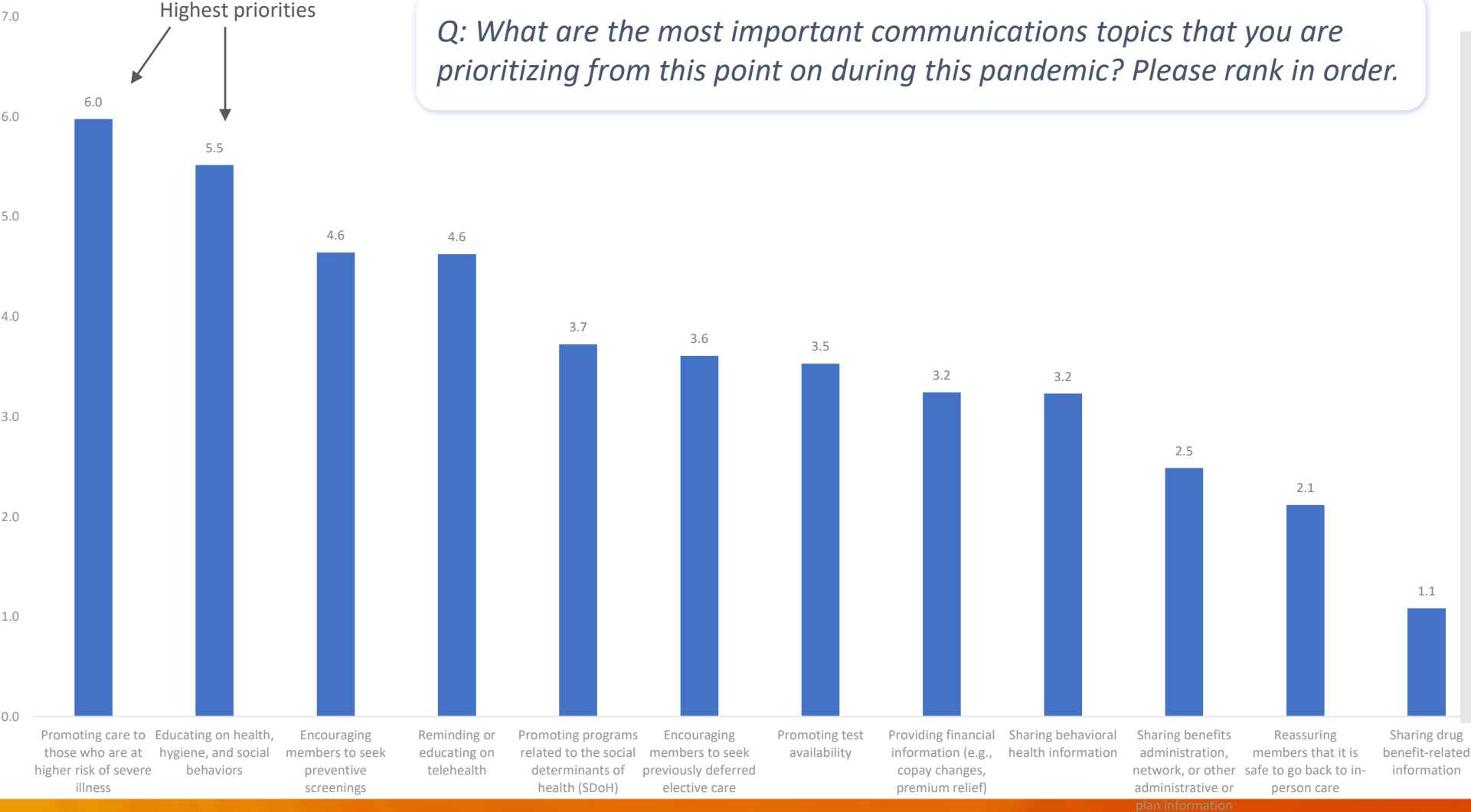
A woman with long brown hair, wearing a bright yellow t-shirt, is smiling. She is sitting at a wooden table. On her left arm, she has a white medical device, possibly a blood pressure cuff or a glucose monitor, which is secured with a grey fabric strap. In her right hand, she is holding a white smartphone. The background is a plain, light-colored wall.

Key Themes

- Messaging to drive consumers back into care is the priority.
- Communicating to high-risk members will be the focus in the months ahead.
- Understanding your communications inventory is critical to migrating to digital.

Prioritizing Communications and Channel Use

Driving members back in to see their physician is the focus

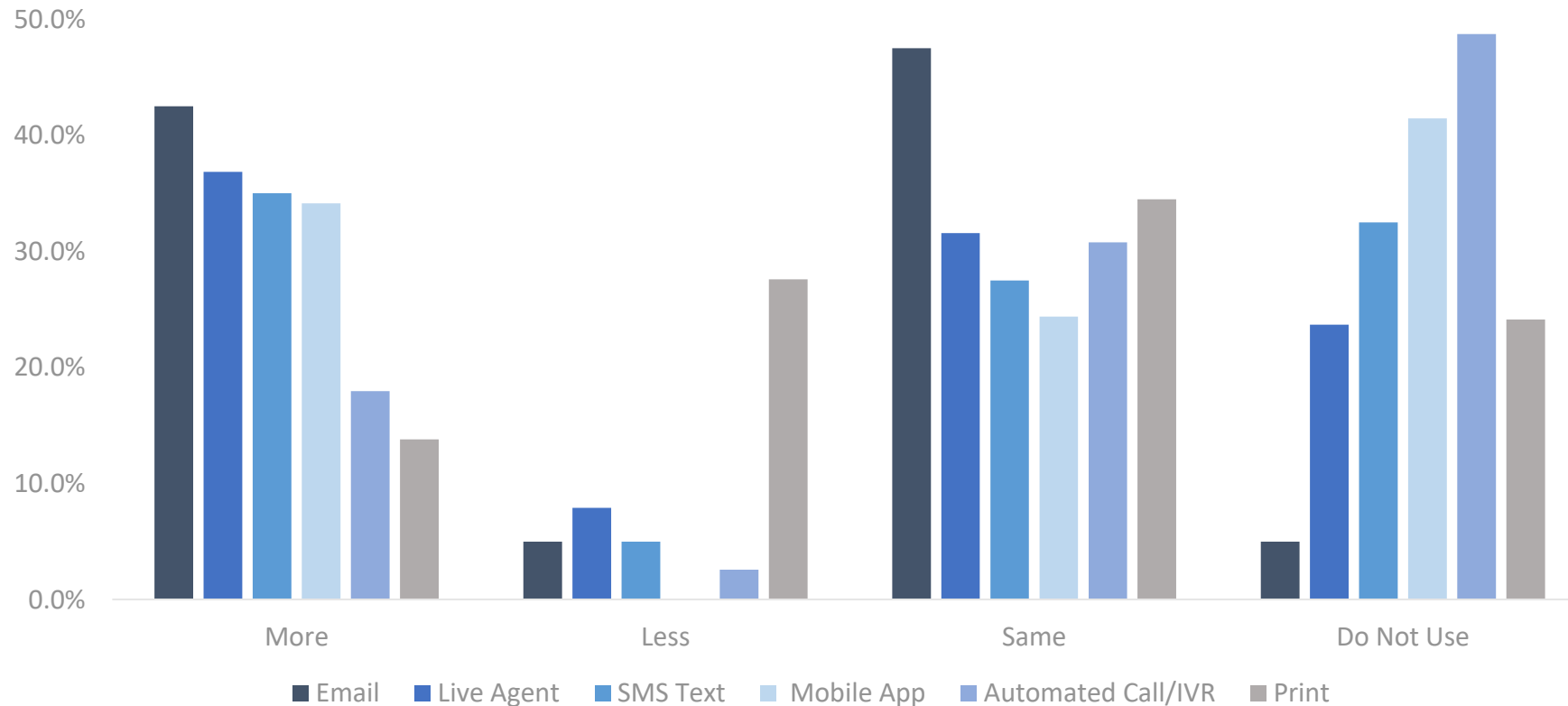


Engagys Insight:

Plans report that **driving high-risk members, those who have deferred care and members with gaps in screenings back into care** will be most important going forward.

43% of respondents report an increased use of email and 35% report an increased use of SMS text

Q: Has your outbound communication channel mix changed since COVID-19 started? Please check all that apply.



Engagys Insight:

50% of health plans report sending out the same or more of print, but 43% report an increased use of email and 35% report an increased use of SMS text. The disappointing news: A third of health plans reported not using SMS text at all.



Key Themes

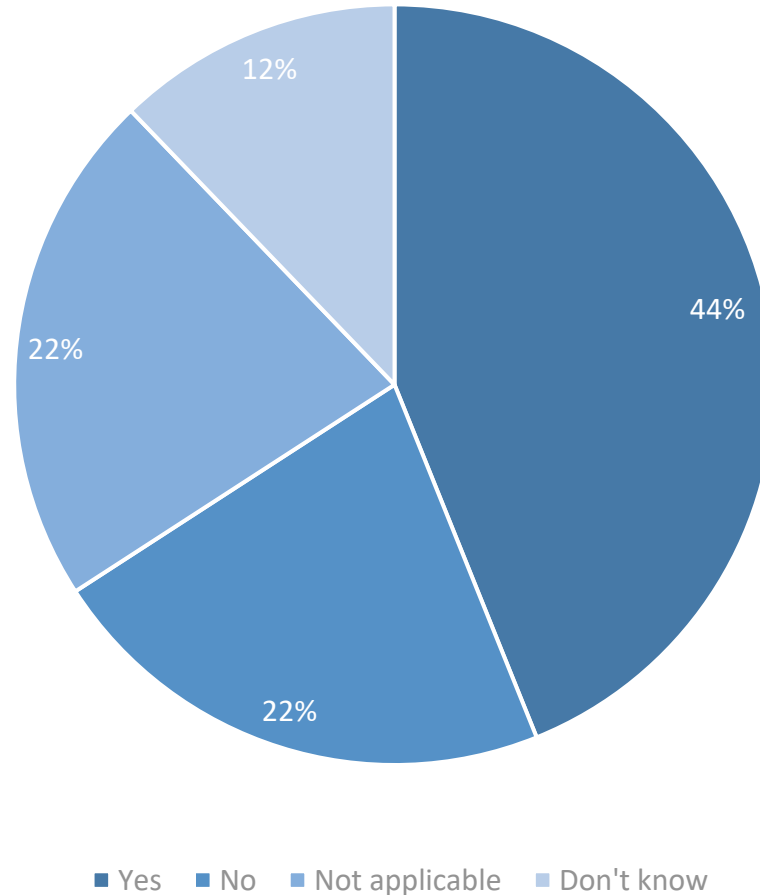
- Pressure to promote consistent knowledge management in a remote environment grows.
- New Medicare patient experience weighting from CMS means that every interaction for consumers must be productive and helpful.

Inbound Communications Experience



Almost half of the health plans surveyed reported increased call center activity in the last 30-60 days

Q: Have you seen an increase in overall inbound call center activity in the last 30 – 60 days?

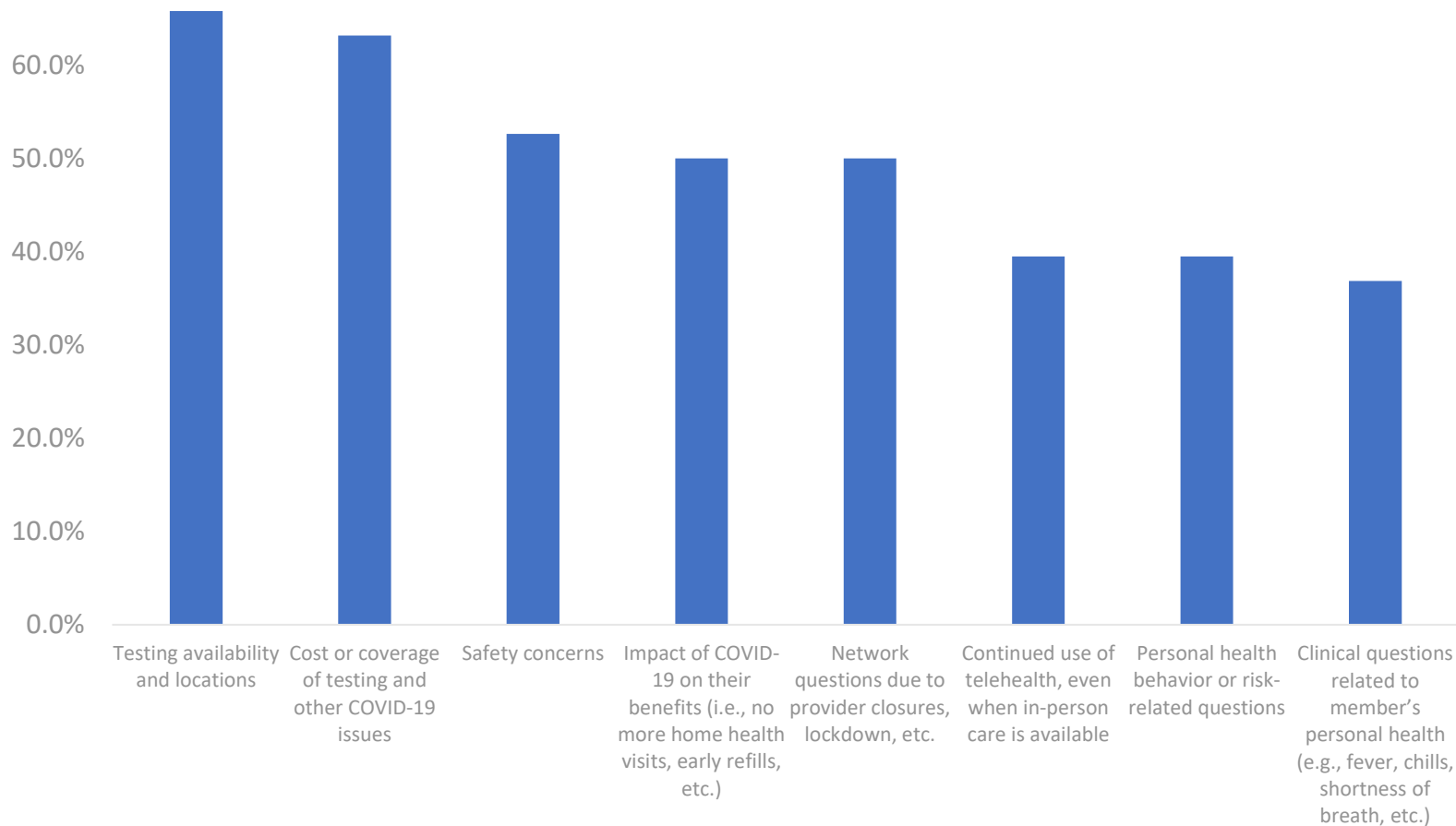


Engagys Insight:

A remote call center workforce makes triage a challenge. Promoting **consistent knowledge management**, with the ability to **dynamically update and share new information** as the environment continues to shift is critical.

Inbound calls were related primarily to COVID-19 testing availability and locations as well as cost and coverage questions

Q: Whether or not you have seen an increase, what are the COVID-19 topics people are calling about? Please check all that apply.



Engagys Insight:
New Medicare patient experience weightings mean every interaction must be productive and helpful. Call center representatives need efficient, automated tools to deliver the optimal consumer experience.

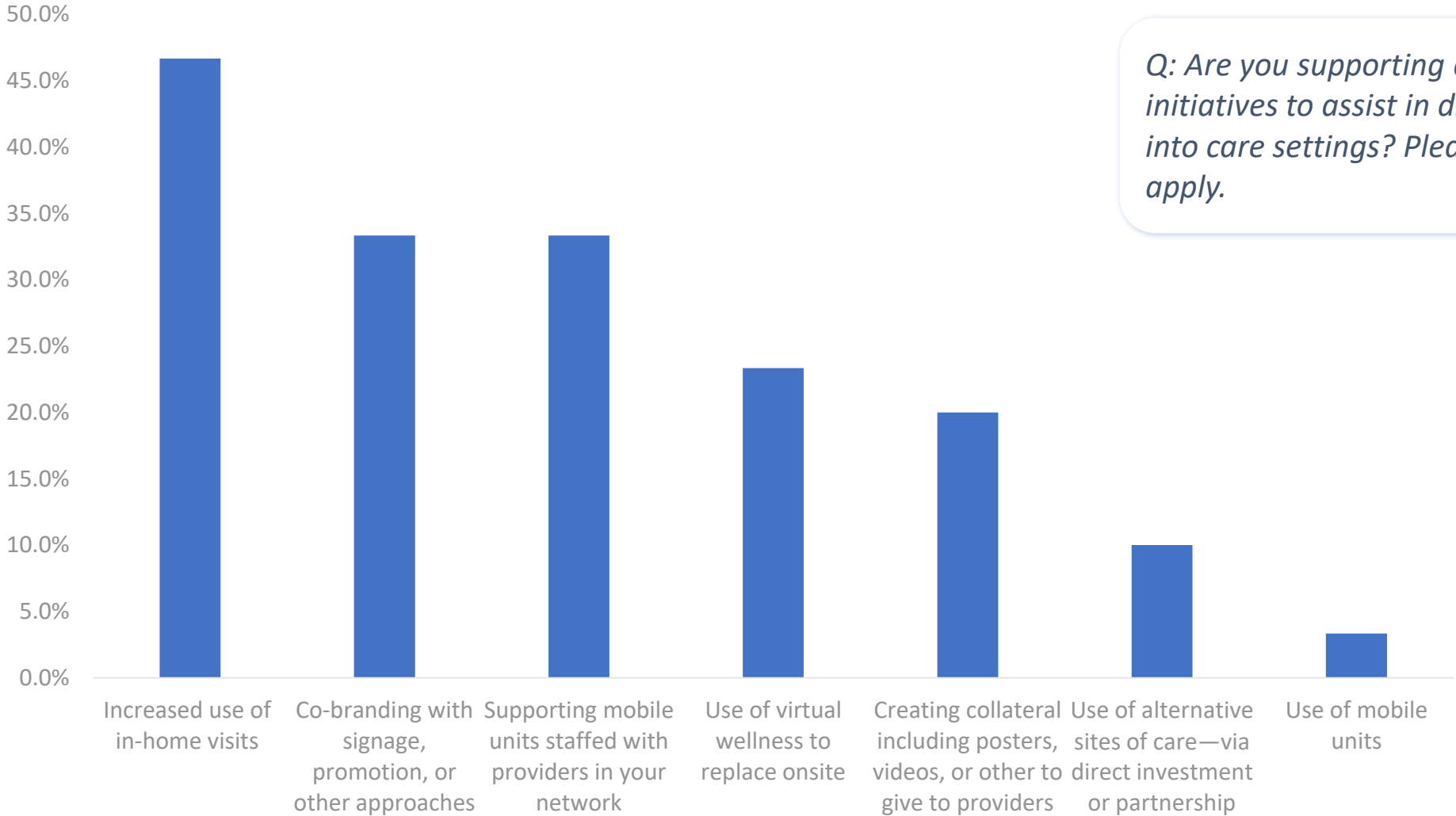


Key Themes

- Creativity, innovation and partnership with providers is needed to push health consumers to receive needed care.
- Understanding consumer barriers to care and messaging to overcome those barriers is critical.

Driving Consumers Back into Care

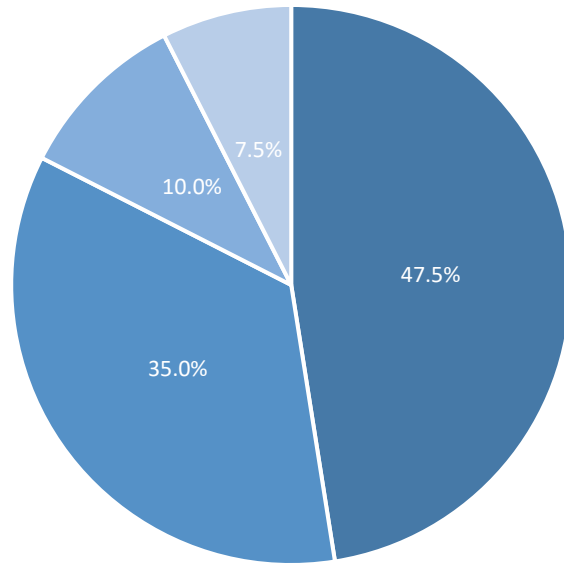
Increased use of in-home visits is the primary initiative



Q: Are you supporting any of the following initiatives to assist in drawing members back into care settings? Please check all that apply.

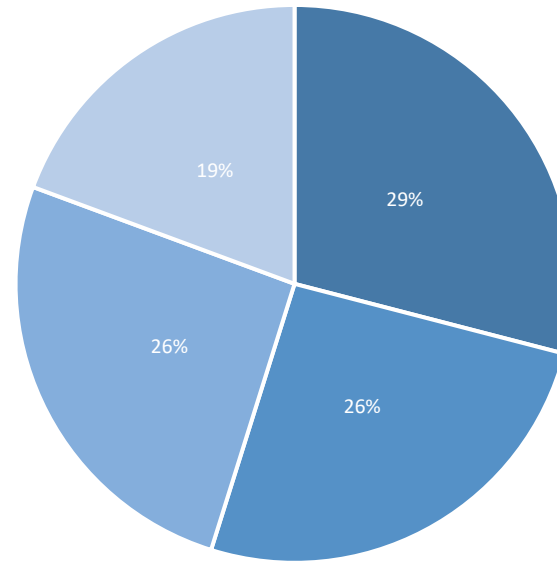
Respondent answers demonstrate the importance of collaboration between payers and providers

Q: Are you partnering with providers to help members seek care?



■ Yes ■ Not applicable ■ Don't know ■ No

Q: Since you are partnering with providers to help members seek care, please check all that apply.



■ Supporting mobile units staffed with providers in your network
■ Incorporating provider names or brands into call scripts, emails, or other communications templates
■ Co-branding with signage, promotion, or other approaches

Engagys Insight:

Partnering with providers is a must. **Understanding consumer barriers to care and effective communication** will overcome fear and uncertainty. Innovations such as **provider co-branding, increased in-home visits, and mobile units** are needed.



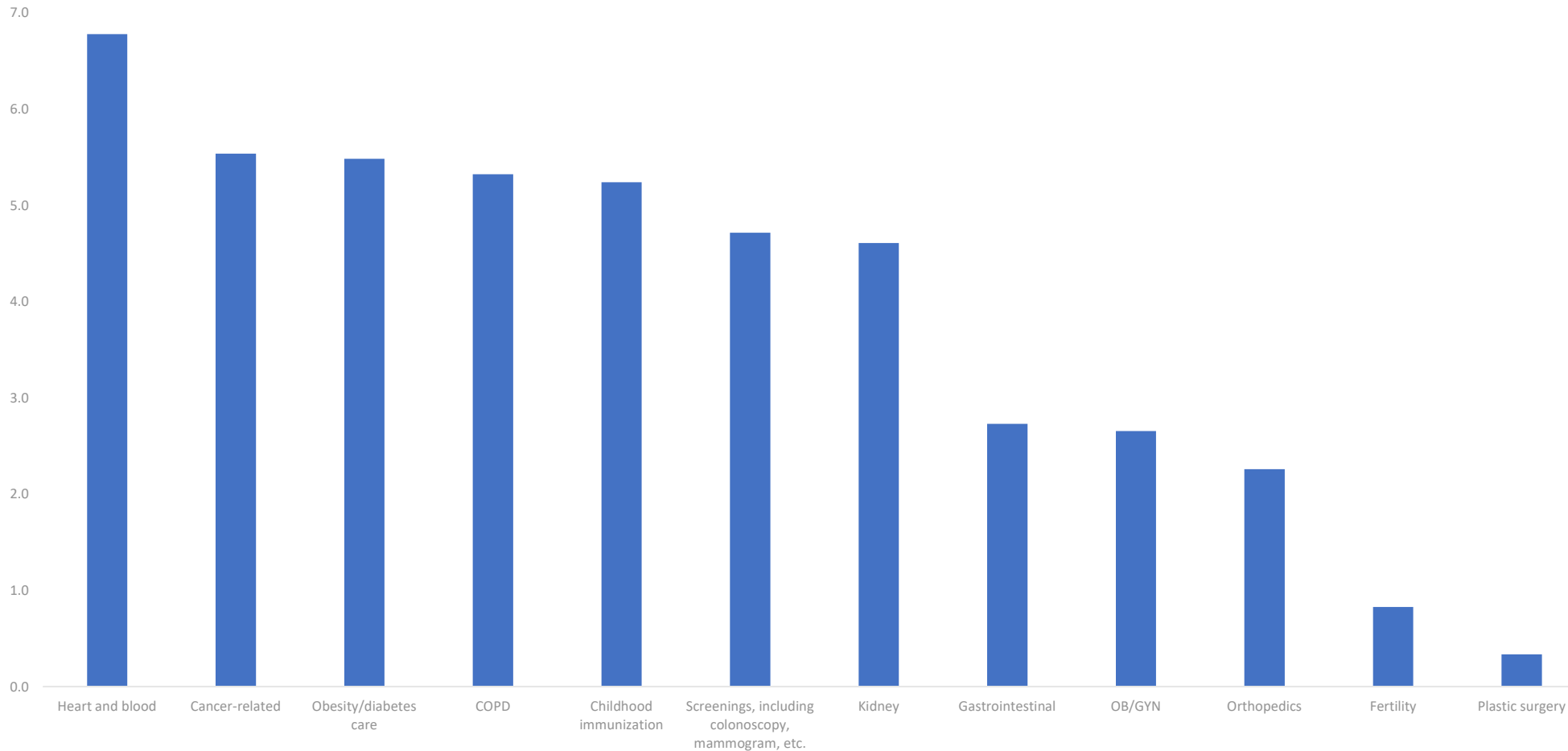
Key Themes

- Targeted, effective communications are critical for members with serious conditions such as cancer and those that require ongoing care.
- Tackling SDoH for high-risk members, including fee waivers, increases re-engagement.

Prioritizing Patient Re-engagement

Heart and blood-related communications are top priority, followed by cancer and obesity/diabetes-related outreach

Q: Which medical situations are your highest priority for patient re-engagement? Please rank in order.



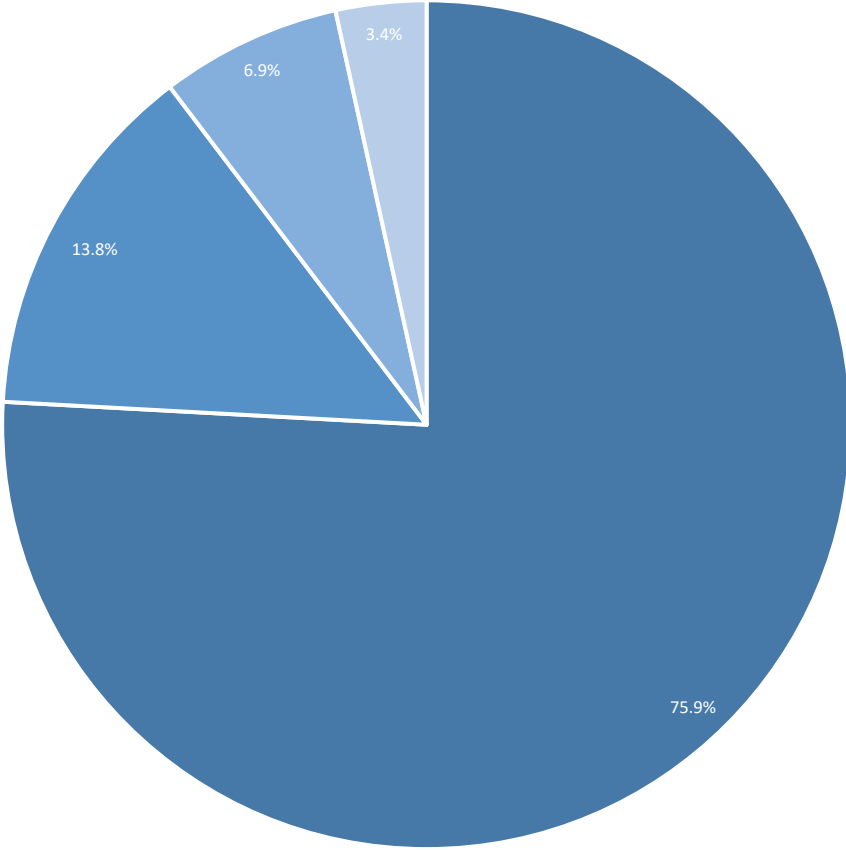
Engagys Insight:

It is imperative that **critical members get back in to see physicians for care.**

Fertility-related needs are in a holding pattern as birthrates decline in times of recessions, let alone in a pandemic.

Many that do finally seek care are surprise billed with a "COVID-19 sanitation fee" at the provider office

Q: Patients are reporting that providers are adding a COVID-19 sanitation fee in addition to their co-pay. Do you have plans to subsidize that cost?



■ We had not heard that an extra fee was being added ■ We will cost share with members
■ Yes, we are going to cover all that cost ■ No, we are not going to cover any of that cost

Engagys Insight:
A recent Engagys panel noted that **for many health plan executives this fee was surprise news.** This study further validates that payors are not in sync with provider charges as **76% were unaware of this fee.**

Key Themes

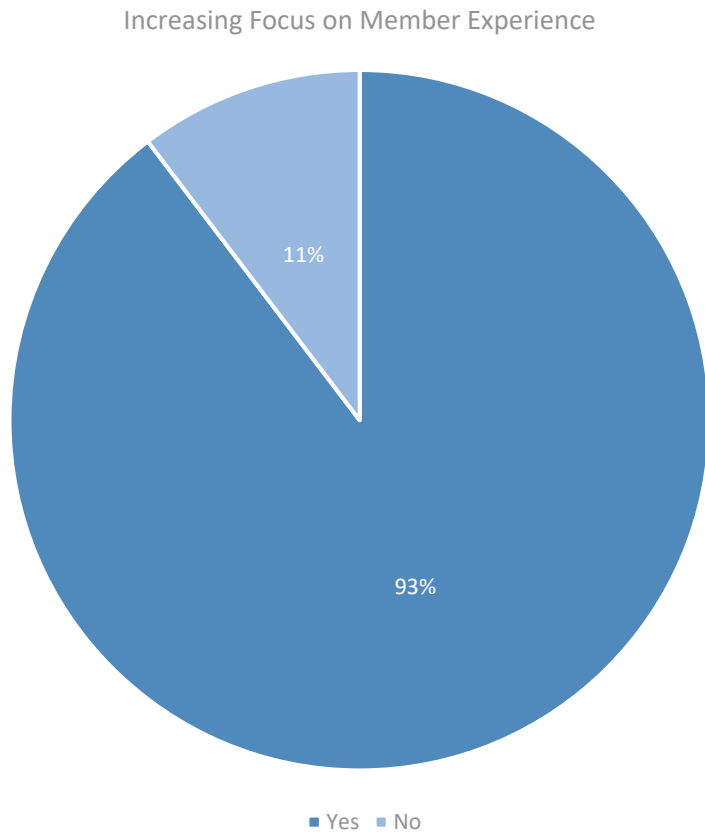
- Seize the opportunity to focus and improve what can be controlled, namely the day-in and day-out member interactions and communications.
- Personalization is the highest priority that plans can address for the future.
- Leveraging digital channels that can be measured and optimized is the key to fine tuning communications.

Improving the Member Experience



Focusing on everyday interactions with consumers will yield desired results

Q: CMS just announced that the member experience-related Stars measures will move from a 2x weighting to 4x. Do you anticipate increasing your focus on member experience?

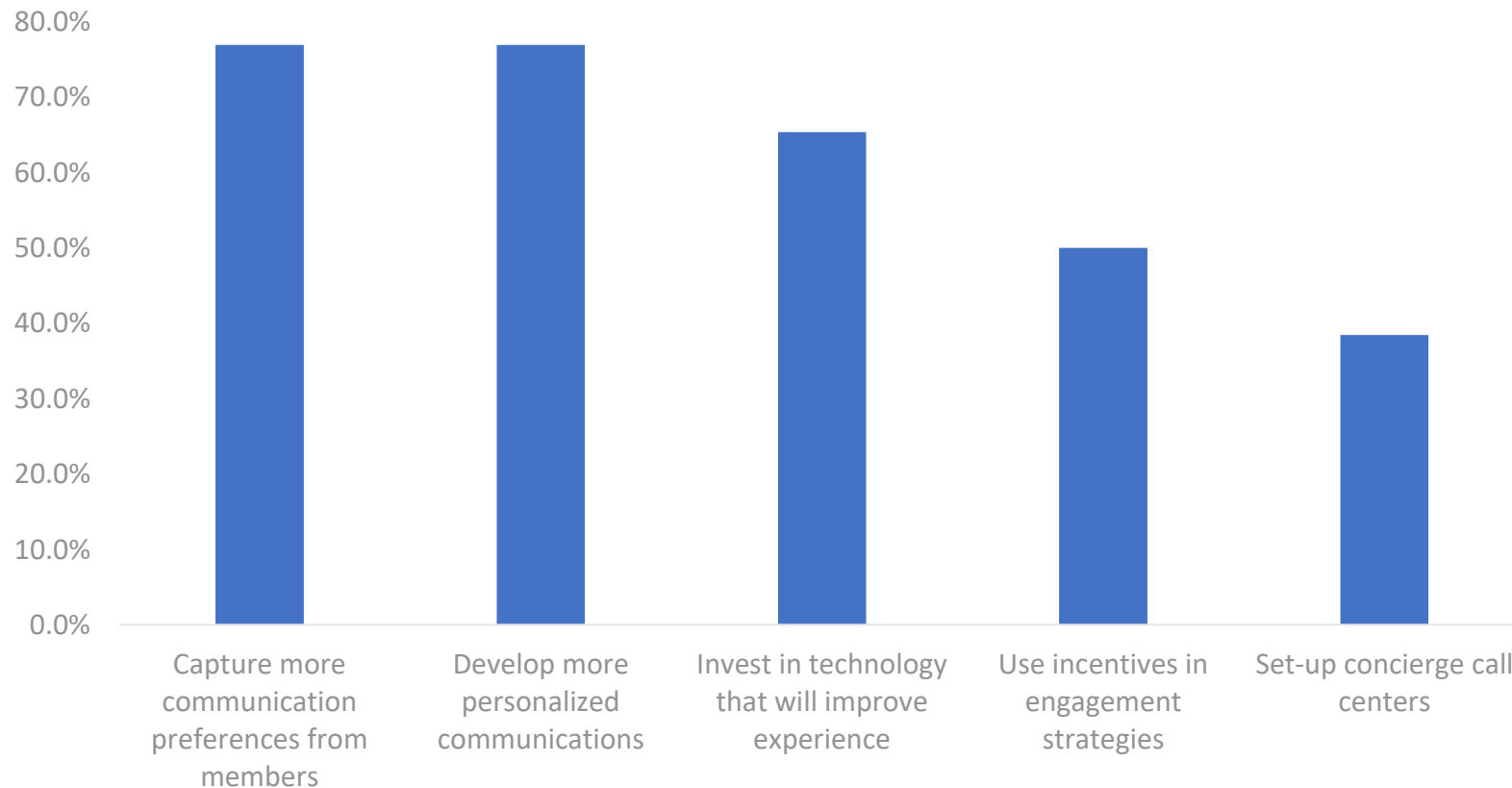


Engagys Insight:

Focus and improve what you can control— day-in and day-out member interactions and communications. **Personalizing outreach, adding next best actions, respecting preferences,** and more, can make great strides to improve the member experience.

Respecting preferences and personalizing communications were cited most often as areas of increased focus

Q: Since you are planning to increase your focus on member experience, please check all the areas that you anticipate increasing your focus on.

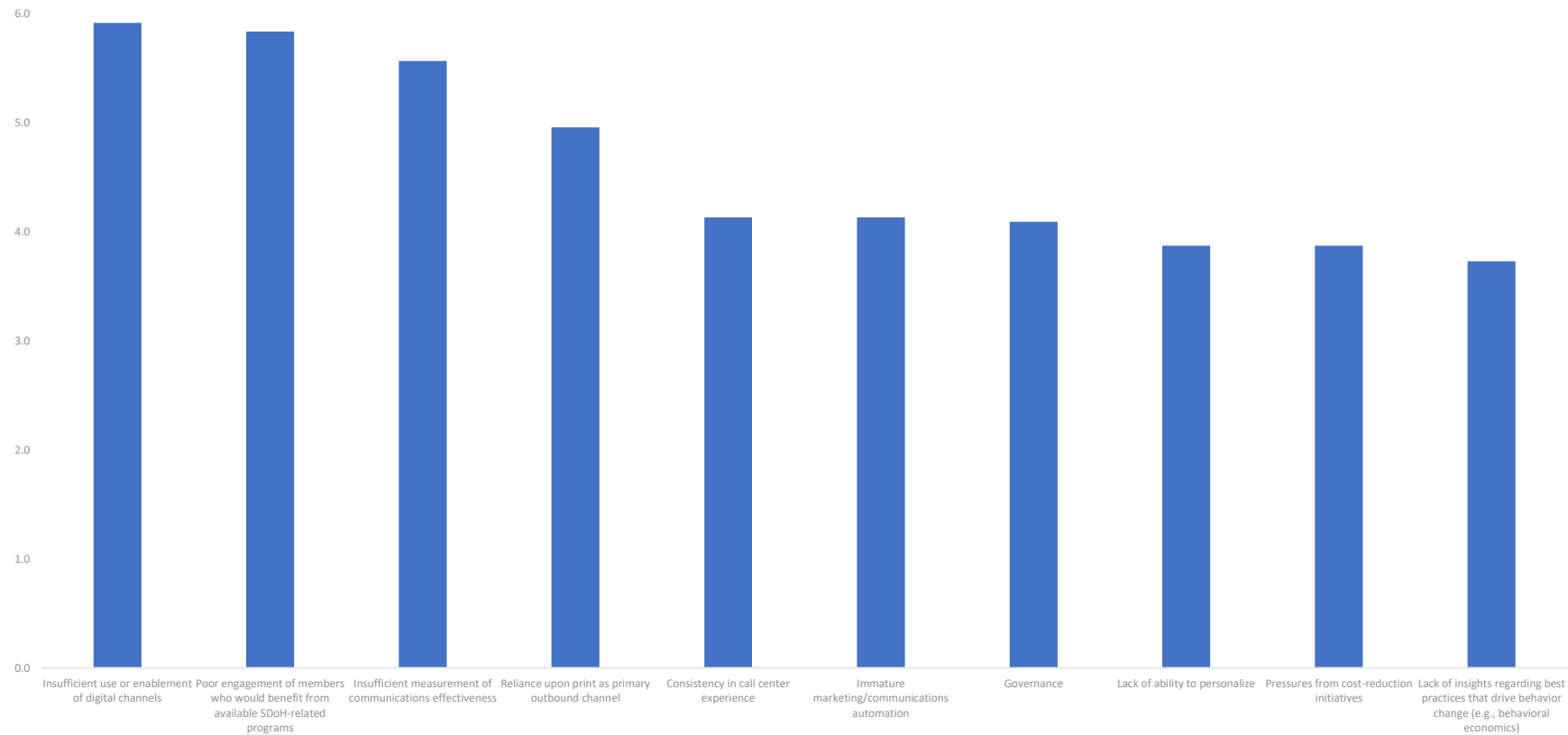


Engagys Insight:

Personalization is the highest priority that plans can address for the future. Investments in **people and technology** will be required.

Moving away from print and embracing digital channels is critical to ongoing member engagement

Q: Finally, what are your most significant member engagement-related challenges? Please rank in order.



Engagys Insight:

Digital channels can be measured and optimized to fine tune communications.

COVID-19 has pushed the industry to make change—fast. This crisis highlights the need to **be flexible and adapt.**

Survey data reinforces three unifying elements of consumer engagement strategy going forward in 2020

- COVID-19 has not changed the direction of any major consumer engagement-related trend but has accelerated existing trends.
 - Telehealth
- Health plan inertia is in the way of the above changes.
 - Changing the approach to consumer interactions is confusing, difficult and expensive.
- To overcome inertia, health plans will need to initiate, sponsor from the highest organizational elevation, and fund centralized efforts to improve consumer engagement and experience.
 - Plans must be creative and help offset their financial imbalance with investments aimed at improving infrastructure.

Q&A

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THANK YOU

