Multiple Gaps-In-Care

Personalized, Innovative Automation to Drive Increased Screenings and Reduce Gaps-in-Care



The Opportunity

As of 2012, about half of all adults—117 million people—have one or more chronic health conditions. One of four adults has two or more chronic health conditions. Improving patient care and controlling overall medical costs is an ongoing battle. While many health plans have developed population management methodologies designed to identify and close gaps in care, organizing proactive care that is centered around the concept of the patient-centered medical home (PCMH) initiative is both complex and resource taxing. To combat these issues and better utilize multidisciplinary team resources, payers are now looking to a combination of technology automation and data-driven member communications to close critical gaps and achieve quality goals.

The Solution

Silverlink's targeted, multi-channel outreach solutions allow our clients to address their near-term quality objectives (focused on enhancing specific measure results) while establishing a strong foundation for further coordination of communications and use of more valuable analytic data. We enable a multi-year, holistic approach to member engagement that will position our clients for long-term success and continuous improvement.

Our multi-channel campaign design platform includes a data-driven execution framework that leverages our best practices over millions of gap-in-care outreaches to members of the nations' largest health plans. This turn-key solution ensures execution of proactive outreach to targets

CLIENT VALUE

- Scalable, multi-channel campaign design platform
- Deep expertise in design, 'nudge' messaging and driving behavior change
- Turn-key solution with execution 2-3 weeks post-contracting
- Multi-gap prioritization via business rules for optimal outreach
- Repeatable, data-driven execution framework built on best practices over millions of outreaches

only two to three weeks post-contract execution and data delivery. Our deep expertise in multi-gap program development includes discovery/concept design, segmentation and targeting, and 'nudge' messaging to drive behavior change. These solutions give clients the ability to prioritize gaps via business rules and utilize basic program framework to execute subsequent outreach programs.

Solution Features

- **Multi-Channel Outreach:** Bilingual (English and Spanish) campaign including initial automated call outreach and follow up letter designed to encourage non-compliant members to schedule appointments and close their gaps-in-care
- **Best-Practice Framework:** Includes initial outreach to educate members on up to three gaps in care in a single outreach, collect intent for each gap, collect barriers if intent response is "NO", and respond with a barrier breaking tip
- **Targeted Reminders:** if desired, a letter can be delivered as a follow-up reminder about the importance of following through with intended gap closure
- **Branding:** Tailored outreach to include customized payer information (e.g., plan name, contact information, department name, phone # and hours of operation)
- **Data Verification and Validation:** Both phone and address verification and data cleansing are available
- **Standard Online Reporting:** Simple and immediate access to program results across the entire population and by channel

The Silverlink Difference

One national Medicare plan worked with Silverlink to close gaps in care for its non-compliant members, including many members that had one or more gaps requiring attention. The health plan did not have sufficient internal resources to support this type of campaign and was looking for a scalable and effective solution.

Silverlink partnered with the plan to prioritize gaps-in-care by contract, allowing educational messaging to be delivered to targeted members while still meeting the individual contract business objectives. In addition, Silverlink created outreach that supported the various health plan brands, transfer locations and quality goals.

In an effort to optimize this program as well as future outreach, Silverlink created four population segments with control groups to measure the various interventions. Additionally, valuable information was collected regarding members' intention to schedule appointments at the gap level, providing the plan with insight into areas that require more or less education and support to drive health engagement with their Medicare population.

23% of population expressed intent to schedule a test (10,000 tests)

24% to 187% increase in screening rates for those engaged vs. a comparison group that was not contacted

5-point increase in colorectal cancer screenings

[1] *Ward BW, Schiller JS, Goodman RA. "Multiple chronic conditions among US adults: a 2012 update" Prev Chronic Dis. 2014;11:130389.*

For more information

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