# Agenda

- For context: Rapid HealthCrowd overview
- Session content:
    - Opportunities for communications with members
    - Types of outreach communications
    - Compliance and Effectiveness
    - Communicating in a natural way
    - Outcomes
    - Review actionable takeaways checklist
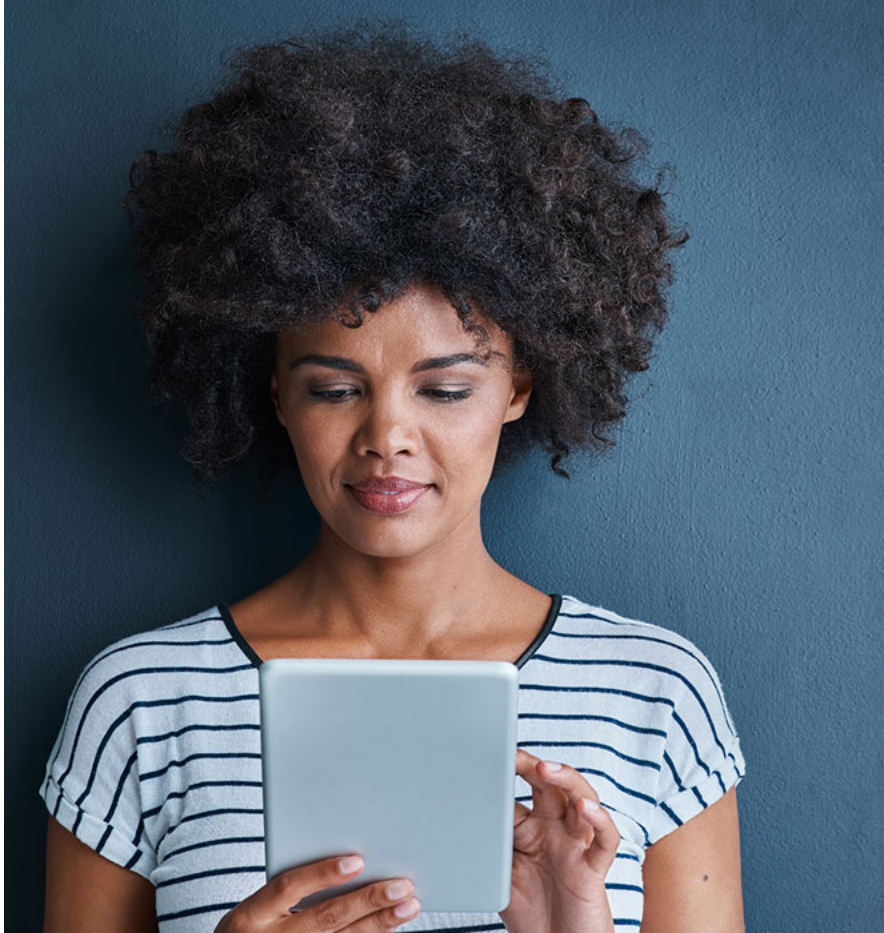- Q&A

Introduction of HealthCrowd

Health care communications orchestration

HealthCrowd

- Communications orchestration platform

- Headquarters – San Mateo, California

- Trailblazer, growing rapidly and venture-backed

- Hi-TRUST certified
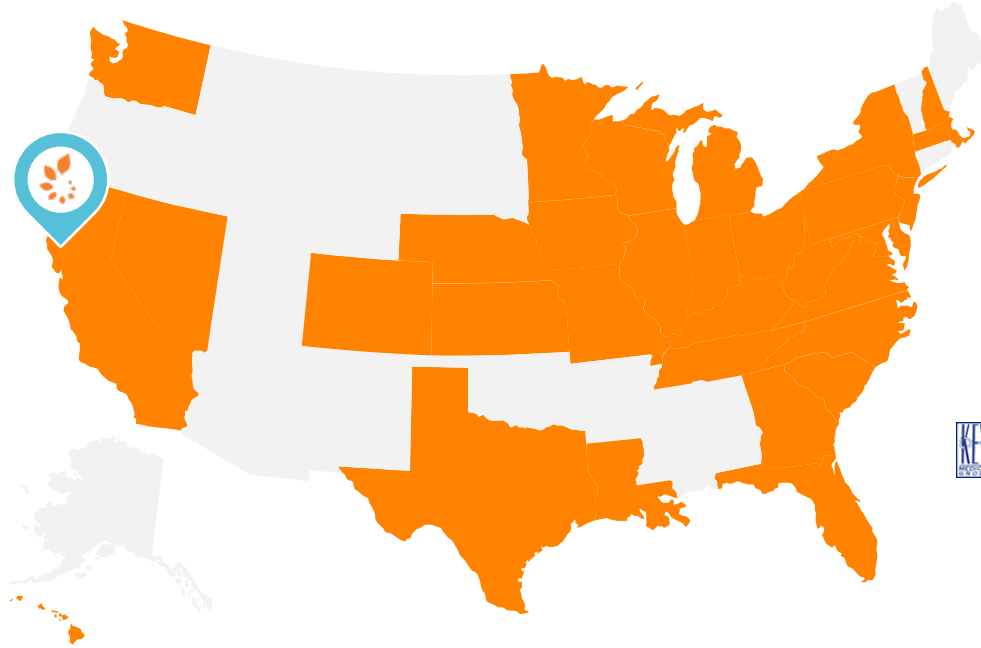
HealthCrowd is a member of ACAP, ACO EXHIBIT HALL, HPA, MHPA, NAACOS, NADP

What are the reasons a provider communicates with a member?

Member communication opportunities

New Member Welcome

Incentives for Healthy Behaviors

Special Events (ie: birthday)

Events & Emergency Notifications

Surveys (CAHPS priming, PCP review)

Social Determinants of Health (SDoH)

ED Diversion

Health Risk Assessment (HRA)/ Health Needs Screening

Preventive Screenings

Quality Program (HEDIS, Star)

Rx Refill Confirmation/Adherence (including Specialty)

Health & Wellness

Disease Management & Care Management

Who do patients trust? Their providers!

74 percent of patients report a favorable view of their provider*

* Pew Research Center study entitled, "Trust and Mistrust in Americans' View of Scientific Experts." August 2, 2019

Only 16 percent of U.S. consumers believe health Insurers put members over profits*

* 2017 Harris Poll Reputation Equity and Risk Across the Health Care Sector report

Why texting is significant

98% of people own a mobile phone

95% of all messages are read within 90 seconds

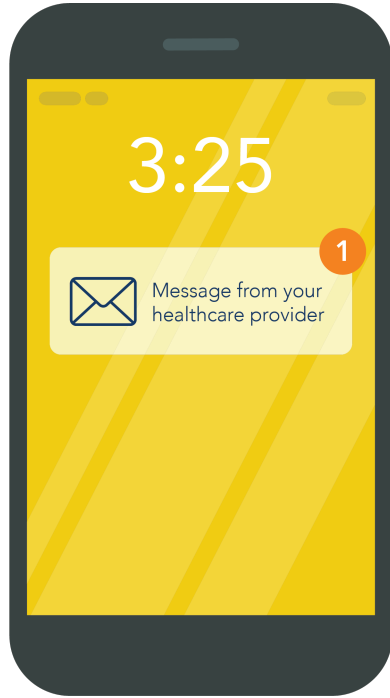**75%** of people don't answer a call from a number they don't recognize

29% don't listen to voice mails

200 the average number of unopened emails

90% of adults 50+ use technology for communication

What patients say

91% report text as the preferred communication with provider

65% want text appointment reminders and pre visit instructions

75% report text is helpful way to receive appointment, delivery and payment reminders

53% of complaints are regarding poor communication not quality of care

3:25

Message from your healthcare provider

Polling question

What are your plans for texting members? (Choose one)

1. Our ACO will be texting members within the next year
2. Our ACO will add texting within the next two to three years
3. We are already texting members
4. We have no plans to text members

How to design an effective communication strategy

Start with the end in mind

Defining a successful digital outreach requires thinking through some of these questions

What is the desired **action?**

What are the desired **outcomes?**

How will you **measure** the outcomes?

Will this be the **right** member experience?

Types of Outreach Communications

Every channel has its inherent strengths and weaknesses

Text	IVR / Robocall	Email	Nanosite	Chatbot
Ideal for nudges to create awareness, get self-reported data, drive (initial) action, answer short questions Used correctly, benefits from informal & friendly feel, perceived anonymity and push nature (i.e. it gets across unless member opts out)	Useful to reinforce important actions Unfortunately, can sometimes emit generic big company feel and its abuse has caused pick-up rates to plummet due to member desensitization	Great complement / supplement to other channels; especially suitable when instructions or document are involved Consistency of messaging with other channels can amplify member action	Combined with Texting, a powerful tool to collect data, do surveys, get assessments completed, share multimedia with members Underutilized previously but demand is growing rapidly for vendors with a flexible customizable offering	Useful to auto-respond to common inquiries, triage and/or escalate to humans With the right intent and investment, can have significant positive impact on member experience while delivering tangible cost savings

[1] Personalized mobile website

Be deliberate when choosing an outreach channel

1 What is the objective? Why are you choosing a communications channel? Some examples:
- Adding to improve reach
- Supplementing to drive more actions
- To reduce member services inbound call volume
- To increase survey completion rates

2 Will the member experience be consistent with existing channels?
- Absent a brand guide, ask if the language, tone and personality are consistent with how your group views itself

3 Will it complement/enhance current communications or create more noise?
- Coordinate the new channel with existing channels to avoid bombarding members

4 Have a plan to measure success based on your objective in #1

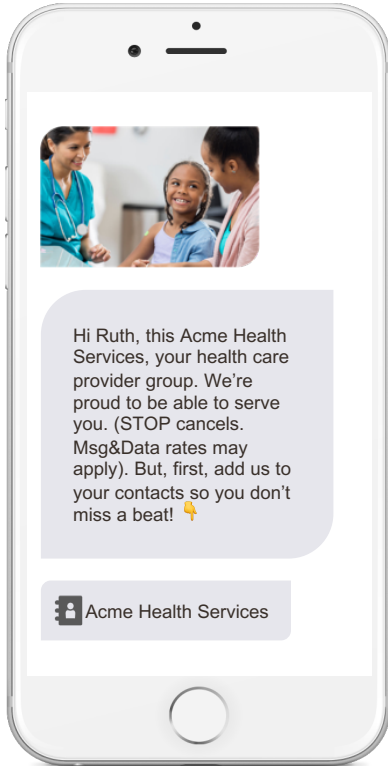# Golden rules for messaging success
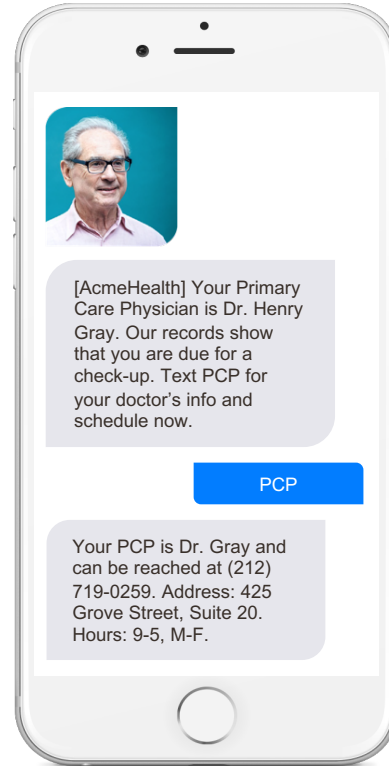
Timely

Relevant

Actionable

or simply
"What's in it for the member?" WIIFTM

Example new member welcome

Easily customize messaging and logic based on your onboarding priorities

Other popular keywords:
RIDE, DENTAL, GC, CARD

Hi Ruth, this Acme Health Services, your health care provider group. We're proud to be able to serve you. (STOP cancels. Msg&Data rates may apply). But, first, add us to your contacts so you don't miss a beat! 👇

Acme Health Services

Create warmth with MMS/Picture Messaging

Build trust & rapport

Inject fun with Emojis

Add to Contacts

[AcmeHealth] Your Primary Care Physician is Dr. Henry Gray. Our records show that you are due for a check-up. Text PCP for your doctor's info and schedule now.

PCP

Your PCP is Dr. Gray and can be reached at (212) 719-0259. Address: 425 Grove Street, Suite 20. Hours: 9-5, M-F.

Put a face to the PCP

First in series of varying nudges

Actionable

Interactive

Personalized

Compliance and Effectiveness

Be in compliance

When different departments are outreaching to members, there can be unintentional bombardment.

Enforce a communications policy to:
- Protect the member experience
- Protect the health plan from litigation

To protect the member experience HealthCrowd enforces communications policy:
- Telephone Consumer Protection Act (TCPA) compliant
- HIPAA compliant – all messages include a HIPAA light message
- Do Not Contact list management

Communications Policy

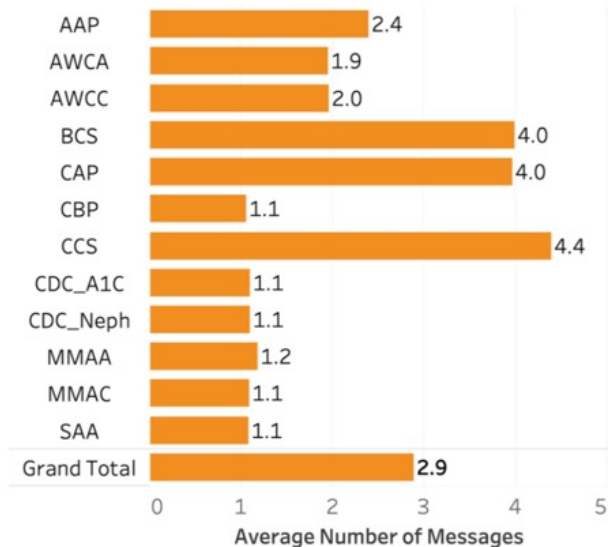|	
Integrated with Do-Not-Call:	Yes ▾ Change
Calling time:	9am ▾ Change to 9pm ▾ Change
No calling on Holidays; also, State-specific requirements	Alabama Kentucky Louisiana Massachusetts Nevada Rhode Island Wyoming
Minimum duration between communications:	3 Business Days ▾ Change
Maximum number of communications:	4 per Month ▾ Change
TCPA precaution:	
Move to DNC after	10 Unresponsive Texts ▾ Change

Discipline can create strong, sustainable results

Case in point: Amerigroup
An Anthem Company

By applying the golden rules to their text messaging content, Amerigroup Tennessee was able to drive **efficient gap closure** across a spectrum of HEDIS measures

Average number of messages until gap was closed

Measure	Average Number of Messages
AAP	2.4
AWCA	1.9
AWCC	2.0
BCS	4.0
CAP	4.0
CBP	1.1
CCS	4.4
CDC_A1C	1.1
CDC_Neph	1.1
MMAA	1.2
MMAC	1.1
SAA	1.1
Grand Total	2.9

Average Number of Messages

Done right, choosing a new channel can have massive impact

Case in point: Communitycare PLAN — *the health plan with a heart*

Profile: Serves members in Florida Healthy Kids and Medicaid (Broward county) programs; commercial, self-insured employee health plans; and sponsored programs

Objective: Add Texting to current channels (Mail and Live Calls) to (i) reach entire Medicaid population rapidly, (ii) make rapid member-PCP connection and (iii) drive gap closures[1]

[1] Statistically significant outcomes versus control

"In late December, AHCA released the scores for the plans and we were shouting from the rooftops because we had earned 26 of 30 stars in the six quality domains shared earlier...the most stars of ANY plan in the STATE of Florida ... with our true Partner in Care – HealthCrowd!"

– Jessica Lerner, COO

Polling question

Where would you add texting for impact at your ACO? (Choose one)

1. Appointment reminders
2. Care gap closure
3. Disease management
4. Member satisfaction survey
5. Medication adherence

Communicate in a natural way

Mirroring is a winning strategy

The best way to communicate with a member is by **mirroring** how they communicate with others in real life, i.e. using all the different channels in a natural way
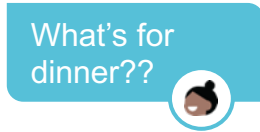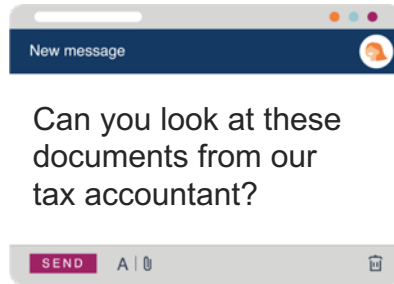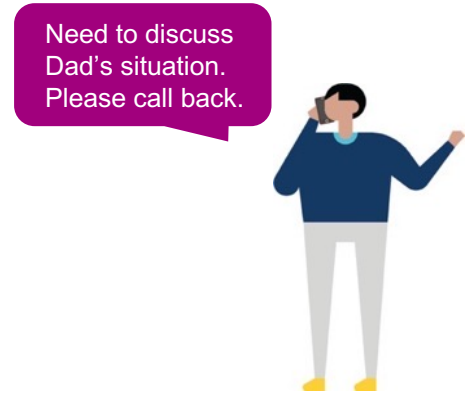
Consider how one may communicate in real life

TEXT

What's for dinner??

EMAIL

New message

Can you look at these documents from our tax accountant?

SEND

CALL

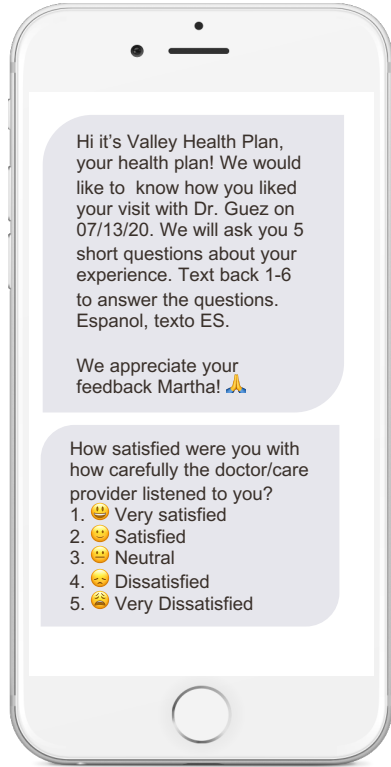Need to discuss Dad's situation. Please call back.

Why do member communications often __not__ conform to these common-sense social norms?

Example surveys with nanosite

Hi it's Valley Health Plan, your health plan! We would like to know how you liked your visit with Dr. Guez on 07/13/20. We will ask you 5 short questions about your experience. Text back 1-6 to answer the questions. Espanol, texto ES.

We appreciate your feedback Martha! 🙏

How satisfied were you with how carefully the doctor/care provider listened to you?
1. 😃 Very satisfied
2. 🙂 Satisfied
3. 😐 Neutral
4. 😞 Dissatisfied
5. 😩 Very Dissatisfied

Create text surveys

Leverage nanosites

Hi Martha! We at Valley Health Plan want to improve our quality of care and we need your help. Please take a brief survey about your experience with us between 2019-09-23 and 2019-10-20
valleyhealthplan.online/acms/demo
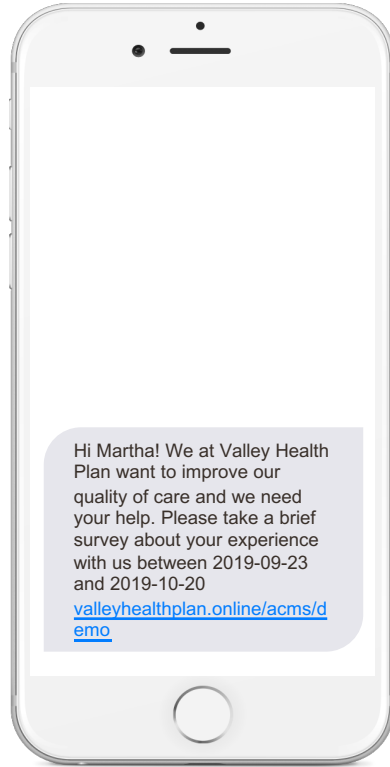
Health plans love our nanosites!
- White-labeled with your branding
- Personalized by member
- Automatic expiration
- All activity tracked
- Flexible beyond belief!
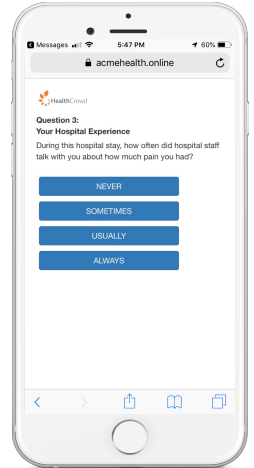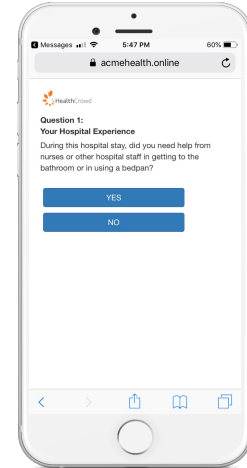
Outcomes

Comprehensive Diabetes Care, ACA Plan

OVERVIEW

- Northern California health plan, multilingual
- Previous: mailings with education and 2 check-in calls annually
- Need to improve: HbA1c tests, blood pressure checks, nephropathy monitoring, and diabetes eye exams

CHALLENGE

Increased engagement to encourage more wellness and screening visits for Chinese, English and Spanish-speaking members with diabetes.

RESULTS

- Developed texts to promote effective diabetes self-care habits
- Targeted, relevant and literacy-appropriate

Results compared to previous 2 years

39% MORE
PPC

90% MORE
PNC

92% MORE
FPC

64% MORE
Surveyed opt-in members strongly agreed: helpful information given

Preventive Care Screenings, Medicaid Plan

OVERVIEW

- Florida Health plan
- Over 100,000 members
- Plan experienced a name change – needed to notify members and raise awareness of new name

CHALLENGE

Reaching thousands of Medicaid members in two languages and driving them to attend preventive care visits with their doctor.

RESULTS

- Increased preventive care visits from 15% to 175% across six measures
- Achieved the most stars (26 of 30) for a Medicaid plan in the state of Florida for two straight years

Increased HEDIS measures

50%↑
AWC

75%↑
WC34

175%↑
W15-CIS
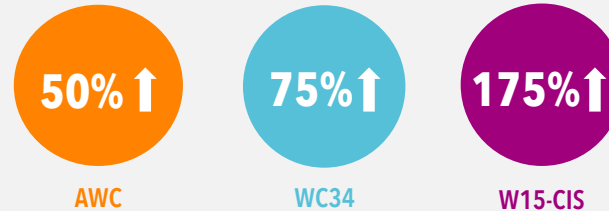
Pregnancy Wellness Program, Community Plan

OVERVIEW

- Pennsylvania community health plan
- 10,000 pregnant members
- 1 million members

CHALLENGE

Need to improve prenatal and postpartum HEDIS rates, specifically engaging high-risk pregnancy members to reduce low BW and intensive care events.

RESULTS

- Engaged opt-in members through multiple touchpoints - combining text messaging, telephone appointment reminders, written member materials, and included various incentives to help reach desired goals.
- Utilized picture messaging, MMS, to educate and bond

Results compared to control group

10% ↑
PPC

8% ↑
PNC

6% ↑
FPC

90%
Surveyed opt-in members strongly agreed: helpful information given

A summary checklist for your reference

1 **More outreach ≠ better outcomes**
❑ Is the content Timely?
❑ Is the content Relevant?
❑ Is the content Actionable?
❑ Can I answer WIIFTM?

2 **More channels ≠ better outcomes**
❑ Articulate objective of adding new channel
❑ Address consistency of member experience
❑ Coordinate with current channels
❑ Document how success will be measured
❑ Enforce an enterprise-wide communications policy

3 **Communicate in a natural way**
❑ Is the best channel(s) for the job being used?
❑ Is this how one would communicate in real life?

4 **Outcomes**
❑ Are the different channels working together to create a more relevant and remarkable member experience and driving the results you want

QUESTIONS?

Jackie Maynard
Vice President, National Accounts

Visit our Virtual Booth at ACOExhibitHall.com

THANK YOU

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Footnotes

- 98% people own a mobile phone Pew Research
- 95% of text messages are read within 3 minutes of being sent. (Forbes)
- 75% don't answer phone The Harris poll The Harris Poll
- 29% don't listen to voice mail The Harris Poll
- 200 emails Workfront
- 91% pts prefer text Healthcare IT News
- 65% want text appt reminders Medical Economics
- 53% of complaints regarding poor communication https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5867282/