Case study

# Navigating Success:

A health plans journey to increasing satisfaction and reducing costs

**apree** health

## Problem

A regional health plan offered a wide range of benefits designed to alleviate the burden of health and care on their members. In reality, less than 10% of members were actually engaging with the full range of benefits offered. The health plan realized they needed to provide a navigation solution to not only enhance their existing member experience, but drive improved engagement in healthcare & clinical outcomes.



**>10% of members were actually engaging
with the full range of benefits offered.**

While the plan offered many benefits, the promotion of each program was contingent on the member actively seeking out the specific program, or in conversation with their health plan support team. In other words, there wasn't a way to nudge personalized, timely, recommendations to each member based on their specific health needs. The health plan knew their member portal housed necessary plan details such as claims, ID cards, and EOBs and wanted continued engagement with these components of care. Ease-of-use and simplicity were top of mind to ensure members knew where to go for all of their health plan needs.
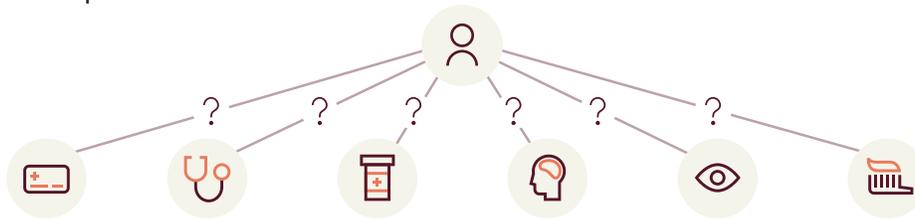


**Disconnected and confusing benefits structure for the member.**
Lack of population-level reporting or messaging for the benefits team.

The health plan heard from their clients that a differentiated healthcare solution would aid in talent retention, and could support greater utilization of their employer-sponsored benefits. The plan also wanted to enhance their client's experiences, making it easier for the benefits teams to access reporting and self-service communication to different cohorts of their populations, regardless if they're based in headquarters or remotely across the US. Lastly, as purchasers of care, the ultimate goal is to drive reduction in total cost of care for their members as well as their own bottom line.

**Desire to:**

Reduce
Total Cost of Care

Aid Clients with
Talent Retention

Become More
Competitive in Market

## Solution

The health plan partnered with apree to deliver a differentiated navigation and advocacy experience. Through advanced personalization capabilities, members are continually steered to the right resources at the right time and receive tailored communications specific to their health goals and conditions. The digital platform serves as a single front door to all benefits and point solutions administered by the plan as well as to unique benefits each employer offers.

**Members steered to appropriate care.**

**Digital front door to benefits.**

**Analytics/reporting available for plan.**

Members have access to a single platform which integrates claims data, gaps in care, medical plan designs, provider quality, and price estimates to provide accurate recommendations for care. The plan also leverages apree's technology for population health reporting and benefit leader analytics to drive actionable insights and utilization.

At just one year post-launch, outcomes are already providing improved total cost of care, and appropriate care utilization.

**22%** **reduction in ER utilization** by registered members

**50%** of all registered members **searched for care** in 2023

**~2x** registered members are **~2x more likely to engage** in Primary Care

## What the health plan had to say

"We get information from claims, pharmacy, health assessments, SDOH data and more that really helps paint the picture of what members need to do to stay healthy, manage their health and wellbeing or manage their chronic conditions."

# Outcomes

By integrating digital tools with data analytics, clinical expertise, and human touch, the plan created a unified platform that provides personalized health recommendations and improves member interactions. This initiative received positive feedback and resulted in significant increases in member engagement, streamlined care management, and positive feedback from both employers and brokers, ultimately securing new business opportunities and reinforcing the plan's commitment to enhancing health care delivery.

**apree health knows the population**

Claims data shows how different risk cohorts engage with the digital experience. Risk level indicates predicted future incurred cost. Increased engagement leads to more opportunities for preventive care which in turn can lead to cost savings.

Engagement with the at risk cohort provides the **greatest opportunities for behavior change.**
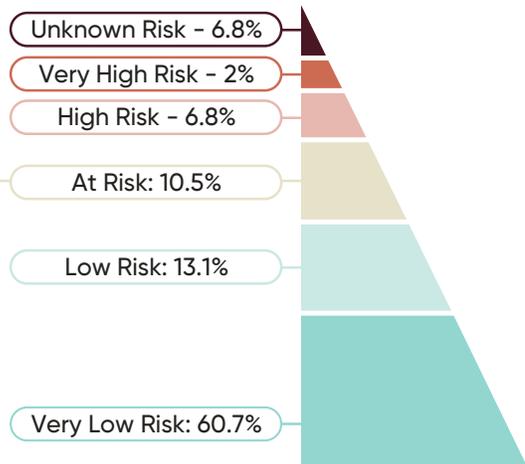
Of the At Risk segment:

**52%** searched for care

**64%** clicked on personalization

**69%** had a 3-month return rate

## Risk Segments of the Total Population

- Unknown Risk – 6.8%
- Very High Risk – 2%
- High Risk – 6.8%
- At Risk: 10.5%
- Low Risk: 13.1%
- Very Low Risk: 60.7%

In addition to providing recommendations to members, they are able to search for care they need. Members can search for high-value providers, view cost estimates, and see which providers are in and out of network.

**50%** of all registered members searched for care in 2023

## Top Search Categories

| | |
|---|---|
| Primary Care | **38%** |
| Urgent Care | **13%** |
| Psychological/Psychiactric | **9%** |
| OBGYN | **9%** |
| Chiropractic | **5%** |
| Dermatology | **4%** |
| Pediatric | **3%** |
| Vision | **2%** |
| Orthopedic Surgery | **2%** |
| Gastroenterology | **2%** |

## apree health

**Claims indicate engaged users are ~2x more likely to receive preventive care**

Engaged users saw significant increases in likelihood to receive preventive care across five key areas: wellness exam, cervical cancer test, colorectal cancer test, HBA1C test, Mammogram.
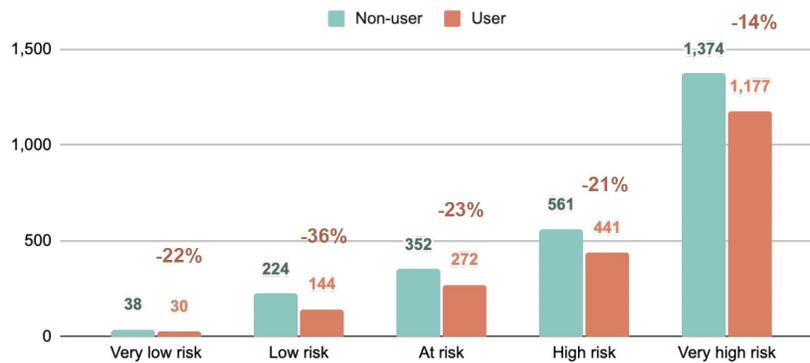
### " What the health plan had to say

"The solution is technology plus a human and it makes the stories really important. We wanted to solve for digital but it's also about connecting members to the right people, in the right way."

**ER utilization is 22% lower for registered members** than non-registered members on average across all risk cohorts.

### ER Visits per 1000 by User Status & Risk Segment

Legend: ■ Non-user  ■ User

| Risk Segment | Non-user | User | Change |
|---|---|---|---|
| Very low risk | 38 | 30 | -22% |
| Low risk | 224 | 144 | -36% |
| At risk | 352 | 272 | -23% |
| High risk | 561 | 441 | -21% |
| Very high risk | 1,374 | 1,177 | -14% |

### " What the health plan had to say

"This [technology] really helps paint the picture of what the member needs to do to stay healthy, manage their health and wellbeing or manage their chronic condition."