



How a Plan Increased AWWV Completion Rates and Revenue with Outbound Calls

A Blues Medicare Advantage plan rapidly conducted Annual Wellness Visits (AWV) outreach during an end-of-year outbound call campaign that increased completion rates and in-year revenue by **over \$500,000**.





Managing Costs
Through AWW
Performance

Succeeding Amidst
Limited Time
and Resources

Maximizing AWW
Completion Rates

Deeper Insights into
Member Needs

Implement Targeted
Engagement
at Scale

© 2024 Healthmine, Inc.
All Rights Reserved.

Managing Costs Through AWW Performance

The plan was approaching the end of 2023 with a significant shortfall in completed AWWs, which threatened to impact plan revenue. AWWs facilitate better health outcomes and lower costs of treatment by identifying health risks before they escalate to more serious, expensive conditions.

Low completion rates for seniors can lead to:

- Higher rates of emergency room visits
- Missed risk adjustment opportunities and HCC identification
- Increased rates of chronic diseases
- Lower Star Ratings and quality scores



Members are 3.1x more likely to close additional care gaps after an AWW.

Members who do not have an AWW only get 35% of diagnoses coded, and **missed HCC codes result in missed revenue opportunities.**

For example, failure to code HCC19-Diabetes can lead to an estimated loss of \$982.54 in revenue each year.

Accelerating AWW care gap closures was vital for **minimizing healthcare costs and maximizing reimbursement rates** before the end of the year, as well as maintaining and improving the plan's 4 Star Rating.



Managing Costs Through AWV Performance

Succeeding Amidst Limited Time and Resources

Maximizing AWV Completion Rates

Deeper Insights into Member Needs

Implement Targeted Engagement at Scale

© 2024 Healthmine, Inc. All Rights Reserved.

Succeeding Amidst Limited Time and Resources

The plan realized the urgency of the situation and needed a fast, targeted solution to improve performance. Staffing a call center internally was impossible given the time constraints, but by partnering with Healthmine, the plan was able to get started improving AWV performance almost immediately.



Increasing AWVs before the end of the year was the main priority.

Healthmine leveraged a team of bilingual live agents to contact all members who had not completed an AWV in 2023 according to an outreach list provided by the plan.

Following a pre-built call script, the agents:

1. Reached out to members and verified the status of their AWVs
2. Educated the member about the importance of AWVs
3. Created live conference calls with primary care providers (PCP) to schedule appointments
4. Assisted members in using any relevant benefits to prepare for appointments, such as transportation services
5. Logged call dispositions to identify members with incomplete information, who need more assistance, or were unavailable to take the call



Managing Costs Through AWW Performance

Succeeding Amidst Limited Time and Resources

Maximizing AWW Completion Rates

Deeper Insights into Member Needs

Implement Targeted Engagement at Scale

© 2024 Healthmine, Inc. All Rights Reserved.

Maximizing AWW Completion Rates

In one month, high-touch phone calls increased yearly revenue by \$500,000 by motivating members to complete 789 AWWs, identifying new HCCs and reducing costs of emergency care.

AWW Campaign Performance

- 6,040 calls conducted
- 5,152 individuals or answering machines reached
- 2,480 members directly contacted by an agent
- 1,049 members completed one or more actions through the call
- 123 AWWs scheduled in 30 days
- 260 previously unverified AWWs were identified
- 667 members planned on scheduling appointments themselves

Healthmine Performance	Industry Average	Healthmine vs Industry Average
85% connection rate	45% connection rate	1.9x higher connection rate
48% contact rate	25% contact rate	1.9x higher contact rate
42% conversion rate	8.5% conversion rate	4.9x higher conversion rate



Managing Costs
Through AWW
Performance

Succeeding Amidst
Limited Time
and Resources

Maximizing AWW
Completion Rates

Deeper Insights into
Member Needs

Implement Targeted
Engagement
at Scale

© 2024 Healthmine, Inc.
All Rights Reserved.

Deeper Insights into Member Needs

The plan also received a report with seven call dispositions with more insights into member sentiments, if they need additional assistance and if their contact information was inaccurate. These reports provide useful insights into campaign performance and help plans refine future campaigns.

Call Disposition	Number of Members	Percentage of Members
Member not interested	1,419	23%
Answering machine	2,607	43%
Call completed	1,061	18%
Do not call	337	6%
Member unavailable	53	1%
Bad number	551	9%
Language barrier	12	0.2%

The campaign identified additional challenges with scheduling appointments with members' PCP:

- 6 members expressed a desire to change their PCP
- 4 members could not schedule appointments due to lack of availability at their PCP's office
- 1 PCP did not accept the member's plan
- 1 PCP would not accept the member for an appointment
- This information enabled the plan to proactively reach out to members to help them select a new PCP while improving member satisfaction and loyalty.



Implement Targeted Engagement at Scale

When aligned with Healthmine's Quality Relationship Management™ (QRM®), outbound calls deliver high-touch care coordination that maximizes return on investment and health action completion rates. Health plans can manage all outreach from one integrated platform to deliver the right message through the right channel and drive the right action.

- Launch outbound call campaigns in four weeks to address key performance targets
- Engage hard-to-reach members in navigating their healthcare journeys with high-touch outreach
- Work with engagement strategists to coordinate digital-first, omnichannel outreach alongside call campaigns
- Relieve burdens on budgets and staff by working with a dedicated engagement partner

Partner with Healthmine to conduct high-touch outbound call campaigns

Contact

✉ solutions@healthmine.com

☎ 469.300.6231