



How Healthmine Improved Risk Identification with Incentives

A Blue's Marketplace plan earned an additional **\$2.1 million** in revenue by using a Healthmine-powered reward program to incentivize preventive visits and accelerate risk identification.

Measuring Program Impact

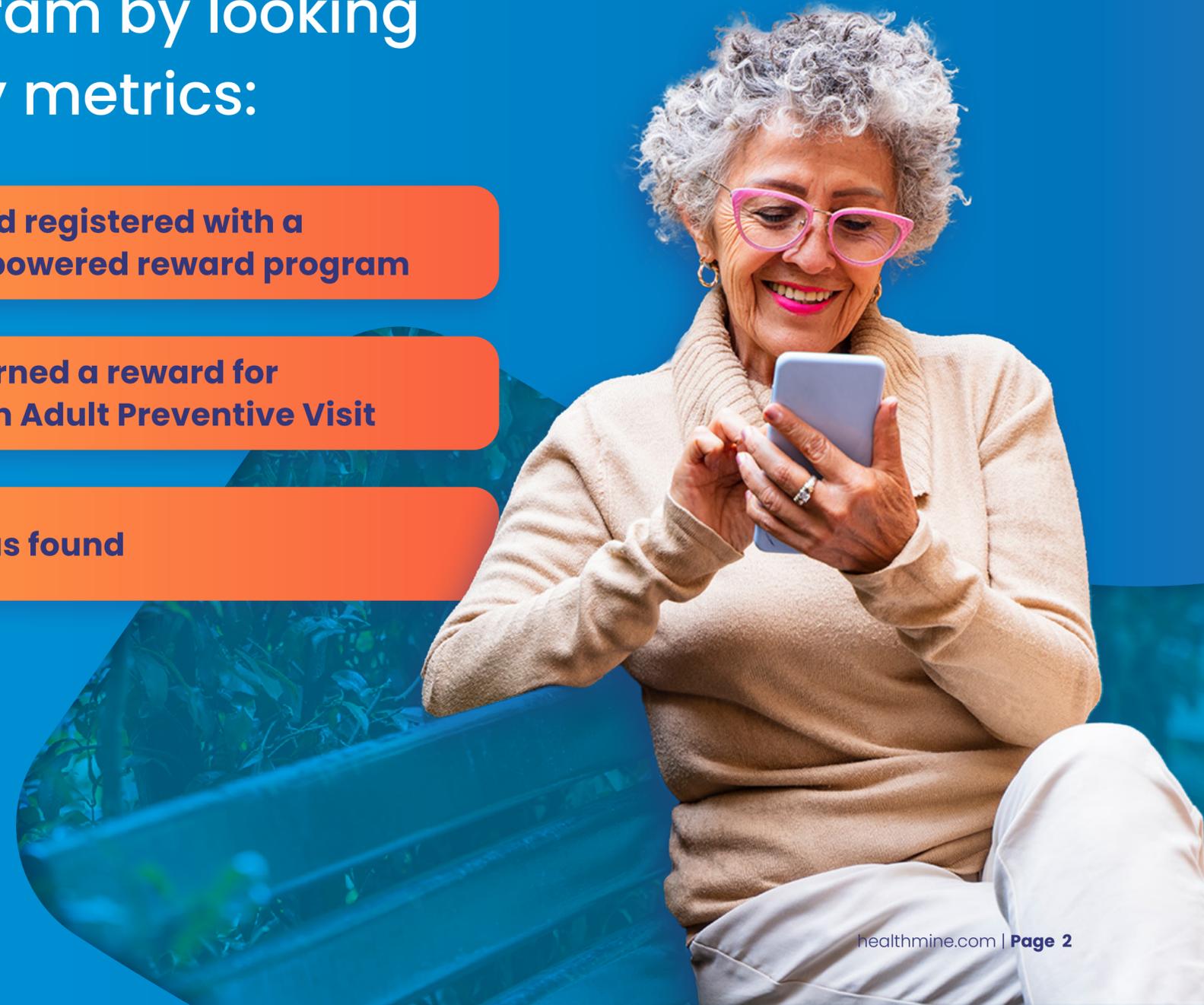
The plan partnered with Healthmine in 2022 to improve member engagement through omnichannel outreach and a dollar-based rewards program.

The program assigned members recommended health actions based on clinical data and rewarded members for completing health actions.

Healthmine tracked the success of the program by looking at three key metrics:

- ✓ **A member had registered with a Healthmine-powered reward program**
- ✓ **A member earned a reward for completing an Adult Preventive Visit**
- ✓ **A new HCC was found**

All other visits and Hierarchical Condition Category (HCC) codes were excluded from the plan's measurements.



How Healthmine Motivated Members

Members who completed Adult Preventive Visits could earn \$15 physical and digital gift cards from local retailers.

This health action was automatically assigned in Personal Health Assistant (PHA), Healthmine's member-facing app and web portal, to all members 20 years of age and older who had not already completed a visit. Members were encouraged to complete their visit and earn rewards via omnichannel outreach based on the member's preferred communication method. Rewards were issued to members once a claim had been processed.



The Impact of Rewards on Risk Adjustment

Through Healthmine's claims-based reward program, the plan increased preventive care visit completion and risk code capture in the first two years.

Year	Member Count	HCC Count	New HCC	HCC per Member	Risk Factor	Financial Value	Total Cost	Profit	ROI
2022	329	621	160	1.88	977.19	\$953,538	\$34,538	\$919,000	27.97:1
2023	448	715	202	1.60	1045.64	\$1,236,215	\$28,470	\$1,207,745	43.42:1

Year-over-year improvements between 2022 and 2023

+ 26% increase in HCC code identification

+ 31% increase in profits

+ 17.5% decrease in costs

+ 55% increase in ROI

Building Results-Driven Rewards Strategies

When managed from Healthmine's Quality Relationship Management™ (QRM®), health plan reward programs increase the ability for teams to monitor incentive budgets, reinforce healthy behaviors and improve quality and risk gap closure.

- Design flexible reward program based on points or dollars based on member needs, plan goals and regulatory guidelines
- Track reward budgets in central dashboards that are regularly updated with continuous data flows
- Pair rewards with omnichannel outreach and preferred communication channels to maximize engagement
- Eliminate the need for multiple, disparate reward and engagement solutions with a comprehensive platform



**Partner with Healthmine to accelerate
risk gap closure through smart rewards**

Contact

✉ solutions@healthmine.com

☎ 469.300.6231