

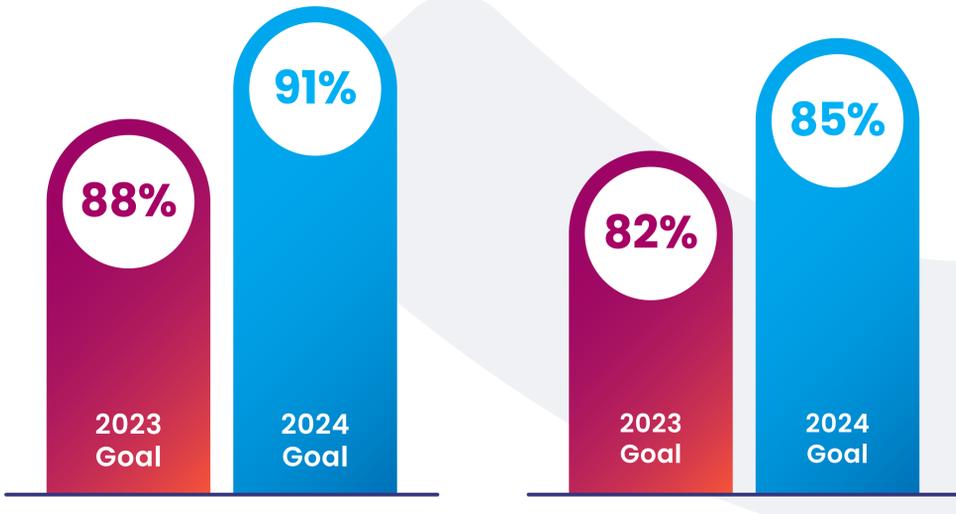


# How a Plan Used Pulse Surveys to Surpass Industry Average PPC Scores

A Blues Medicaid plan increased maternity care coordination and quality scores above industry average by using Healthmine's Pulse Surveys to achieve faster pregnancy identification.

## Data Gaps Hinder PPC Improvements

The plan struggled to provide timely prenatal and postpartum care (PPC) to increase quality scores due to delays in identifying pregnant members through claims, enrollment files and health assessments. Updated health records could take weeks to months to reach the plan and made it difficult to quickly identify pregnant members. PPC measures evaluate plans on their ability to identify pregnant members or members who have recently given birth and provide relevant prenatal or postpartum care.



With state-based pay-for-performance quality incentives tied to PPC performance, delivering appropriate care at the right time required a fast and targeted data collection tool to improve revenue, as well as health outcomes for this vulnerable population.

## Accelerating Outreach with Pulse Surveys

The plan partnered with Healthmine to conduct Pulse Surveys, a short and non-automated digital survey, to improve pregnancy identification. These surveys asked female members about their health needs and if they were currently pregnant. Surveys were distributed via email near the end of 2023. Members could also self-attest to being pregnant via Personal Health Assistant, a white-labeled member portal and mobile application.

### Traditional Approach

- Identify pregnancies through claims data or maternity program enrollment.
- Outreach to members once pregnancy is confirmed, often at later trimesters.
- Long lag times contributed to missed opportunities to engage members earlier in their pregnancies.

### Healthmine Approach

- Proactively survey eligible female members between the ages of 18 and 42 with English and Spanish questionnaires.
- Incentivize members to self-attest whether they are pregnant in their member reward program.
- Ask identified members for their due date.
- Ask identified members if they have any barriers to care (transportation, mobility issues, language, etc.).
- Educate members on the importance of prenatal care.
- Determine if there are any identifiable risks.
- Share results directly with care coordination teams to guide timely interventions.

## Faster Care Coordination

The plan increased pregnancy identification in time to deliver coordinated maternity care that contributed to higher PPC quality scores in 2023 compared to 2022.

Healthmine averages	Email delivery rate	Email open rate	Survey % out of delivered	Survey % out of open
English	99.94%	62.17%	1.37%	2.4%
Spanish	100%	69.66%	7.29%	10.55%

**1488** Members completed the survey

**179** Newly identified pregnant members

**48%** Higher open rate compared to industry averages

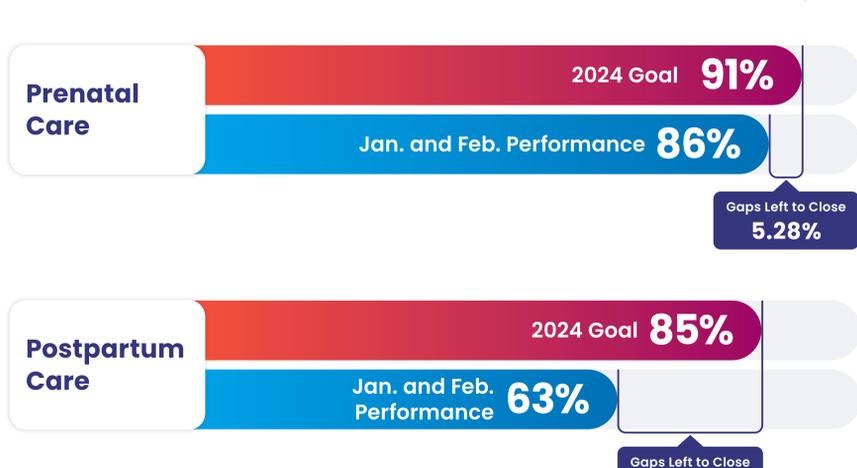
**8%** Higher prenatal care performance than industry average

**3%** YOY increase in prenatal care performance

**5%** YOY increase in postpartum care performance

## Focusing on the Future

Healthmine conducted a second Pulse Survey in early 2024 to address the maternity care needs and deliver ongoing improvements in PPC scores amidst tougher quality targets. This early focus on PPC measures has already enabled the plan to accelerate performance and close care gaps.



## More Than Just a Pulse

By leveraging Pulse Surveys alongside our Quality Relationship Management™ (QRM®) platform, plans can answer their most pressing questions and launch targeted intervention as fast as possible from one system.

Collaborate with behavioral scientists and engagement strategist to develop survey strategies.

Monitor results with regularly updated dashboards and segment populations based on similar cohorts.

Conduct omnichannel outreach to guide members to the right healthy activities.

Reduce reliance on disparate, disconnected communication channels while bringing critical data elements back to the Healthmine data lake for continuous and informed engagement.

Connect with Healthmine to surface insights into member needs

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