

How QRM Reduces Costs by **7x**

Compare how an average-sized Medicare Advantage plan can reduce administrative and outreach costs by switching from a traditional paper and phone outreach strategy to a digital-first omnichannel approach with Quality Relationship Management™ (QRM®).



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Medicare Growth Set to Increase Budget Strain

Rising life expectancies, aging populations and over reliance on traditional approaches to outreach place significant operational strains on Medicare Advantage plans to address growing populations with limited budgets.

- ➔ **800,000 new members** expected to join Medicare each year through 2030.
- ➔ **All 73 million Baby Boomers** will be eligible for Medicare by 2030.
- ➔ **Generation X** will age into Medicare Advantage in 2030.





Save Over \$7M with an Integrated Platform

QRM rapidly scales digital-first outreach to meet the needs of complex populations while improving risk and quality revenue, reducing administrative costs, optimizing outreach budgets and eliminating expensive point solutions.

Average Plan Size*

- > Legacy members: 50,000
- > Projected growth: 10%
- > New members: 5,000

QRM Cost Savings

\$7,081,800 in savings and **7x less expensive** than the traditional approach per member per year (pmpy).

Annual Costs	Traditional Approach	QRM
Cost of outreach pmpy	\$150	\$21.24
Cost of legacy outreach	\$7,500,000	\$1,062,000
Cost of new member outreach	\$750,000	\$106,200
Total annual expenditures	\$8,250,000	\$1,168,200

**All numbers are estimations and final cost savings vary depending on the specific plan.*



Optimize Budgets with a Digital Advantage

Transitioning traditional outreach to a digital-first approach cuts costs from multiple verticals.



Costs of Traditional Outreach

Point solutions	Cost pmpy
Phone outreach campaigns and surveys	\$72.00
Incentives and rewards administration	\$30.00
Mailed campaigns and surveys	\$24.00
Isolated legacy systems	\$12.00
Manual compliance tracking	\$6.00
Member data aggregation and identification	\$6.00
Total cost	\$150.00



Avoid an Additional \$600K in Expenses

The traditional approach also requires additional staff to manage annual growth in member populations, organize call centers, process print demands and oversee day-to-day outreach tasks. QRM eliminates these costs by consolidating demanding management functions.

QRM Cost Savings

\$7,681,800 in savings and **7.3x less expensive** than increasing staff.

Staff	Traditional Approach	QRM
Total annual expenditures without new staff	\$8,250,000	\$1,168,200
Staff increase	6	0
Annual salaries	\$100,000	\$0
Cost of new staff	\$600,000	\$0
Total annual expenditures with new staff	\$8,850,000	\$1,168,200



Continuously Drive Cost Savings with QRM

QRM reduces burdens on budgets and staff by optimizing member engagement for improved ROI.



Consolidate vendors and reduce reliance on disparate, disconnected point solutions that divide teams and do not deliver a clear ROI.



Create scalable, data-driven outreach campaigns to improve member retention, advance health equity, control medical loss ratio, lower claims costs and eliminate retrospective efforts.



Track ROI with comprehensive analytics that display in-depth details about outreach effectiveness, risk and care gap closure, survey responses and reward usage.

Connect with Healthmine
to maximize budgets

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