

# 3 Ways Consolidated Data Improves Operational Efficiency

Optimize health plan operations with an integrated platform that unifies data and identifies opportunities to accelerate plan performance. Explore how Quality Relationship Management™ (QRM®) eliminates daily roadblocks, improves revenue and increases cost savings by consolidating fragmented data.



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# Unite Quality and Risk Data

Accurately identifying risk and quality care gaps requires complete data on member conditions, but low Annual Wellness Visit (AWV) completion rates prevent timely identification through primary care providers (PCP).

## Challenges with In-Home Assessments

Traditionally, teams rely on in-home assessments (IHA) to accurately identify conditions, but they come with several drawbacks:

- ⌚ Expensive, time-consuming visits
- ⌚ Risk of incorrect diagnoses
- ⌚ Incomplete health records and risk adjustment data
- ⌚ Lack of post-visit interventions with PCP
- ⌚ Costly non-digital outreach
- ⌚ High costs from annual reassessments
- ⌚ Increased scrutiny from CMS and OIG

Improving AWV completion rates and connecting members with their PCP improves the quality of member data while minimizing claims costs.





# Fill Gaps in Quality and Risk Data

Monitor gap closure to quickly identify member needs, coordinate outreach to increase PCP interactions and quality and risk adjustment revenue, from a single platform.

## Through a member-facing application, teams can:



Capture initial member data with first time experience surveys and health risk assessments.



Motivate members to see PCPs early in the year with personalized messaging and relevant incentives.



Use new data to educate members about what to talk about with their PCPs.



Coordinate follow-up outreach for continuous quality and risk gap closure based on AWW results.

## The Impact of QRM on Risk Adjustment

### Members engaged with Healthmine:

- Complete more preventive care visits, resulting in a 4.2:1 risk adjustment ROI
- Increase HCC identification by 26%
- Close 3.1x more care gaps after AWW completion
- Achieve a 113% higher HRA completion rate



Amidst increased scrutiny from CMS and OIG, **QRM captures complete views of member risks and health conditions** to enable health plans to safeguard risk adjustment revenue.



# Incomplete Rewards Data Strains Budgets

Fragmented reward data limits visibility into expenditures and impact on health outcomes to fulfill CMS reporting requirements. Without these metrics, teams struggle to manage resources.

With fragmented reward programs, teams have to:



Manually download and organize data from disparate reward vendors.



Reduce budgets to manage spend but risk limiting performance.



Piece together ROI across multiple dashboards with incomplete data.



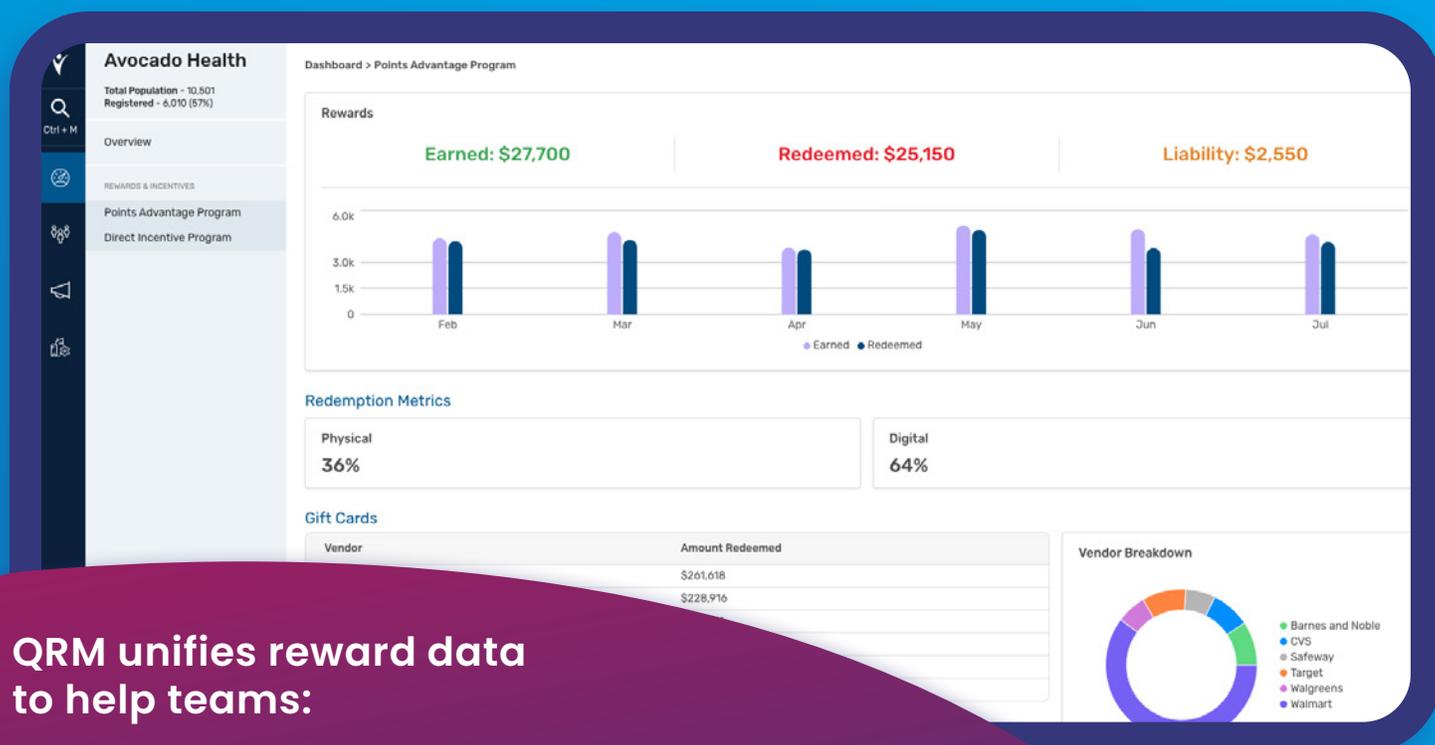
Increase expenditures to improve gap closure but risk overspending.





# Centralize Rewards and Guide Improvements

From regularly updated dashboards, teams can bring all rewards data into one location, manage incentive budgets and determine where to focus resources to see success.



## QRM unifies reward data to help teams:

1. Track reward budgets, spend and liability.
2. Monitor redemption metrics for physical and digital rewards.
3. View gift card preferences to understand what motivates members.



**3x higher** mock-CAHPS completion rates **when incentivized**



# Duplicative Messaging Degrades Member Trust

Teams cannot see what messages other departments have sent members and which messages are effective. This confusion increases spend, causes abrasion, lowers CAHPS and limits reporting.

**Health Profile: Maria**

- > 65 years old
- > Active in her community
- > Spends time with family
- > Type 2 diabetic
- > High blood pressure
- > Prefers speaking Spanish

**Without QRM:** Maria is overwhelmed with **over 40 messages** in the first 90 days

**AWV**  
30-day check in  
60-day check in

**Welcome #1**  
AWV reminders  
Flu vaccine reminders

**Welcome #2**  
Diabetes care reminders  
COVID vaccine reminders

**Welcome #3**  
Care management info  
RSV vaccine reminders

**ID Card**  
Women's health information  
Shingles vaccine reminders

**Provider Directory**  
Open care gap reminders  
Pneumococcal vaccine reminders

**HRA and ongoing reminders**  
Benefits info (dental, eye, hearing)  
CAHPS calls

**Join the Portal**  
Refill reminders (policy and plan)  
In-home visits

**Mail Order**  
Med adherence reminders  
Diabetes in-home care

**High Priority Information**

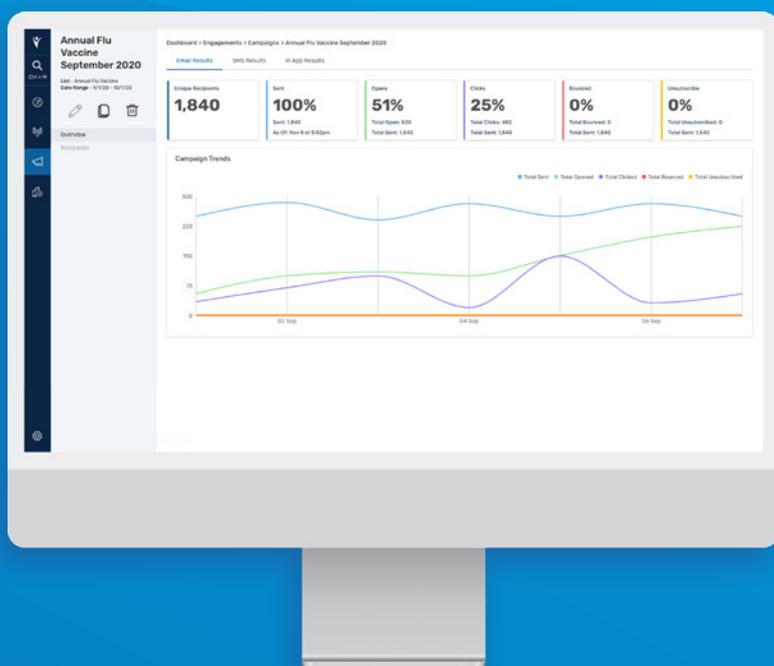
## Disconnected data leads to:

1. Multiple departments conducting outreach at the same time.
2. Members receiving duplicative or confusing messages.
3. Members feeling alienated while plans have overspent their budgets with unclear results.
4. Members lose trust in plans and become unresponsive.



# Coordinate Outreach from an Engagement Control Tower

QRM's integrated platform brings together all touchpoints to enable teams to quickly identify engagement opportunities while reducing duplicative, overlapping messages and member abrasion.



1. View all messaging, campaign metrics, member data and care gaps from one platform.
2. Leverage continuous data feeds to determine priorities and guide outreach strategies.
3. Coordinate teams and vendors to deliver the right message at the right time to maximize response rates and reduce administrative costs.
4. Support member-facing teams in assisting members during service calls.

With coordinated, digital-first outreach, Healthmine clients on average:

Reduce outreach costs by 7x

Increase Star Ratings by 1.13x per engaged member

Close 4x more health actions per member

Achieve a 116% higher open rate than industry averages



# Consolidate Disparate Data with QRM

Align teams, outreach and goals to achieve continuous success by integrating fragmented data into a single control tower. QRM is the industry's leading platform for unifying data to maximize revenue, improve operational efficiency and reduce costs.



Aggregate and organize member data into member activity records, segmented outreach lists and regularly updated dashboards.



Enable teams to visualize all campaigns metrics, care gaps and member records in one place to avoid overlapping, duplicative outreach.



Coordinate data-driven engagement supported by behavioral science to foster long-lasting changes in member behaviors to maximize member retention and enrollment.



Unite teams in addressing key areas of plan performance, including risk adjustment, quality performance, health equity, CAHPS, HOS and value-based care.

Connect with Healthmine to build data-driven strategies

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