healthmine™

Accelerate gap closure

Don't wait for Q4

Relying on fourth quarter intervention to close care gaps leads to higher costs, lower revenue, poorer health outcomes and measure performance that misses the mark. For some members, late intervention is unavoidable, but most health plans overutilize last minute campaigns.

A better, proactive approach

Identify open care gaps

- ✓ Prioritize members who are typically hard to engage and either don't close care gaps, or wait until Q4
- ✓ Include members who are likely to have health risks that need to be re-coded for 2025 or newly identified

Capture demographics

- ✓ Know members' preferred languages to ensure they understand their care gaps and what to do next
- ✓ Identify member barriers to care, such as lack of transportation, scheduling difficulties or no established provider

Close care gaps

- ✓ Activate members in four weeks or less for on-platform clients
- ✓ Implement email and text campaigns with AI-supported appointment scheduling and provider finder to increase provider visits
- ✓ Conduct live agent call campaigns to help members find a new provider, schedule appointments and understand their benefits

46% increase in provider visits.

46% increase in clinical gap closure.

10% improvement in member retention.

The benefits

More care gaps closed, earlier in the year

Accurate risk coding and maximized risk revenue

Higher member retention and satisfaction

Proven ROI in 30 days

A Blues' Medicare plan partnered with Healthmine to conduct outbound calls to increase Annual Wellness Visits (AWVs) in 30 days.

Healthmine vs industry average

1.9x higher
connection rate

1.9x higher
contact rate

4.9x higher
conversaion rate

How we helped these members

Notified members they were due for visits and the importance of an AWV.

Conducted live conference calls with provider offices to facilitate scheduling.

Assisted members in using additional benefits to increase appointment follow-through.

Filled in member data gaps, such as language barriers and poor contact information.

Campaign performance

41%
of members contacted spoke with an agent

32%
of those interactions led to AWV completion, via support in appointment scheduling or by verifying already completed visits

27%
of members who spoke with an agent planned to schedule their own visit

$500,000
in additional revenue though newly identified HCCs

Don't miss out on in-year revenue. Let's build your engagement plan.

solutions@healthmine.com

469.300.6231