

Health Risk Assessments (HRA): Increase Engagement and Improve Satisfaction

A case study on Advanced Platform Solutions

- Integrated Technology to Boost Member Completion Rates
- A Digital-first Approach to Reduce Program Costs
- Automated Next-Best Actions for Education and Interventions

Find out how to improve member engagement and wellness program participation with hard-to-reach members by connecting data, insights, and actions with the inGAGE™ platform.





About the Health Plan

A state-based health plan with Medicare Advantage and Medicaid membership faced challenges due to using in-house tools and multiple vendors for outreach.

These disparate efforts resulted in poor visibility into HRA completions, hindering the ability to drive personalized follow-up and align with critical business outcomes such as Stars rating performance.

The fragmented approach to outreach highlighted the need for a more integrated and streamlined solution to optimize member engagement and improve overall performance metrics.



400,000
members



Mid-Atlantic state
region served



D-SNP and Medicaid
Member population

Health Plan Challenges

The main challenges revolved around low member engagement rates, fragmented data, and the inability to personalize timely interventions.



01



Although the health plan used a multichannel approach, the various vendor **data was not integrated** and analyzed to optimize engagement and completions. .

02



SDOH barriers like language challenges, limited health knowledge, unstable housing, and behavioral health issues were not fully understood, leading to lack of action.

03



HRA as a tool for identification of members requiring case management interventions quickly was unreliable. Once identified, the health plan **could not execute timely personalized interventions.**

Recent data shows that **33% of Medicare Advantage members** are unsure if their health plan uses their HRA response information to improve their care and services provided. This underscores the critical need for health plans to enhance their health risk assessments, ensuring **clearer communication and actionable insights** that empower positive health outcomes for members.



Health Plan Resolution

Insightin Health's inGAGE software platform tackles challenges by offering real-time insights, personalized engagement strategies, and seamless integration with existing health plan systems. It provides deep member behavior insights, tailored interventions, and streamlined engagement efforts.



- **Real-time insights** are derived from expert data management of member information and responses to enhance engagement and automate interventions.



- **Personalized engagement** strategies are facilitated by inGAGE platform's data management and analytics, allowing non-abrasive tailored outreach based on member health and preferences.



- **Seamless integration** through inGAGE's omnichannel engagement engine simplifies communication channels for timely member interaction and reduces staff time spent on administrative tasks.



Implementation:

In less than two months, the Health Plan enhanced its program by partnering with Insightin's team to align with strategic goals. The solution is integrated within Member Services, Care Management, and Population Health to oversee member engagement, data analysis, and outcome tracking.



Results Achieved

Stakeholders and members responded positively to the solution, with notable improvements in engagement, completion rates, and satisfaction. Members appreciate the personalized approach and the ease of communication, leading to better overall experiences.

Key Achievements

48% improvement

in annual health risk assessment completion rates



\$1.2 million

year 1 savings, amounting to 9.5% reduction in admin costs



Thank you so much for the text. I forgot all about the questions!

Sally Q.
Health Plan Member

Agradezco poder hablarles en mi idioma ahora.

Jose R.
Health Plan Member



Shifting to a platform solution...we saw a 48% increase in completions and \$1.2m in savings. Best of all, by personalizing responses, it led to higher clinical engagement for our members.

Director of Member Engagement



How We Can Get Started

Email us today at

info@insightinhealth.com

Call Now

888-524-6744

Learn more at

www.insightinhealth.com

About Insightin Health

Insightin Health helps healthcare payers eliminate data silos and deliver highly satisfying consumer-centric experiences. inGAGE™ – our software as a service (SaaS) platform – is the industry leading solution for quickly creating a connected data ecosystem. Using artificial intelligence and machine learning techniques, inGAGE leverages the totality of the connected data, in real-time, to produce insights and drive Next Best Action (NBA) to solve pressing healthcare challenges. inGAGE allows healthcare payers to deliver lifetime member value, driving growth and increasing overall plan profitability.