



SUCCESS STORY

Engaging Members to Identify Risk: How Icario Optimizes Risk Adjustment



CHALLENGE

It goes without saying, understanding your members' risk is as crucial to delivering high-quality care as it is to your plan's financial success. Under the Hierarchical Condition Categories (HCC) reimbursement system, health plans must identify high-risk members to receive the payments necessary to cover that risk. But, assessing members' risk status can be a challenge, especially if they are not actively engaged in their health or with the healthcare system.

Solution

In this case study, we partnered with a large health plan to implement a targeted HCC identification and risk adjustment strategy. Our approach? A first-class engagement program.

As our first step, we identified high-risk members through propensity modeling and analytics. With this data in hand, we drilled down to yet another layer of detail, segmenting these members further based on risk score and propensity to activate. This allowed us to establish marketing focus, developing unique communication and activation strategies per segment to drive either health risk assessment (HRA) completion or a primary care visit to assess risk. Not only does such a targeted approach make our solutions more effective at driving members to complete desired activities, it also makes them far more cost-effective as well.

Finally, as a key part of the process, we leveraged rewards and incentives to motivate members to engage and complete their HRA or visit their doctor. And, as always, we continuously learn and improve our engagement efforts based on how members do (or don't) engage and the program results. As a program continues into its second year, we rely on data to inform any revisions to the model, further optimizing our communications and rewards strategy.



Results

A Clearer Understanding of Members to Drive Future Action

By activating 17% of the health plan's population, we were able to achieve over 11,000 completed HRAs. Further, we uncovered previously unidentified conditions for 12.8% of the engaged population.

17k+

activated members

65%

completed HRAs

690k

increase in revenue



Key Takeaway

For an engagement program that successfully identifies risk, determine the most effective activation approach based on the member's risk score and activation propensity—and invest accordingly. Continuously learn from member activity and non-activity, refining and adapting your approach to drive high-value activities, like HRA completion.



Get started with an Icario health action program today!
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