



SUCCESS STORY

How One Medicare Plan Impacted HEDIS, Risk, and Retention in Just 3 Months



CHALLENGE

It's the second half of the year and your plan performance is below target. To many Medicare plans in this situation, it might seem like it's simply too late to boost vital metrics like Star or HEDIS scores, appropriately capture more risk opportunities, or significantly impact member retention. And when it comes to launching a mid-to-late-year engagement program to move the needle on performance—the effort might seem to far outweigh the reward. But at Icario we know that's a fallacy: It's never too late for an engagement program—and we have the data to back it up.

Connecting people to health.
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Solution

We partnered with a leading Medicare Advantage health plan to improve Star measure performance and lay the foundation for an ongoing member loyalty program. To do this, we designed a customized engagement program to close gaps among a specific number of members in a short period of time. How short? Well, the program launched in October to a population of 120,000 high-propensity members. We focused on the non-compliant, high-propensity member population.

To make a big impact in a matter of months, we targeted only those measures that would have the biggest impact on Star Ratings, risk adjustment, and

overall plan performance—like the Annual Wellness Visit. Members received communications through our channels—as well as the plan’s existing channels—to integrate the rewards and engagement program messaging into existing touchpoints. This allowed us to provide a seamless, user-friendly experience to members, increasing satisfaction, participation, and gap closure—ultimately laying the foundation for a more robust, larger-scale program in the next year and boosting member retention.



Results

By focusing on a member population we knew would carry the most impact, we were able to boost the plan's Star Rating from a 3.0 to a 4.0 in 3 months.

Time is just one of the many factors that contributes to the design of an engagement program. When time is limited we can increase incentives, communications,

and audience focus to deliver business results.

Executing a program in the second half of the year allows for a design that centers on the right members. At Icario, we leverage consumer loyalty best practices to deliver business objectives, year-round.



Key Takeaway

Time is just one of the many factors that contributes to the design of an engagement program. When time is limited we can increase incentives, communications, and audience focus to deliver business results. Executing a program in the second half of the year allows for a design that centers on the right members. We leverage consumer loyalty best practices to deliver business objectives, year-round.



Get started with an Icario health action program today!

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