

IMPACT REPORT

CEOs Learning from CEOs

HEALTH
EVOLUTION

*Created in collaboration
with Care1st Health
Plan Arizona*

Powered by Pacify Health

A new approach to engaging mom and baby members with telehealth that is ROI-positive, improves key HEDIS measure performance, and supports successful RFP responses.

Care1st Health Plan Arizona offers expecting and new mothers 24/7 unlimited video access to dietitians and lactation consultants via Pacify's smartphone application.



What's Inside

About Care1st Health Plan Arizona



Led by CEO Scott Cummings, Care1st Health Plan Arizona provides government-sponsored managed care services to families, children, seniors and individuals with complex medical needs to 288,000 members across the state (as of March 31, 2020). Care1st Health Plan Arizona is a wholly owned subsidiary of Centene Corporation, a leading multi-national healthcare enterprise committed to helping people live healthier lives.

CEO Takeaways

- »» 1 How to achieve extremely high member engagement using Uber-like, instantaneous access to video visits.
- »» 2 How access to key, specialized non-physician providers can drive health outcomes and reduce medical spend, particularly among NICU patients.
- »» 3 How targeted educational campaigns using the behavioral science of “nudge theory” can influence member decision making around key care moments.

The Problem

The goal was to address key care gaps for pregnant mothers and infants, while driving high-quality care results for the plan and the state. There were three key areas of opportunity:



Address the state of Arizona's interest in educating members on breastfeeding, engaging members with technology, and increasing access to care, especially in rural areas.



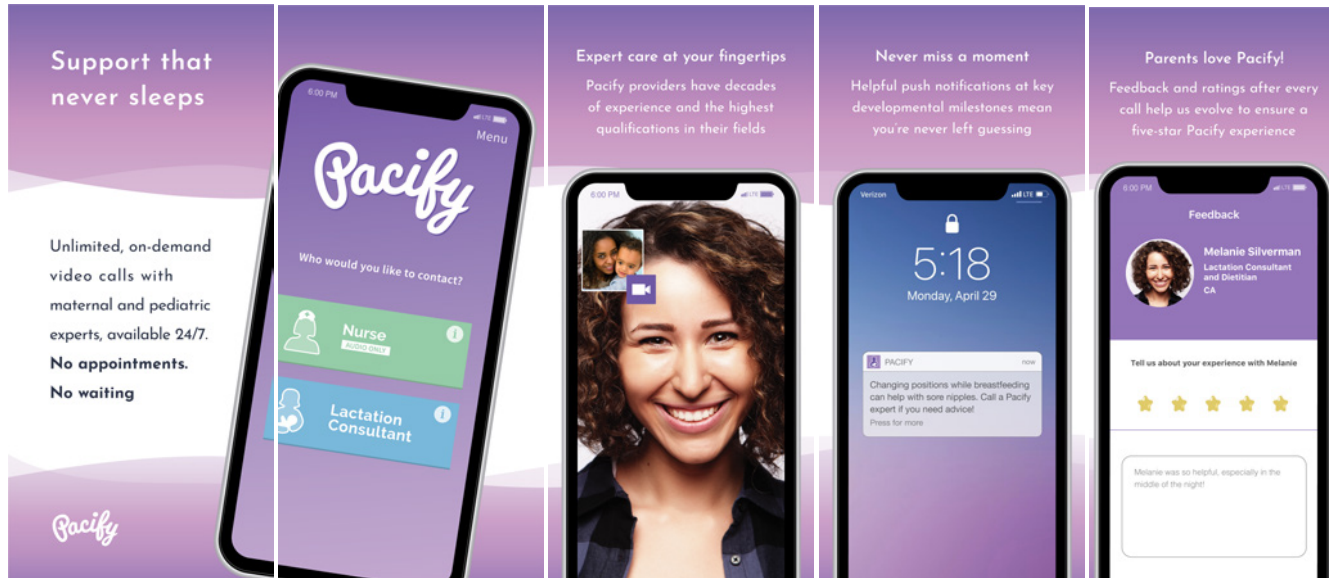
Impact medical cost in terms of reduced unnecessary ER utilization, improved morbidity/lower complexity office visits, and reduced NICU incidence and LOS.



Impact quality measures around key HEDIS, EPSDT, CAHPS, measures, etc.

The Solution

In August 2017, Care1st Health Plan Arizona launched the Pacify program as a pilot.



Moms receive breastfeeding support and guidance on health issues such as colic, digestion, transitioning to solid foods and more. The Pacify app also uses nudge theory to design and deliver educational push notification campaigns that influence member behavior around key healthcare decisions (e.g., prenatal care, postpartum visits, immunization, etc.).

Over the course of six months, the plan enrolled 136 members, which resulted in 167 clinical consultations via the app (52% completed outside of business hours); 15,000 educational push notifications; and a 4.86/5 Pacify service star-rating among enrolled members.

More than 60 unique users made an average of 2.5 consults each to Pacify's Uber-like networks of consultants (99 International Board Certified Lactation Consultants and 57 Registered Dietitians).

Additionally, 37 members used the application once, and 24 members downloaded the application and used it more than once – though it is important to point out that some portion of those members were still waiting for their baby to be born. As these members give birth, the proportion of unique users and overall utilization should increase.

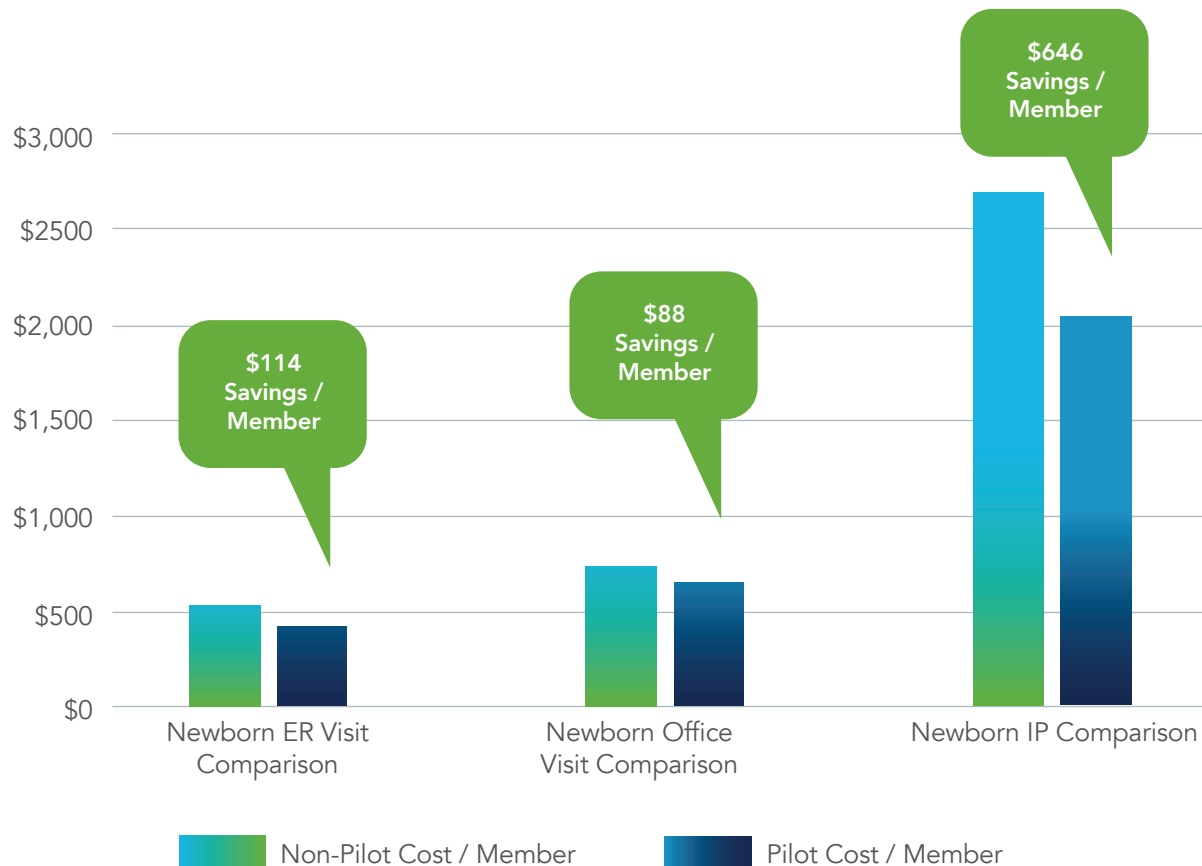
The Results

Care1st Arizona observed the following results, which are being shared externally for the first time:

»» 1
State
interest

Care1st Health Plan Arizona and Pacify wrote about the app and its outcomes in four out of the 21 response components in the recent Arizona RFP. It impacted nearly **20%** of response components.

»» 2
Cost
savings
3.67x
ROI



Average per member savings
\$850

The Results

Improved HEDIS & EPSDT Performance

»» 3
Quality
measures



13%

Increase in
prenatal visits



32%

Increase in
postpartum
care



4.86/5 Stars

Average star rating based on 111
reviews of the Pacify app

Member Testimonial (In-app review post-video visit)

“Was really great, made me feel comfortable and made sure I understood.”

- Care1st Health Plan Arizona member

“She was amazing. She helped calm me down enough to where he would latch on. I really appreciate it thank you!”

- Care1st Health Plan Arizona member

Why Pacify

CEO TESTIMONIAL

“Becoming a new parent can be overwhelming. From doctor’s appointments, feedings and developmental milestones, new parents are looking for convenient, 24/7, on demand support and information....We have seen impressive outcomes through our partnership with Pacify, including high customer satisfaction ratings from our members, better health outcomes for moms and babies, and reduced costs for Arizona’s Medicaid program.”

-Scott Cummings, plan president and CEO, Care1st Health Plan Arizona.

