

## National Health Plan Closes Senior Care Gaps Through Engagement

# Novu Solution Increases Gaps In Care Closure Rate By 4x

### Case in Point

A leading national health plan conducted a yearlong study involving thousands of Medicare Advantage participants. The study focused on enhancing health outcomes and overall health within a senior population. The plan also sought to understand the impact a targeted program could have on gaps in care closures for Medicare member compliance with health screenings required to improve Stars ratings and associated revenue.

### Situation and Opportunity

Like most Medicare Advantage plans, the plan was faced with a problem: less than 20 percent of all seniors participated in critical screening events. These included critical health issues such as blood pressure, diabetes, colorectal, breast cancer, wellness and annual physicals, glaucoma testing, and cholesterol. Previously, the plan relied on direct mail campaigns to reach their Medicare Advantage members. As such, the plan was interested in a platform that would equip them with new consumer tools and channels to reach members and drive health behaviors and actions. By driving these healthy actions and behaviors to close gaps in care, the plan recognized it would be positioned to achieve cost savings, as well as revenue increases in relation to achieving quality goals.

The plan partnered with consumer engagement platform, Novu, to activate a targeted population of 4,200 Medicare members shown to have a 37 percent higher gap in required screenings than the plan's overall population. Novu leveraged its proven combination of rewards, community, education, gamification and personalization to target these preventative actions and enable the plan to reach members with messages that encourage action. The plan's goal was to help members take preventative actions to lead healthier lives and reduce overall health system costs.

**Problem: 80% percent of seniors neglect to participate in critical screening events.**

### Novu builds influential trusted relationships.



Additionally, the Plan saw Novu as a way to target the most impactful domains within the Medicare Advantage Five Star Quality Rating System. Through Novu, the plan was able to tailor and optimize outreach to impact critical measures for the Stars rating system: staying healthy through screenings, tests, vaccines and medication adherence.

## Success Results

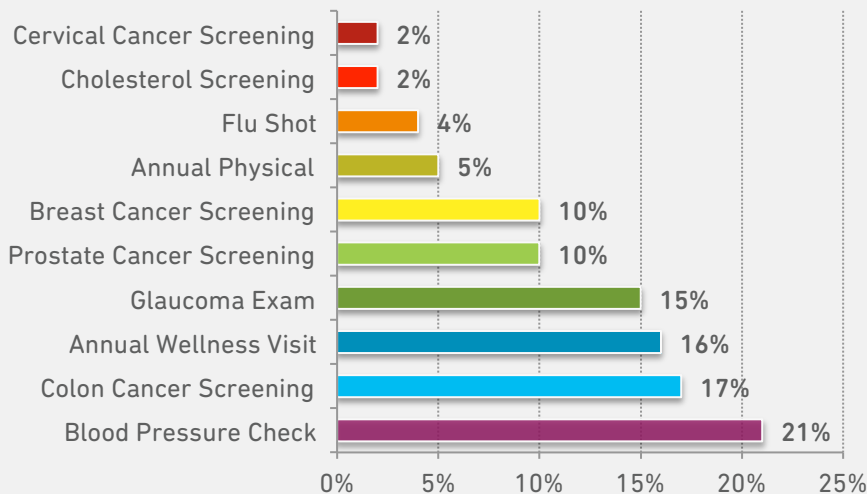
At the conclusion of the study, Novu's proven strategy had **successfully engaged 50% of the targeted members** to access education content, tools and resources specifically related to preventive screenings. Furthermore, **47% of the members that accessed preventive screening resources closed one or more gaps in care**. This self-reported member data was later confirmed through claims history at greater than **92% percent accuracy**.

When compared to a benchmark direct mail program run concurrently against a separate and distinct population, Novu outperformed the more traditional approach across key metrics, by as much as 12.9X, including:

- **Response Rate** – Novu **generated 361%** increase in response rate of members closing one or more gaps in care when compared to the benchmark program.
- **Gap Closure Rate** – The Novu QEP generated a **23.5 percent gap closure rate** compared to the direct mail program closure rate of 5.1%. **The average gap closed by participating members was 3.6.**
- **Cost per Incremental Gap Closed** – Novu also demonstrated significant efficiency gains in the costs per incremental gap closed. The Novu QEP showed a 12.9X reduction in the cost per gap closed when compared to a direct mail program with reward. Note: the entire annual cost of the Novu program was factored into this comparative analysis.

**Result: 47% percent of the members that accessed preventative screening resources closed one or more gaps in care.**

**Distribution of Care Gaps Closed**



**Care Gaps Closed Per Member**

