



CASE STUDY

Reducing hospital admissions, ER and urgent care visits while streamlining the patient experience

Health Plan | **700,000 MEMBERS**

CHALLENGE

A regional health plan client serving members in New York and in Vermont wanted to create a new digital front door solution for their members. They needed an experience that would provide their members with a way to access care on their terms, whether they wanted to interact with a provider over video or phone, or initiate a consult via a mobile app or desktop. It needed to be an entry point for members to start their care no matter what their problem was- whether it was emergency care, urgent care, women's health, pediatrics, prescriptions, diagnostic tests, and more. Therefore, it needed a smooth patient experience to provide immediate access to a healthcare team, who could triage, treat and coordinate care with minimal wait time. Timing was of the essence and the health plan needed a partner who could execute quickly and integrate into their existing digital ecosystem and health care infrastructure. They needed this solution to create a predictable, affordable, convenient, and highly satisfying member experience.

SOLUTION

The client partnered with UCM Digital Health to develop a new digital front door platform and to cultivate a best-in-class member experience backed by a team led by emergency medicine providers. Together, they created a white label app and online experience to serve as the digital front door to care for health plan members. The platform was launched in January of 2021 and now provides health plan members with access to a dedicated team of emergency medicine trained providers and care coordinators within minutes.

UCM Digital Health created an entire white labeled digital front door platform and telehealth service for triage, treatment and care coordination. In parallel, UCM worked with the health plan to make sure the technology was architected for UCM's offerings to integrate into their new platform.

The really exciting part of this is that the partnership between UCM Digital Health and the client is really just beginning. Both UCM's new offerings and the health plan's new partners can easily be integrated into to put the patient first and place a priority on providing members with predictable, affordable, convenient, quality care – all wrapped into a simple and streamlined experience.

The online process to initiate a consult was easy to follow and the doctor contacted me within 15 minutes. She asked appropriate questions and gave me good advice. I was especially impressed that I received several follow-up calls to confirm that I made it to my follow-up appointment, received the test results, and that they had been in contact with my primary care provider for continuing resolution of the problem – HEALTH PLAN MEMBER



RESULTS



From inception to
minimum viable
product delivery



App downloads



Consults



Member satisfaction



NPS

App downloads and consults from January 2021-April 2022. Member satisfaction results based on internal patient satisfaction survey data. Reflects those who are "Satisfied" or "Very Satisfied" for full-year 2021. NPS data from September-December 2021.

