

Net New HCC's Deliver 2.39 ROI in ACA Market

Access to Care is a challenge, ReferWell helped this health plan crush their KPIs with outreach, scheduling and reminders that boosted show rates in their toughest market.

The Background

About the health plan

The health plan provides health insurance services to over one million members, including a substantial Affordable Care Act (ACA) population of over 400,000 members. Through their offerings, they strive to provide high-value, high-quality care to their members in order to drive better outcomes and results. As part of their mission to provide quality healthcare services, they identified their primary barriers as...

- 1) engaging their hard to reach members, and
- 2) getting those members scheduled for care (Access) were their primary barriers.

The Challenge

With 93% market share of the ACA market (over 450,000), this health plan needs every HCC they can get to minimize transfer payments. They felt there was an opportunity to improve access by getting their members scheduled for annual wellness visits so that members would get properly coded for the year. The challenge was that the specific membership population they needed were the least likely to get care (recalcitrant).



The Solution

The health plan partnered with ReferWell to improve access to care and enhance the member experience within this difficult population. ReferWell targeted the specific members identified by the health plan with a robust engagement strategy and scheduled them for Annual Wellness Visits using ReferWell's innovative scheduling platform.

ReferWell will outreach, engage with the members we contact, schedule them with the appropriate provider and ensure the provider both closes the loop and provides the results of the visit. Also document and report out metrics with respect to the outreach, contact, and impact made in order to validate the success of the program.

Program Objectives and Results

Objective

Engage with and schedule Annual Wellness Visits for ~35,000 eligible ACA members and 5,000 MA members in order to properly code them for population health and risk adjustment purposes.

Results

The client did a claims based actuarial analysis, including a control group that showed:

- Scheduled Annual Wellness Visits resulting in **4,331** HCCs of which **43% (1,713)** are net new HCCs.
- The net new HCCs attributable to ReferWell was **\$1.5M**
- ROI delivered: **2.39**

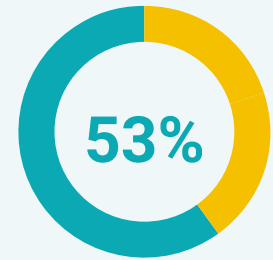
About ReferWell



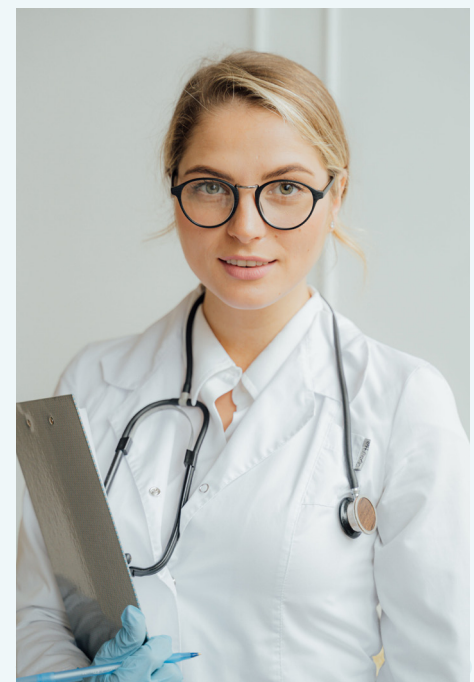
ReferWell is a health tech company transforming access to care and elevating patient engagement. The company's cutting-edge Perfect MatchSM scheduling platform and unique care navigation services eliminate administrative complexities for health plans and providers, seamlessly connecting patients with the care they need to ensure they get on and stay on their healthcare journey. Based in Stamford, Connecticut, ReferWell partners with national and regional health plans and providers responsible for over 10 million covered lives. Discover more at [ReferWell.com](https://referwell.com) and join us in reshaping the future of healthcare.



Find out how ReferWell can help you transform your access to care challenges. [Schedule a call today!](#)



ReferWell connected with **22,898** members out of **43,575** members delivering a **2.39** ROI.



Find out how ReferWell can help you achieve your goals.

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