



How one Medicare plan impacted HOS measures and built member trust with NovuHealth

A NOVUHEALTH CASE STUDY

challenge

Along with CAHPS, HOS scores make up almost 30% of your Medicare plan's Star rating. Yet, influencing these scores—and consumer satisfaction in general—in defined, measurable ways can be a challenge.

After all, it can be hard to know where to focus your efforts. HOS randomly samples beneficiaries and occurs over an extended 2-year period. Plus, when it comes to HOS measures C04 and C05, plans are faced with the challenge of improving or maintaining members' health and their perception of

it—which can be hard to quantify, let alone influence, especially given the survey's aging population.

So how can health plans boost HOS scores and, at the same time, build trusting, positive relationships with members? For one large Medicare plan, the answer was NovuHealth's Healthy Connections for HOS—deployed to engage members with their health care and positively improve plan performance on key HOS measures.

solution

The Healthy Connections for HOS program impacts measures C04 and C05 (improving or maintaining physical and mental health). Launched for this health plan, the 8-week program delivered inspiring educational content on wellness and social health topics and had three aims:

1. Encourage small steps forward to better health;
2. Remind members that their plan is part of their support network; and
3. Reward members for joining and completing the program.

Each week of the program covered a different health-related topic, such as positive thinking

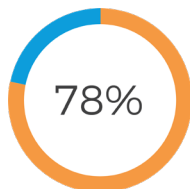
or adding movement to your day. Uplifting and brief, the content supported members in their health journey, reinforced healthy behaviors or worked to inspire positive change, and fostered a sense of connection between members and the plan.

And because the program utilized both outbound and inbound IVR, members were allowed to engage in the program on their own time. For example, if a member wasn't able to answer an outbound call on a certain day, they could choose to call in at a more convenient time through the inbound IVR call back channel. This flexibility made it easier and more convenient for members to participate, where schedule conflicts could otherwise have prevented them from engaging in the program.

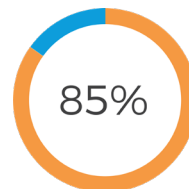
results

The result was a highly effective program that produced a significant lift in members' perception of their own health. In fact, 78% of participating members rated their emotional health the same or better in week 8 of the program as they did in week 1. And 85% rated their physical health the same or better in week 8 as compared to week 1.

What's more, these members were historically non-compliant, meaning they did not previously engage with their health by attending recommended care appointments. Given this makeup of the participating population—from which we might anticipate more negative responses—these results are especially remarkable, far exceeding expectations.



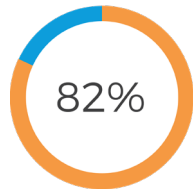
Improved/maintained emotional health



Improved/maintained physical health

Our data also show that members were highly engaged with the program: 70% of enrolled members stayed engaged throughout the program. And only 1% opted out after engaging in more than one week of content. That means, once members started with the program, they continued with it, coming back for more content week after week.

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**Members would
recommend the
program to others**

In addition, 82% of members surveyed said they would or would probably recommend the program to others. This high level of satisfaction with the program relates to an increase in overall member satisfaction—Healthy Connections for HOS builds a trusted relationship between members and their plan, while also increasing perceived plan value. Members appreciate the “extra” benefit this program offers, and they feel more connected to their plan after 8 weeks of positive, educational interactions.



NovuHealth is the health care industry's leading consumer engagement company. Combining performance analytics, behavior science and comprehensive technology solutions, our rewards and engagement programs enable health plans to increase high-value member activities—improving member health and driving plan performance.