

# Driving High-Value Behaviors 101



## What is a high-value behavior?

High-value behaviors include preventive care and health screenings (like colon cancer screenings) that achieve better outcomes while lowering long-term costs. Completing these activities represents a win-win for member health and plan risk alike.

***We've delivered 1.9 million high-value behaviors to date.***

## In a nutshell: 3 steps to driving high-value behaviors

### 1. Opportunity definition

Not all members are created equal when it comes to high-value behaviors. Closing gaps in care among certain populations will impact your quality measures more cost-effectively than others. We work with you to pinpoint the population segments that will most impact your bottom line.

### 2. Behavioral analytics & data sciences

We use behavioral analytics and third-party data to identify gaps, stratify risk and find the members with the greatest propensity to act.

### 3. Omni-channel member engagement

Once the appropriate member populations have been identified, we target them with omni-channel communications. We treat members like consumers with an experience reminiscent of retail.

## What is the optimal reward amount for high-value behaviors?

While merchandise can be an effective incentive for certain populations, gift cards or reloadable debit cards are popular choices across membership. We've found the Goldilocks of reward amounts—the ones that are just right.

### General:

- Annual Wellness Visit = \$25
- Breast Cancer Screening = \$25
- Colon Cancer Screening = \$50\*

### Diabetic:

- A1C Test = \$25
- Diabetic Eye Exam = \$50\*

### Pregnancy:

- Prenatal Care Visits = \$10-\$15 / visit
- Postpartum Care = \$50\*

\*Higher barrier activities (those that are uncomfortable, time-consuming or invasive) often require a higher incentive amount to inspire action.



## The high-value behavior and HEDIS connection

Closing high-value behaviors is great for member engagement and satisfaction, as well as risk adjustment—but the impact on quality scores can have the largest impact on plan ROI. Our solutions improve quality scores like HEDIS and ultimately Medicare Star ratings. And our clients typically enjoy a 400% ROI.