

Successfully closing gaps in care with member scheduling solutions

A large Medicaid managed care plan currently serving more than 850,000 members in the South Central United States partnered with Experian Health to supercharge their quality team's ability to close gaps in care with digital scheduling solutions.

Client

The health plan's quality team was looking for innovative ways to close more gaps in care and improve access for their Medicaid and Children's Health Insurance Program (CHIP) consumers. Their key focus was to use technology to transform care delivery to be more consumer-centered and accessible.

Challenge

The quality team wanted to make it easier for people who have a care gap to get the care they need. The plan had access to a list of missed opportunities but didn't have efficient consumer-friendly processes for scheduling the needed care. Before partnering with Experian Health, the health plan could only facilitate member appointments with three-way calls between a health plan care team representative, a member and a provider. This was confusing and time-consuming for all involved, leading to a poor member experience and damaged relationships between the plan and their provider partners.

Resolution

Good relationships rely on good communication, so the plan partnered with Experian Health to improve this interaction with digital connectivity in a two-phase approach.

Phase 1: Digital appointment scheduling

First, they implemented Experian Health's member scheduling solution in their call center to enable digital appointment scheduling for their care team. Instead of tedious three-way calls, the care team could perform the telephonic outreach to the patient, then schedule digitally with the provider via the Experian Health web-based scheduling solution. No more three-way calls, which meant

that members and agents would no longer have to sit on hold while provider staff combed through appointment schedules to find a time that would work. This also made it more convenient for the patient who could more easily find a time that worked best for them based on the options available in the scheduling platform.

The plan started with a network of high-value providers and then expanded the program to over 150 providers across the market. Today, agents simply use the Experian Health scheduling solution to find the right provider and appointment — a much faster and easier experience for the member and agent alike.

How the Care Gap Closure Program Works

Data Analyst sends list of members to call (Bi weekly or monthly)



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Phase 2: Automated outreach

In the second phase, the plan leveraged Experian Health's automated outreach solution to launch campaigns via interactive voice response (IVR) and text message (SMS). The campaigns were targeted at specific member populations that had been identified with care gaps. These campaigns informed consumers about their existing gaps in care and, importantly, gave them the ability to self-schedule their appointment on the spot via IVR or clicking a link in the text. The outreach solution utilized the digital appointment inventory already aggregated by the Experian Health platform in phase one, making the process seamless for the providers to receive these new appointment bookings and for the plan to launch the campaigns as needed.

After appointment bookings are made through the call center or via the automated outreach solution, the platform sends confirmations and reminders to ensure follow-through and improve appointment adherence rates.

Results

In addition to operational effectiveness gains, the plan has also been able to tap into a host of analytics and reporting tools that accompany the scheduling solutions. This helps them consistently optimize the solution and address any issues, such as show rates and lead times with providers, and to do so with objective real-time scheduling and attendance data. In this way, provider partner relationships are greatly improved by having shared, data-driven understanding of how they're working together.

With these scheduling solutions in place the plan has been able to create a unique and powerful care gap closure program. Here are some key results:

- **56% more** care gaps closed when call center agents digitally booked appointments through the Experian Health solution.
- **32% more** care gaps closed when consumers were contacted with Experian Health's automated outreach solution.
- Call center agent productivity was increased with the automated outreach solution by offloading volume from the agents.
- **38% of bookings** occur outside practice hours (during lunch and after 5 p.m.), enhancing the consumer experience by giving members the flexibility to schedule appointments when it's convenient for them.

How the Automated IVR/SMS Outreach Works



1. Member receives phone call or text message



2. Member confirms identity



3. Message discussing why the member needs the appt.



4. Appt. scheduled directly on the phone via IVR or through a link in a text message



5. Appt. confirmation and reminders sent to member