CHANGE
HEALTHCARE

Maximize HRA Completion and Stratify Your Membership

Identify high-risk members with targeted, multi-channel outreach program

Meet Regulatory Requirements

Stratifying your membership by level of health risk is essential for driving effective clinical interventions. Medicare and Medicaid plans that lack claims data must rely heavily on health risk assessments (HRAs) for stratification—which can be difficult to collect. State health insurance exchanges also depend on HRAs, as many members were previously uninsured and have no claims history.

Change Healthcare's scalable, cost-effective solutions can help you adhere to government requirements, identify medical needs, facilitate better care, and reduce the costs associated with your high-risk members.

Our Smart Connect™ platform is an integrated member engagement solution designed to reduce gaps in care by using personalized outreach to motivate behavioral changes and drive desired actions.

Contain Costs

Managing HRAs is a year-round process for Medicare and Medicaid plans, which must devote numerous resources to determining and monitoring risk adjustment, complying with federal requirements, and building preventative care programs.

Unfortunately, most health plans lack the ability to expediently collect and act upon their members' self-reported health data—which makes cost containment difficult.

Change Healthcare's Health Risk Assessments solution helps you stratify your population, improve engagement, and identify high-risk members. Our best-practice approach relies on multi-channel communications that drive your members to complete an HRA survey.

Support High-Risk Members

The Health Risk Assessments program provides real-time identification of your high-risk members, enabling timely intervention to help close care gaps. Empowering care managers with quick access to critical information via our care manager dashboard can help your plan drive efficient, insightful follow-up, such as enrolling members in medical management programs.
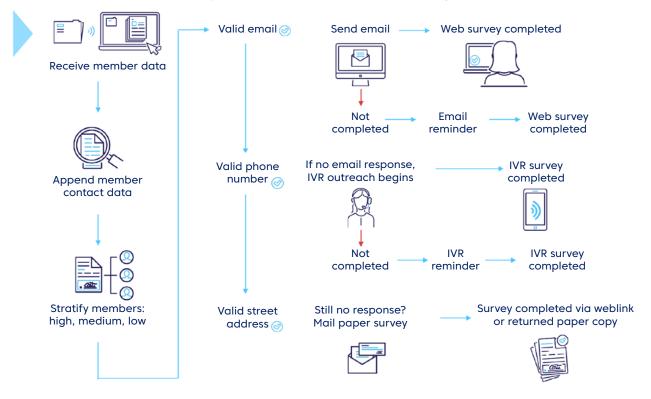
The dashboard provides high-level and detailed reporting on active and inactive members. Care managers can see a list of alerts by member name and ID, indicating current status in the HRA campaign, recent outreach activity, and provider referrals. They can also see members' HRA survey results, which helps them suggest ongoing engagement and intervention resources.

Program Success

Our customers typically realize **18%-23% HRA survey completion rates**[1] using our solution, which is customized to meet your needs.

1 Results based on historical data. Results may vary by health plan and member demographics.

Integrated Outreach to Drive HRA Completions

Increase Your HRA Completion Rates

- Data appending services identify ~60% of invalid phone numbers[2]

- Membership stratification supports prioritized HRA outreach strategy

- Segment messaging based upon members' enrollment status, available in both English and Spanish

- Interactive health risk assessment survey includes up to 20 questions that can be customized as desired

Review Outreach Impact

Campaign results are displayed within the Smart Connect care manager reporting dashboard in real time. Optional configuration is available to add modality preferences.

Measures tracked include percentage of:

- surveys completed

- surveys completed by priority stratification

- high-risk members escalated

- surveys completed by modality

- surveys completed by gender

- surveys completed by age

Refine Results with Ongoing Consultation

Our member engagement team takes a hands-on, consultative approach to your Health Risk Assessments campaign implementation. A dedicated solution specialist offers guided planning sessions to help determine your goals, review your question content and escalations, and enable optimal results.

By applying the power of data analytics to identify member needs and personalize each touch point, we can help you maximize HRA completion so you can facilitate better care management and reduce the costs associated with your high-risk members.

2 Change Healthcare data and analytics services

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