GOMOHEALTH®

Measuring Impact:

Integrating Automation into Clinical Practices to Help Improve Maternal Health Outcomes

Learn how coupling behavioral science and personalized engagement in the GoMo Health *EarlyCare™* program is key to successful automation of clinical practices to scale support, reduce burnout, boost member satisfaction, and reduce hospital readmissions.

Why automation matters:

Increases Time Spent on Patient Care by 17%

Automating tasks and documentation allows healthcare providers to dedicate more time to patient interactions, improving care quality. [1]

Reduces Administrative Costs by up to 30%

Automation can save the U.S. healthcare system $265 billion annually. [2,3]

Reduces Hospital Readmissions by 67%

Automation in patient follow-up and reminder systems enhances treatment adherence, drastically reducing readmissions and improving health outcomes. [3,4]

Boosts Patient Satisfaction by 90%

Automated solutions like digital records and communication tools improve patient experience. [3]

Leveraging behavioral science is key to successful automation

Many organizations struggle with individualizing support and resources at scale. The GoMo Health evidence-based BehavioralRx® science addresses the "whole person" – psychosocial, emotional, and physical – to promote better self-management and healthy decision-making.

By integrating human motivation strategies into an organization's outreach and care coordination automation practices, they become easier to scale. With personalized messaging crafted by humans, for humans, utilizing principles of cognitive behavioral science, program surveys, and assessments are strategically deployed to check in on members, while business rules can be leveraged to identify the need for and delivery of additional support and resources.
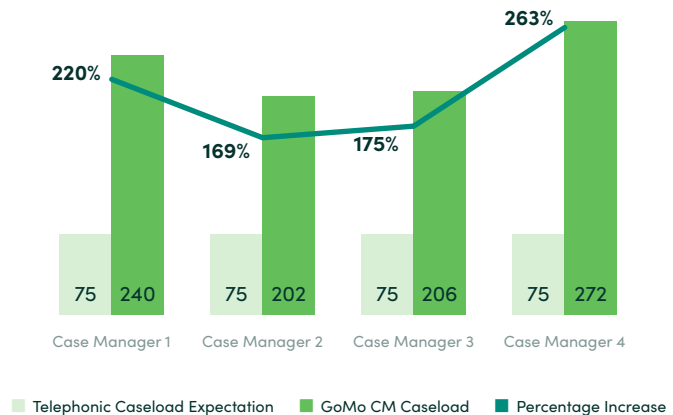
[1] Tateeda. "Healthcare Staffing Automation." 2024. [2] BRG. AI and The Future of Healthcare. 2024. [3] Compunnel. "Transforming Claims Processing with RPA: How Healthcare Organizations Can Leverage Cognitive Automation to Boost Efficiency and Revenue." 2024. [4] JK Tech. "Hyperautomation in Action: Enhancing Revenue Cycle Management for Healthcare Providers." 2024.

CASE STUDY 1:

Fidelis Care Concierge Improves Ability to Scale Case Manager Support by 263%

This managed care organization provides a personalized member experience and relevant education on condition management including:

- High-Risk Pregnancies
- Prenatal Women with Substance Use Issues
- Medically Fragile Children

Case Manager (CM) Case Load Summary

	Case Manager 1	Case Manager 2	Case Manager 3	Case Manager 4
Percentage Increase	220%	169%	175%	263%
Telephonic Caseload Expectation	75	75	75	75
GoMo CM Caseload	240	202	206	272

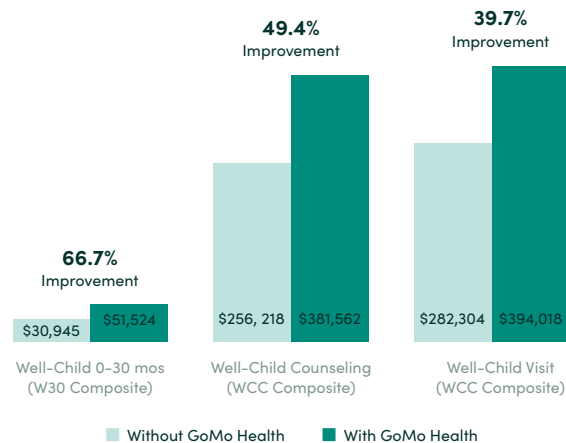- ■ Telephonic Caseload Expectation ■ GoMo CM Caseload ■ Percentage Increase

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CASE STUDY 2:

Monroe Plan Automates Behaviorally Motivating Messages to Close Gaps in Care

Personalized text messages are used to educate, empower, and motivate more parents to bring their children in for annual well visits. For the pediatric population, increased well-visit attendance directly correlated to early detection of potential growth and development issues and earlier interventions for improved outcomes.
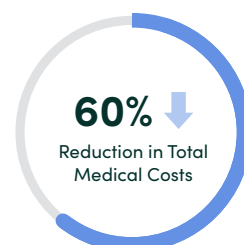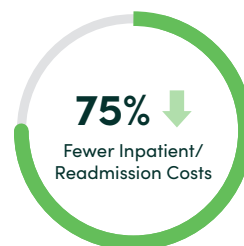
Quality Measures and Gaps in Care

	Well-Child 0–30 mos (W30 Composite)	Well-Child Counseling (WCC Composite)	Well-Child Visit (WCC Composite)
Improvement	66.7%	49.4%	39.7%
Without GoMo Health	$30,945	$256, 218	$282,304
With GoMo Health	$51,524	$381,562	$394,018

- ■ Without GoMo Health ■ With GoMo Health

CASE STUDY 3:

WellCare of Nebraska Reduces Organizational Costs

The *Baby's First program* helps new parents and caregivers understand early child-development milestones, home-safety, and how to emotionally cope with the needs of a newborn. Personalized resources tailored to each member's social, behavioral, and physical health determinants have been proven to drastically reduce costs and improve outcomes.

75% ↓ Fewer Inpatient/ Readmission Costs

64% ↓ Less Emergency Room Visit Costs

60% ↓ Reduction in Total Medical Costs

Total Cost Savings

$3M in 3 Years

Interested in learning more? Scan the QR code for a personalized education session.