

Case Study

Driscoll Health Plan Personal Concierge

PROGRAM DESCRIPTION:

This personalized member engagement program delivers data-driven, timely access to high quality preventive care services. The program enables the case management team to personalize member experiences more effectively to help them proactively manage their health, identify signs of depression and anxiety, adhere to prescriptions, and utilize local resources.



PROGRAM AUDIENCE:

High-risk health plan members with an asthma, behavioral health and/or prenatal diagnosis



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PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> ➤ Improve health outcomes of targeted members ➤ Enable the care coordination team to more consistently and cost effectively serve members 	<p>1,200+ escalations sent, allowing care team to intervene in the moment, reducing adverse events within these three populations.</p> <p>Top reasons for escalations: positive screening on GAD-2, difficulty managing asthma, assistance needed with medication management, discomfort following the care plan, poor overall health</p> <p><i>Behavioral Health:</i></p> <ul style="list-style-type: none"> • 38% screened positive on the GAD-2 assessment • 31% screened positive on the PHQ-2 assessment • 19% reported not taking their medication as prescribed <p><i>Prenatal:</i></p> <ul style="list-style-type: none"> • 75% of respondents showed signs of depression on the Edinburgh scale
<ul style="list-style-type: none"> ➤ Increase member engagement, interaction, and retention 	<p>100k+ high-risk members enrolled with a 95%+ retention rate across all programs</p>
<ul style="list-style-type: none"> ➤ Provide a more personalized member experience that increases self management and adherence to treatment protocols at home 	<p>98% found the program messages helpful</p> <p>1,000+ surveys submitted providing valuable data to the care team, allowing for additional resources and support</p>

Program Components:



Care Communications:

Upon enrollment, participants receive text messages to support their health and wellness journey, with some including links to a library of resources (see Care Companion). Messages vary in frequency based on risk level and/or condition. Topics are dependent on therapeutic area and include asthma management/action plans, asthma triggers, exercise, coping skills, stress management, support groups, prenatal care/appointment reminders and depression.



Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.



GoMo Chat:

Much like a typical text conversation, GoMo Chat allows (secure) live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



Secure Data Collection and Reporting:

Engagement and experience data is collected and analyzed and reported back to Driscoll Health Plan and providers for ongoing quality, clinical delivery and service improvement.

