GoMo Health®

Case Study

Fidelis Care Concierge

PROGRAM DESCRIPTION:

The concierge program supports members with chronic conditions who need advanced health management and care coordination. Program participants receive strategic health reminders and have simplified access to local health, social and transportation resources, as well as live 24/7 help and triage options.

Condition-specific content is delivered directly to each member's mobile phone based on their preferences and needs for a personalized experience.

PROGRAM AUDIENCE:

High-risk NY Medicaid members (18+ years old) and their caregivers, including all who require advanced health management.

FIDELIS CARE®

PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
➤ Decrease emergency room utilization	**73% decrease in ED claims (referred)** after starting the program **77% decrease in ED claims (not referred)** after starting the program
➤ Close care gaps	**6-7% closure in gaps in care** for engaged members in multiple categories
➤ Enable case management to provide a more personalized member experience while increasing the efficiency and effectiveness of member service delivery	**88% decrease in number of hours per month spent by case management** **42% reduction in case management costs due to less time spent per case**
➤ Increase member activation and adherence	**67% of members who responded to surveys said the program is helpful in managing their health** **Over 11,400 enrolled with 95% program retention rate** **16% of participants clicked the links** in messages for additional content and support

Program Components:

Care Communications:

Upon enrollment, participants receive text messages to address their physical and emotional conditions, with some including links to a library of resources (see Care Companion). Topics are condition specific and include access to local resources, health reminders, behavioral health condition management, co-occurring condition education and treatment adherence guidance.

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 providers for ongoing quality, clinical delivery and service improvement.

"The GoMo Health chat feature has taken the way we interact with our members to an entirely new level. Having that instantaneous communication, while providing timely assistance and guidance in the comfort of the member's home makes each member feel supported. This innovative approach has significantly enhanced how I do my job."

Denise Kennedy, Fidelis Senior Care Manager

GoMo Health®

gomohealth.com

info@gomohealth.com