



# Effective Member Engagement: Drives Plan Adherence, Reducing Costs and Improving Lives

## About

In 2018, Conifer Health Solutions partnered with a nationwide company, employing more than 100,000 blue-collar workers in multiple states, to launch a healthcare program that was a pilot for the company. The pilot partnership with Conifer was initiated to compare Conifer's care management versus the care management bundled with the company's health plan/ASO. The program objective was to gauge the impact of taking a proactive, holistic approach to healthcare focusing on reducing Emergency Department (ED) utilization and in-patient admissions through an individualized and comprehensive approach to members' needs.

## Challenge

Due to the nature of the work environment, employees often stand for lengthy periods of time on hard floors. Over time, many of the employees developed chronic orthopedic issues including shoulder, hip, knee, and back pain sometimes requiring surgery. In addition, this resulted in a significant number of unnecessary ED visits and in-patient admissions largely due to employees not utilizing less urgent, free care clinics provided for them through the company's suite of benefits. However, this benefit was underutilized based on a lack of awareness.

Delaying care until there is an acute event, reduces the chance of long-term patient recovery, adding costs to employers and employees. An average ED visit costs the employer approximately \$1,500 with a \$100 – \$200 member copay versus an office visit that costs the employer \$150 with no member copay.

## Solution

As part of the partnership, Conifer Personal Health Nurses (PHN) proactively and successfully reached out to high-need members. Due to the clinical background of the PHNs, they were quickly able to establish authority, trust, and good rapport with members.

*"There are so many vendors that we have worked with. Conifer goes above and beyond to get the care that the member needs, navigating the healthcare system or getting the member the resources that they need. The key is knowing how each entity works and how each entity can be better for the member."*

**Conifer Personal Health Nurse**

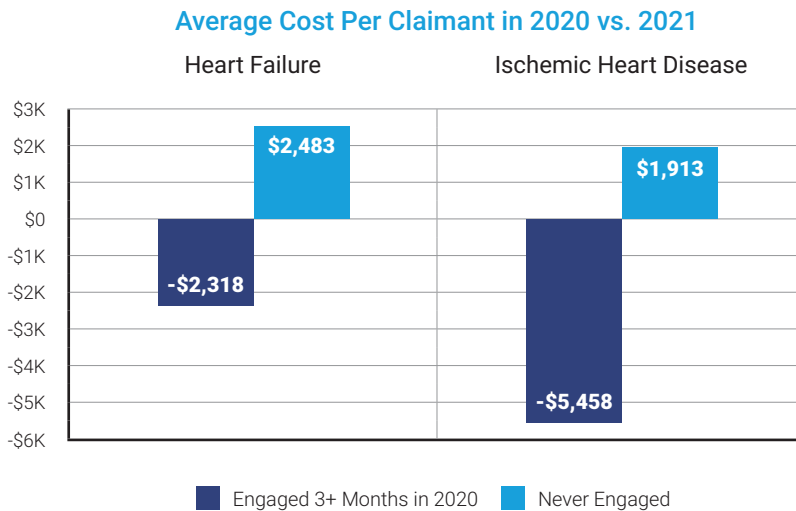
---

During these interactions, PHNs spent time educating employees about symptoms, risks of delaying treatment and access to the suite of care offered by the employer. Supported by the advocacy of the PHNs, the employer’s emphasis on preventative healthcare was finally being heard leading to a positive shift in the workplace culture.

The PHNs helped the members understand their benefits and highlighted the benefits that would best support the members’ specific needs. The guesswork and confusion was removed from the members’ care journey by the PHN connecting them with primary care, labs, physical therapy, nutritionists and diabetic classes. They even facilitated obtaining same-day primary care appointments, saving many hours waiting for long triage lines at the ED.

## Lasting Success

### Engaging in 2020 Decreased Top Conditions’ 2021 Costs



#### Personal Health Nurses Impact on Top Two Issues:

- Heart Failure - decreased expenses by \$2,318 vs increase \$2,483: **Net impact \$4,801.**
- Ischemic Heart Disease - decreased expenses by \$5,458 vs increase \$1,913: **Net impact \$7,371.**

©2023 Conifer Health Solutions, LLC.

## Results

Conifer PHNs have weekly meetings with utilization management (UM) providers to discuss patient needs and work on best practices for collaborative resolution to address any issues on behalf of vendors, e.g., behavioral health, pharmaceutical providers and physical therapy.

Conifer’s level of care also includes a Transitions of Care (TOC) program connecting members getting discharged from the hospital to post-discharge follow-up, improving compliance to care recommendations. In this capacity, Conifer offers a “concierge service” to employees. The overall impact is clear and very positive.

## Conclusion

Upon the completion of the two-year pilot, the client evaluated the Conifer program compared to the remaining markets and determined it a success and shifted all members to Conifer’s Personal Health Management (PHM) model.

**CONIFER**  
HEALTH SOLUTIONS®