

Engagement Boosts Health Outcomes: Enhancing the lives of Stellantis Members

About

Stellantis is a leading global automaker and mobility provider headquartered in Auburn Hills, Michigan. Stellantis offers clean, connected, affordable, and safe mobility solutions.

Challenge

A significant number of Stellantis plan participants had a high disease burden risk. Upon review of the company's benefit vendors, they realized they weren't seeing the health improvements they were after. ER utilization was high, but primary care utilization was low. Because of this, Stellantis sought a solution that would focus more on helping plan participants better manage their conditions.

Solution

As part of UAW negotiations, Stellantis was introduced to Conifer Health as a care management provider who could support plan participants to better manage their conditions. After initial presentations, Stellantis decided to create a pilot program with Conifer Health. The program started as a 24-month pilot for team members in Indiana, Ohio, and Michigan and was extended for another year to collect more data and to meet the demands of shifting priorities at Stellantis.

A key element of the program was Conifer's deployment of Personal Health Nurses to target the high-risk population. In addition to helping members manage their conditions and navigate care, Conifer also focused on educating members about the use of primary care and the correct use of the emergency room. Conifer deployed specific approaches to target an average of 8 -10% of the eligible population. They successfully reached 50% of the population through proactive outreach. Most Personal Health Nurses lived in the local area, which helped them better support the members. In addition, the initial implementation included defined coordination with other Stellantis benefit vendors.

Because of the positive results, Stellantis rolled out the program to its entire employee population at the end of the pilot.

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"The holistic approach is just huge. Conifer looks at the whole family, not just the employee."

Kris Marcath, RN

Human Resources, and head of the Health Care Appeals/Policies and Program Management at Stellantis

Some of the ways Conifer Health has helped improve member health:

- Utilizing “near-site clinics” and primary care providers
- Increasing use of telemedicine visits
- Planning outreach and coordination with other Stellantis benefit partners to assure members’ needs are addressed
- Organizing and participating in monthly Stellantis-Conifer Health meetings to proactively plan plant visits, health fairs, flu vaccines, etc.
- Providing health newsletter to improve health literacy among members
- Educating employees about all the benefits available to them
- Coordinating with other community organizations to bring additional health resources to members

“Conifer has even stepped in to help families find alternate coverage if they need it for their adult child that is not covered under the current plan,” says Kris. “One of their PHNs actually helped find an in-network provider for a child who would have otherwise had to have gone to the hospital to receive much-needed care.”

From a pure engagement perspective, Conifer PHNs touch more lives every year and help mitigate the impact of the evolution of healthcare – putting themselves in a position to be a great resource.

Results

Kris Mar cath, RN, Human Resources, and head of the Health Care Appeals/Policies and Program Management at Stellantis, has been delighted with the Conifer Health relationship, especially how hard the team works to build a trusting relationship with members, even those with less severe conditions. Part of this effort includes having Conifer Health come into the plants to meet employees in person. This lets members put a face with a name when they engage over the phone in the future.

- Engaged with **83%** of the population that was reached
- Member satisfaction with program is **96%**
- ROI is **2.8**

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