n1 health

Helping a Healthcare Payer/Provider Precisely Target and Effectively Engage its Medicaid Members

This N1 Health customer, a subsidiary of a large, well-respected and innovative IDN, was launched in 2019 to support value-based reimbursement efforts across the many states it serves. This organization's primary care model is a successful "fee-for-value" approach that benefits all its stakeholders including payers, providers, and patients.

Challenge

The customer believed that social determinant of health (SDoH) factors—from economic stability, access to education and healthcare, to neighborhood and community factors—could inform better care for Medicaid recipients in the three states covered by the organization's parent company health plan. They recognized that a "whole person" view of these members would reveal barriers to care and more precisely identify those members in need of specific interventions to improve their health outcomes and wellbeing.

Solution

N1 Health developed a program to provide this customer with individual personas of every one of its members in the pilot program Medicaid population by integrating clinical, social and economic risk factors, including food security, potentially impacting their health.

With the unique combination of its applied AI platform, third-party data, predictive model catalog, cloud-native technologies, and its Data Science and Customer Experience Teams, N1 Health identified food access concerns across this health plan's nearly 190,000 Medicaid members. From these members, N1 Health generated a targeted, priority chase list that identified individual members impacted by food insecurity.

By engaging plan members around this specific and significant social need, this customer was able to use this positive outreach and engagement opportunity to also drive patients and households into scheduled primary care physician and annual wellness visits. This resulted in more timely care, and based on the acuity of the population, was also able to generate a positive financial return by properly risk-adjusting these newly engaged patients.

Based on the successful dynamics of this pilot program, this customer has scaled the program into an "always on" initiative.

Results

This customer's social needs care coordination team reached out to at-risk members targeted by N1 Health, in this pilot program, achieving impressive results, including:

87% Increase in number of members that were targeted AND were successfully contacted (reach rate success percentage)
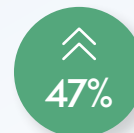
47% Increase in number of members contacted that were successfully referred to a community-based organization to support their food security (program success percentage)

4X return in risk-adjusted revenue

Targeting referrals with predictive insights

N1 Health's predictive analysis identified at-risk members in its pilot program as food insecure based on the following criteria and many more:

- Residency in specific, targeted counties
- Attribution to a medical group primary care physician
- Predicted future utilization and ER visits
- Identification as "potentially at-risk" for nutrition insecurity (very low, low, or moderate risk tier) according to the N1 Health prediction
- N1 Health's Food Access Model prediction
- One or more clinical needs: annual wellness visit, cancer screening, flu shot reminder, etc.

Operationalizing and deploying supports

The N1 Health Customer Experience Team bolstered the customer's social needs care coordination team's outreach efforts with a range of valuable and enabling supports, including:

- Chase lists of prioritized members at greatest risk of food insecurity
- Support developing an outreach script
- Support developing a screener/needs survey
- And more

Qualitative results – simply being able to help

In addition to the above and notable quantitative results, this customer reported encouraging qualitative results as well. Engaged pilot program members were very thankful for the food resources during their times of extreme difficulty. Even members who did not currently need assistance expressed gratitude that this N1 Health customer cared enough to just reach out to them to ask them how they were doing and if they could be of service – they showed that they really cared.

> They were struggling to pay their utility bills and even buy food. She was in desperate need. And she needed help. When we contacted her, she was so grateful for the call. I was so glad we were able to get them some fresh food and care.
>
> – Social Needs Care Coordinator

ABOUT N1 HEALTH

N1 Health is the applied AI platform that drives measurable business results for healthcare organizations. We combine detailed consumer data, predictive models, and cloud-native technologies to create a holistic picture of every individual to generate meaningful predictions that enable precision in your outreach and interventions. Our experienced Data Science and Customer Experience Teams then transform these predictions into actions that improve your members' and patients' health outcomes and drive your financial performance. We get you   the results that matter, fast – better health for every one. To learn more, please visit www.n1health.com.

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