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= Revenue,
Loyalty &
Retention

Patient Engagement lowers the cost of healthcare,
increases brand loyalty and attracts new healthcare consumers.

Here's the proof.



1: Introduction



As a health insurer, you operate at the intersection of every element of the U.S. healthcare system.

Your challenge and goal is to create a network that supports exceptional healthcare outcomes at the lowest cost to the most people. More plan enrollees and lower costs equal higher profits and a more successful and competitive organization in what has become one of the most competitive sectors of the economy.

Better Patient Engagement lowers the cost of healthcare, increases brand loyalty and attracts new healthcare consumers.

While patient engagement has long been associated with healthcare providers, themselves, this paper will show you why it's also critical to your organization.

Patient engagement offers a surprising range of benefits, with returns that exceed your investment in months – sometimes weeks.

It has the power to do this because it can impact and deliver benefits to every element of the U.S. healthcare system.

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Digital patient engagement is one of the reasons why we're having successful same-day procedure outcomes. Not only are patients empowered to play a critical role in their own care, it's also making us more efficient and reducing the cost of care.

What's the value to your hospital, ASC or medical practice of reclaiming 20 minutes on 500 procedures a year? And that's just from one pre-admission visit.

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Musculoskeletal
Service Coordinator
AtlantiCare Regional
Medical Center

2: Health insurers want to lower their costs. Patient Engagement lowers the cost of healthcare.



Clinical Costs

Study after study demonstrates that when patients are actively engaged in their care, the cost of care goes down. For example, a 2012 study published in the journal Health Affairs of 33,163 patients in Minnesota found that patients with low engagement “had predicted average costs that were 8 percent higher in the base year and 21 percent higher in the first half of the next year” than the costs of patients with high engagement.

A separate 2015 study, also published in Health Affairs, showed that costs were 8% to 12% higher for less engaged patients.

A 2018 study published in the Journal of General Internal Medicine looked at 2,155 patients from California, Nevada, Arizona, Idaho and Washington who were considered “medically complex Medicare recipients at risk for high costs of care.” That study found that costs were reduced 8% to 15% as engagement increased.

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Your post-op emails helped me to know what to expect & watch for. I was able to recognize I had a serious issue and tell my husband, “Call an ambulance, I think I have a blood clot.” He was able to share the info with the EMT’s and they found a Saddle blockage.

Your patient education has definitely made a difference in my life!

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Patient, MercyOne
Des Moines Medical Center

Our own study completed in 2018, which involved 2,027 Total Joint Replacement

patients of the former HealthEast Care System in Minnesota, showed that patient activation resulted in significant savings in length of stay and reduced emergency room visits among hip replacement patients.

What would 8% to 12%, 15% or even 21% reduced cost of care mean for your organization?

Readmissions Penalties

To take it a step further, an article in H&HN, the online publication from the American Hospital Association, reported that, “Researchers from both Oregon and the Boston University School of Medicine analyzed data from some 700 adult patients who visited Boston Medical Center during a two-year period ending in October 2010. They found that those with the lowest patient activation [engagement] were about 1.75 times more likely to return to the hospital within 30 days of discharge compared to the most activated [engaged] patients.”

Readmissions can have a big impact on costs to hospitals and the healthcare organizations that own them. In October 2021, the Centers for Medicare & Medicaid Services (CMS) announced penalties for 82% of hospitals that were evaluated for readmission rates. Those penalties are anticipated to cost the hospitals \$521 million.

Are you impacted by readmissions penalties?

Operating Costs

Adding patient engagement strategies to your offerings as a health insurer can also yield successful health outcomes at a lower cost. Accenture proposed in a 2018 report that, “U.S. health plans can unlock up to \$7 billion in operating income from six capabilities.” Performing health management for members is one of these areas, and the report urges health insurers to, “Elevate ability to engage members and improve outcomes with intelligent solutions.”

An automated, scalable solution streamlines operations, controls costs and returns time to stressed resources.

3: **Health insurers want to attract and retain plan enrollees. Patient engagement increases brand loyalty.**



Having more plan enrollees increases revenue and creates a larger risk pool to protect your exposure. When you engage your enrollees with information they need about a particular health condition and empower them to participate knowledgeably in their care, you improve their experience as both patients and beneficiaries. You positively impact their direct experience with your brand, increasing loyalty, trust and retention.

Accenture's research shows that, "people who trust their health payers are much more likely to stay with and recommend them to friends and family." Even intuitively, that makes sense. But how do people who Accenture labels as "Trusters," compare to "Neutrals" and "Distrusters" when it comes to loyalty?

"Trusters are overwhelmingly likely to stay with their insurer. A full 71% would definitely stay if they had a chance to change carriers while just 26% of Neutrals would. And further, a mere 7% of Distrusters would definitely stay."

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It's about creating a conversation, building loyalty and preference by extending the relationship outside the doctor's office or hospital walls.

UbiCare is way ahead of the curve in its understanding of patient and population engagement. The team knows how to create an engaging conversation that benefits the patient and builds the healthcare brand.

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Marketing professional
AtlantiCare Regional
Medical Center



With Neutrals and Distrusters comprising 63% of group insurance plan consumers, the scope of the challenge becomes clear.

How will you improve trust to attract and retain new plan enrollees?

A separate recent report by The Leapfrog Group shines a light on important deficits in the patient experience that contribute to the erosion of trust. According to the report, only 52.1% of patients clearly understood the purpose of their medications and their self-care responsibility upon leaving the hospital.

Patient engagement allows both health insurers and health systems to extend their reach beyond the point of care and to bridge the gaps between the network of doctors, specialists, facilities, and pharmaceutical and medical device companies that comprise the healthcare system. This is critical to helping patients understand and participate in their self-care after leaving a facility. It builds trust and results in a better patient experience, overall.

Our patient surveys demonstrate that among those engaged through our SmarteXp® patient engagement messaging programs:

- 89% take better care of themselves
- 91% feel more confident to manage their care
- 92% feel more connected to their hospital

And as a result, 86% are more likely to recommend their hospital.

4: Health insurers are perfectly positioned to maximize the ROI of Patient Engagement

Operating at the intersection of every element of the U.S. healthcare system, you are in the perfect position to get the most value from patient engagement.



All participants in the continuum of care – from primary care physicians to specialists, healthcare facilities, and even pharmaceutical and medical device companies – are unified, through your organization, in their goal of providing the best care at the lowest cost to each of your health plan enrollees. You are best positioned to:

- Bridge the gaps in care and communication between providers and patients
- Unify and standardize messaging around evidence-based best practices and care
- Get the highest return on messages that improve health outcomes and lower the cost of care – costs that erode health insurer profitability
- Get the highest return on messages that engage healthcare consumers, build trust and reinforce your brand in the marketplace
- Offer a differentiating value-add service to providers, practices and healthcare organizations in your network

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Grow your customer base. Grow your network. Grow your business and profitability.

5: **UbiCare makes patient engagement simple and affordable. SmarteXp streamlines operations and returns time to stretched resources.**



Research has found that patient behavior influences up to 50% of healthcare outcomes. UbiCare's SmarteXp® digital patient engagement pathways combine interactive content, a powerful platform and actionable data to engage and empower patients, giving healthcare the tools to optimize patients, improve outcomes and control costs with:

(circle diagram)

- Population Based & 1-1 Communication
- Surveys/Interactive Communications
- Actionable Data
- Alerts & Reminders
- Education/Care Pathways
- Remote Patient Monitoring

UbiCare's SmarteXp® patient engagement solution anticipates and answers questions, reduces complications and engages the patient in their own care, allowing stretched healthcare professionals to focus on critical components of medical care. This reduces overhead costs by streamlining operations, and lowers the cost of care by optimizing patients.

Your Brand = Exceptional Healthcare

By educating patients before, during and after a medical procedure, illness, chronic condition or other extended-

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Lorem ipsum
UbiCare is way ahead of the
Lorem ipsum

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Marketing professional
AtlantiCare Regional
Medical Center



care episode, you shape their behavior and improve healthcare outcomes. Your brand is the face of these caring and personalized communications, reaching more patients than ever before, building trust, improving the patient experience, and strengthening your position in the marketplace.

Your Brand = Added Network Value

By offering customized, value-added tools for health systems, health facilities, doctors and even employers in your network, you secure your place as their preferred partner. Your brand is the force multiplier:

- Enhancing healthcare outcomes, the patient experience and patient satisfaction to improve the commonly referenced ratings that healthcare consumers use to choose their insurers and care providers.
- Capturing healthcare consumers who are seeking information about care, and initiating communication that puts your brand in front of these consumer as they make decisions about health insurance coverage

SmarteXp is robust, interoperable and features a large and growing library of proven, evidence-based healthcare pathways.

Visit www.ubicare.com to learn more or to schedule a free demo.



6: **About UbiCare and contact information.**

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