

# Incentives That Engage

Designing a Tailored Care Program for a High Utilizer Population



October 12, 2015

Oregon Public Health Association Meeting

Joel Michels, MSN, FNP-BC



*healthy*foundations

A program of

**moda**  
HEALTH

# Engaging those that need it the most



- High utilizer needs and challenges
- Healthy Foundations program
- Incentives and benefit design
- Outcomes
- Case Study

# High utilizer experience



# Spending more than money



*"When we want your opinion,  
we'll give it to you."*

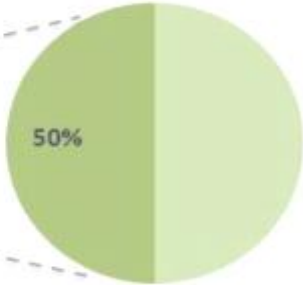
# High utilizers need help

Members



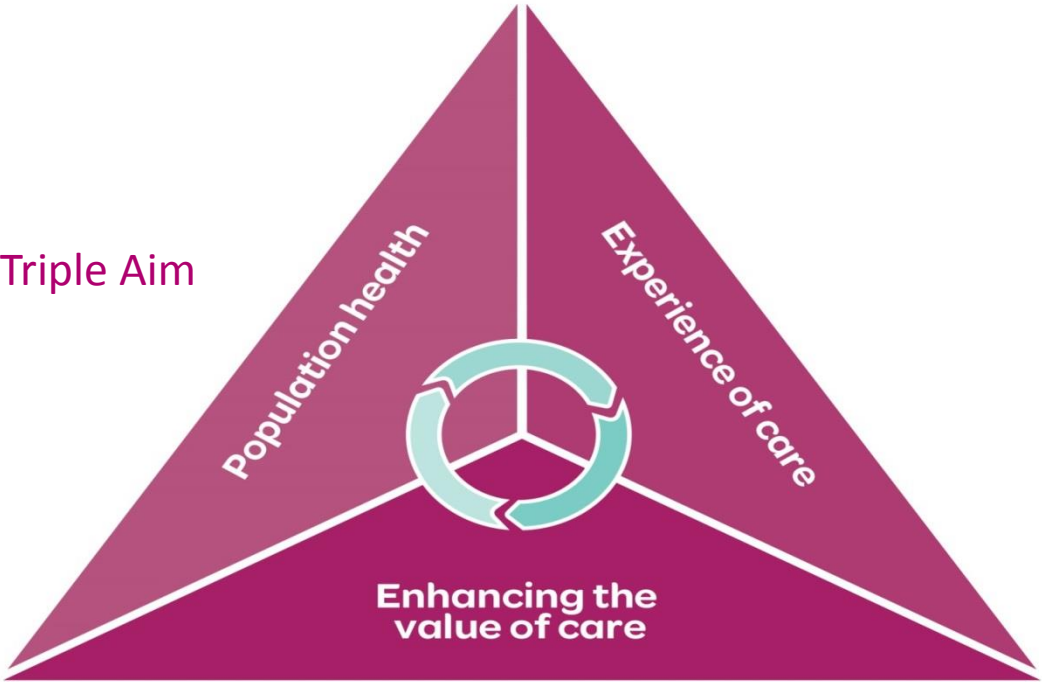
5%

Costs

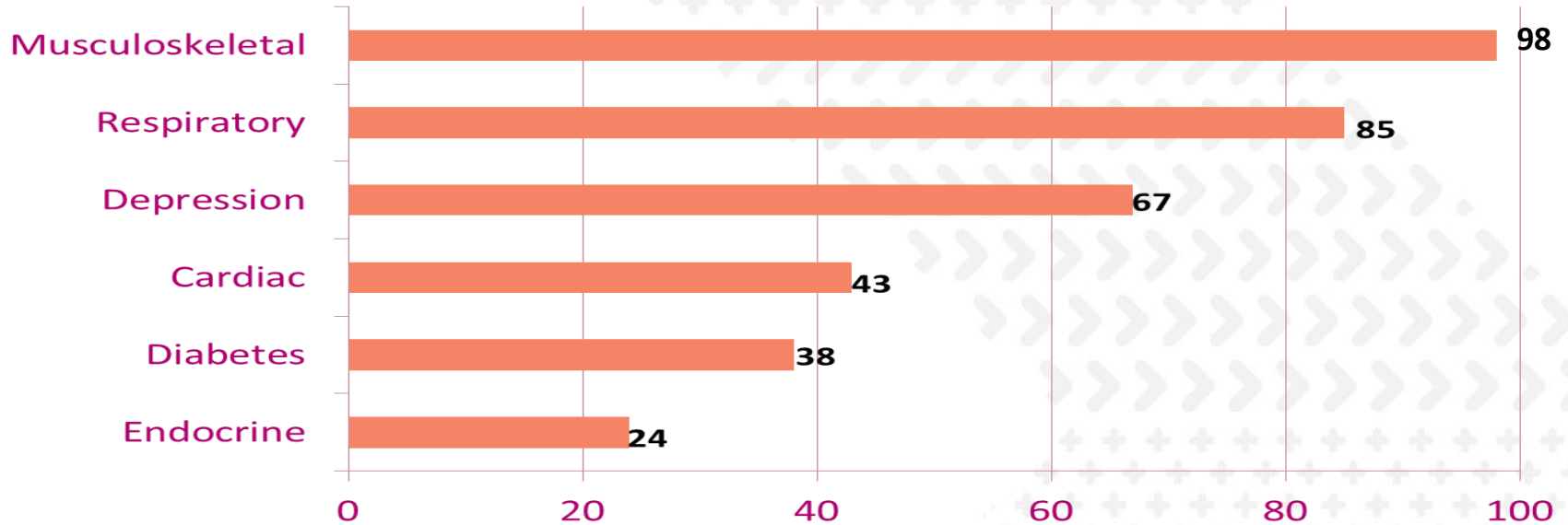


50%

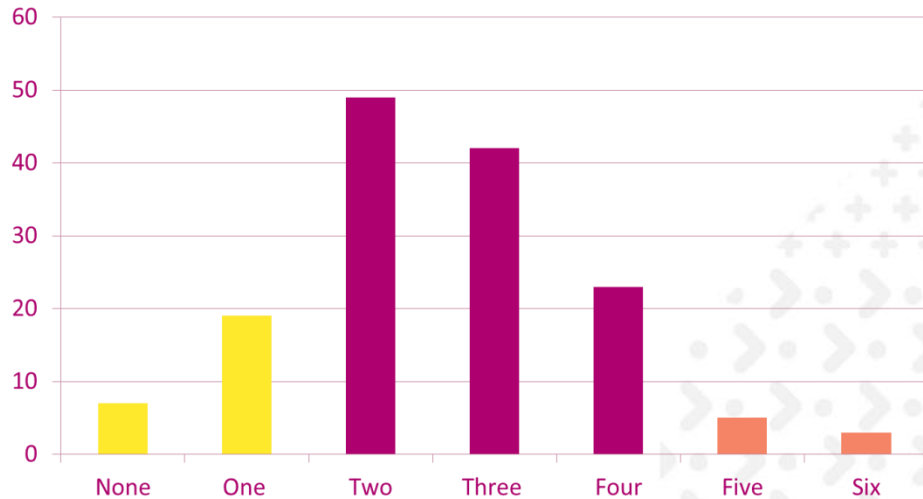
The Triple Aim



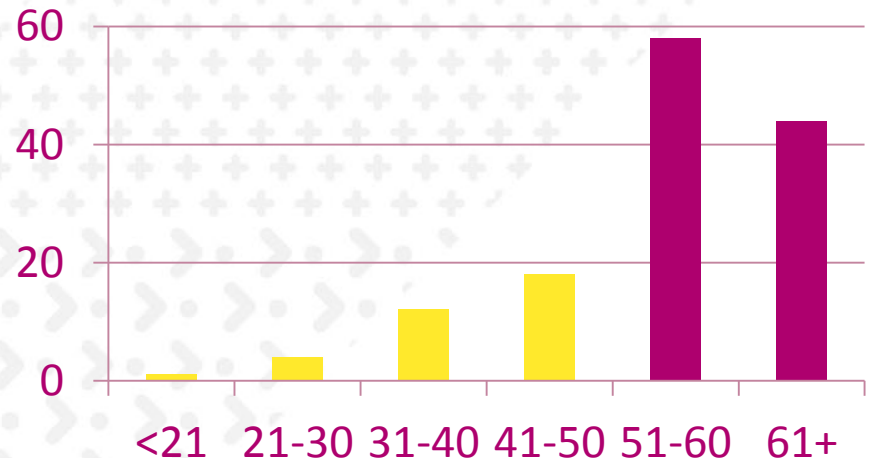
# Disease states and demographics



Disease Burden



75% are over 50



# Creative collaboration



moda  
HEALTH



# Healthy Foundations highlights

- Tailored, member-driven, goal oriented
- Ongoing, weekly interactions
- Team includes: coaches, NP, liaison
- Tools, education, resources, incentives



# Population identification

- Claims and risk scores
- Utilization patterns
- Pharmacy
- Clinical experience

# Outreach strategies

- Postcard and invitation letters
- Phone calls
- Website
- Word of mouth and referrals
- Workplace promotional events
- Healthy Foundations events

# Health engagement intensity

Engagement



Online tools



Health style  
assessment



Patient-centered  
primary care home  
integration



Access to a health  
advocate



Concierge  
clinical services



Face-to-face  
community-based  
care team

← Moderate intensity



High intensity →

# Incentives that engage

- Financial rewards
- Enhanced benefits
- Tailored inclusions
- Personalized support from the team
- Improved outcomes

# Outcomes that engage

- Feeling healthier and living better with health conditions
- Positive trends in weight loss, cholesterol, and BP
- Relaxing, more energy to do what matters most

# Benefits changing utilization



- More primary care use
- Addressing gaps in care
- Steering to urgent care as appropriate
- Covering medications
- Outpatient services



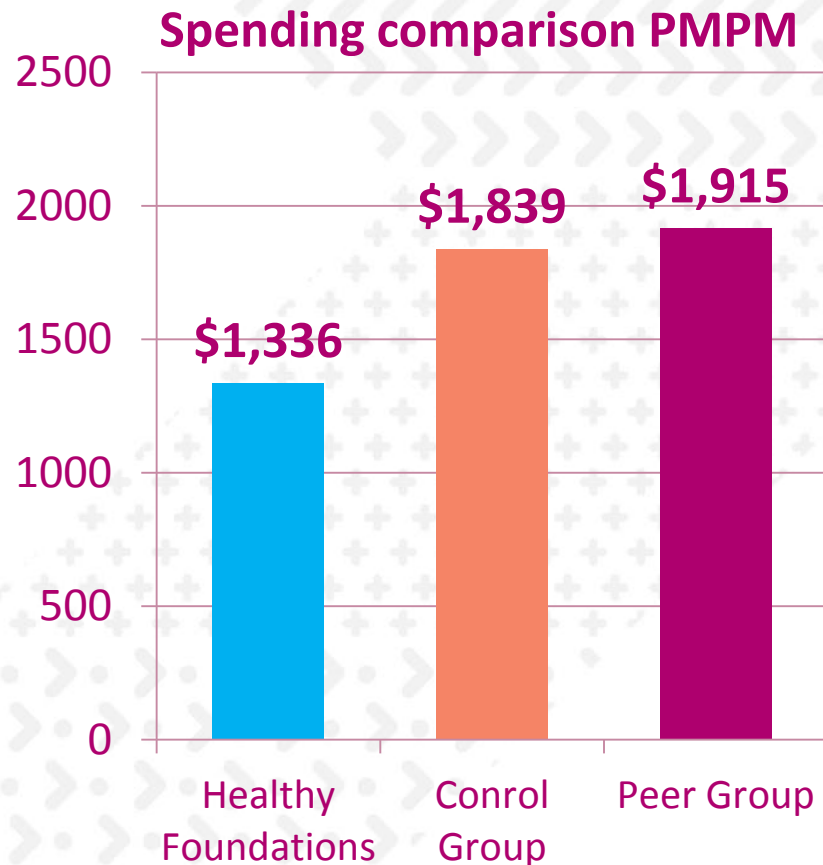
## Second year results

- 100% have had a positive experience
- Engagement rate of 22%
- Members are better self-managers
  - PAM scores increased in 95% of participants
  - Pharmacy and outpatient use increased
- Quality of life indicators improve

# Medical cost summary

- Initial cost may increase as gaps in care are addressed
- Cost decreases over time as people improve
- Control and peer group comparisons confirm cost savings

The shift is attributed to more use of outpatient services, fewer ER visits, lower risk scores, and shorter length of hospital stay.





## Case study: “Barbara” age 45

- Back pain, obesity, depression, pre-DM
- Built confidence to walk, take medications
- Cooking plant-based meals, socially connected
- Attended son’s graduation, found job, 5K walk
- Recommends the program to others
- BMI 67-> 54, TG 335 ->115,
- 40% lower cost

# Questions?

Joel Michels, MSN, FNP-BC



[HealthyFoundationsPDX.com](http://HealthyFoundationsPDX.com)



*healthy***foundations**

A program of

**moda**  
HEALTH