

Incentives that Engage: Designing a Tailored Care Program for a High Utilizer Population

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PRESENTATION FORMAT: 15 minute oral presentation

TOPIC/TARGET AUDIENCE: Those working with high utilizers, chronic health populations, employer groups, wellness programs, and payers

ABSTRACT: Engaging the highest healthcare users of a population is a real challenge. This costly group lives with multiple serious chronic conditions and spends their time, money, and trust on a medical system that is difficult to navigate with results that leave them feeling as sick as ever and resistant to offers of more help. Despite this challenge, the Healthy Foundations program is now in its third year supporting the sickest among the population of City of Portland employees and their dependents by using incentives, benefit design, and tailored support to successfully engage and help these “super users.” The results are better health, an improved experience of healthcare, and cost containment. To understand this success, I propose to report specifics on how this program was conceived, designed, and deployed including: incentive and benefit formulation, population identification, outreach, engagement strategies, and what works best. Case studies will illustrate how we help members in all stages of change. Second year program outcomes (improved scores on PAM, PHQ9, functionality, primary care use, reduction in hospital length of stay and costs) will be presented. Attendees can apply the information to develop their public health programs and successfully engage and help the most challenging populations.

OBJECTIVE(S): Identify incentives that successfully entice people to participate and stay engaged with your health program. Align benefits and tailored support with the behaviors you wish to encourage including better self-management and more efficient use of the healthcare system.

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