



**The Art of Trust:
Creating Better Health Engagement &
Member Relationships That Last**

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Trust as the Foundation for Meaningful Engagement

Shared Identity



Where We're Coming From



What We're Doing

Frederick

AGE

69

REEMA ENROLLMENT

June 2021

AVG 2020 PMPM

\$7,594/mo

BACKGROUND

Mr. Frederick is 69 years old and suffers from a number of conditions, including arthritis, which requires him to use a walker, asthma, COPD, hearing loss, chronic pain, and anxiety. He often has trouble breathing and has a number of dental issues. He communicated with his Guide early in the relationship that he is frequently at the hospital and emergency room for these conditions, and is admitted to the hospital for about 2 months every year in the Fall.

Mr. Frederick is very engaged with his Community Guide and often expresses gratitude for their support. He has a high volume of doctor and dentist appointments every month, which requires a great deal of navigation support to manage his different health conditions. From scheduling appointments to visiting the doctor, dentist, or getting new hearing aids, transporting him to and from his appointments, picking up prescriptions, and lending a listening ear when he expresses feelings of loneliness, his Guide has been instrumental in keeping his healthcare on track.

Mr. Frederick was hospitalized shortly after Christmas because of hand swelling and severe pain, due to his arthritis. He also experienced shortness of breath which was attributed to anxiety.

In April 2022, he received an eviction notice. He was behind on rent because he was helping take care of his son's medical bills and grandchildren following his son's brain aneurysm. Reema has been able to help Mr. Frederick with his rent to avoid eviction, while continuing to support him with transportation and appointment scheduling to stay on top of his health conditions.

FLAGS

Serious Mental Illness:	No
Substance Use Disorder:	No
Opioid Use Disorder:	No
Behavioral Health:	Yes

UTILIZATION IN 2020

Hospitalizations:	1
Emergency:	0

READMISSION PROBABILITY

3 Month:	23.07%
12 Month:	68.59%

CONDITION INDICATORS

- Arthritis
- Asthma
- Chronic Pain
- COPD
- Hearing Loss
- Oxygen
- Anxiety

NEEDS

- Transportation, Medication, Loneliness,
- Household, Housing



Initiation

1 Touch



Connected via phone. He was very happy to hear from Reema

Expressed a need for help getting to doctor appointments and help with groceries

Indication of unmet needs

He mentioned he's on oxygen with 30% lung capacity

We scheduled a home visit to meet in-person

Evaluation: High Risk (High Needs)

Early

5 Touches



Dropped off grocery gift card and helped make dentist and doctor appointments

Needs met:
 ✓ Food Insecurity
 ✓ Medical Appointments



Indicates a need for new lock for his front door and a new a/c unit

Need met:
 ✓ Household



Expresses feelings of loneliness, sadness—his son was hospitalized for brain aneurysm and he requests ride to hospital

Evaluation: High Risk (High Needs)

Mid

20+ Touches



Ongoing conversations and transportation to 19 doctor and dentist appointments, including COVID booster

Needs met:
 ✓ Medical, COVID
 ✓ Vaccination Booster



Scheduled 6 appointments on his behalf and picked up 6 prescriptions

Need met:
 ✓ Transportation



Expressed feelings of sadness, loneliness due to family illness



Hospital Visit. Swollen hand and severe pain due to arthritis or gout and may need surgery



Experiencing shortness of breath due to anxiety

Evaluation: High Risk (High Needs)

Ongoing Support

20+ Touches



Ongoing support to make doctor and dentist appointments and transportation to 15+ visits
 Suffers from frequent upper respiratory infections

Need met:
 ✓ Transportation



Receives an eviction notice due to late rent because he's been supporting grandkids and paying son's medical bills after brain aneurysm

Need met:
 ✓ Transportation



Expresses gratitude for Community Guide often and is thankful for the continued support



Following a poor dentist experience, Community Guide works with UHC Navigator to obtain a credit to apply to a different dentist

Evaluation: High Risk (High Needs)

*Touch: A group of interactions that represent meaningful engagement

SMS: Multiple messages that form a single conversation.
 Phone: Typically one call, sometimes a series of calls if there are disconnections, or a call back.
 Visit: Typically one visit unless there is a same-day return to close the loop on an action.

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Case Study

Closing the Health Equity Gap: Reducing Claimings Costs by 40%

Engaging dual eligible members
through shared identity and trust



Program Results

Twelve months after partnering with Reema claims were down 40% compared to the previous twelve months.



53%

reduction in inpatient hospitalizations

22%

reduction in emergency department visits

61%

reduction in long-term care costs

Where We're Headed

3 Ways to Build a Member-Centric Engagement Approach



Personalize the Journey



Focus on Conversations (over conversions)



Prioritize Representation

Thank you!