REEMA

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

Stephanie Waite Melissa Kjolsing





Stephanie Waite Director, Product Intelligence UnitedHealthcare Community Plan - WI



Melissa Kjolsing Chief Growth Officer Reema Health



Trust as the Foundation for Meaningful Engagement



Engagement





Shared Identity





Where We're Coming From







What We're Doing



Frederick

AGE REEMA ENROLLMENT 69 June 2021

аvg 2020 рмрм **\$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

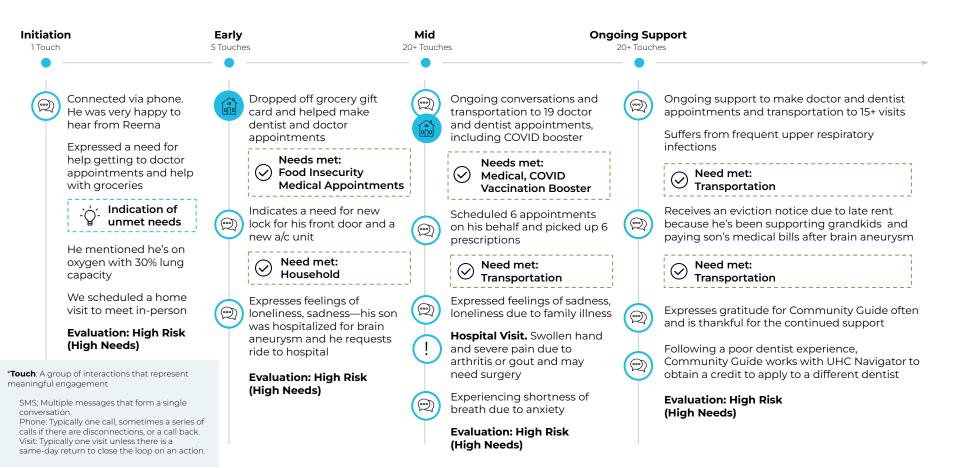
3 Month:	23.07 %
12 Month:	68.59 %

CONDITION INDICATORS

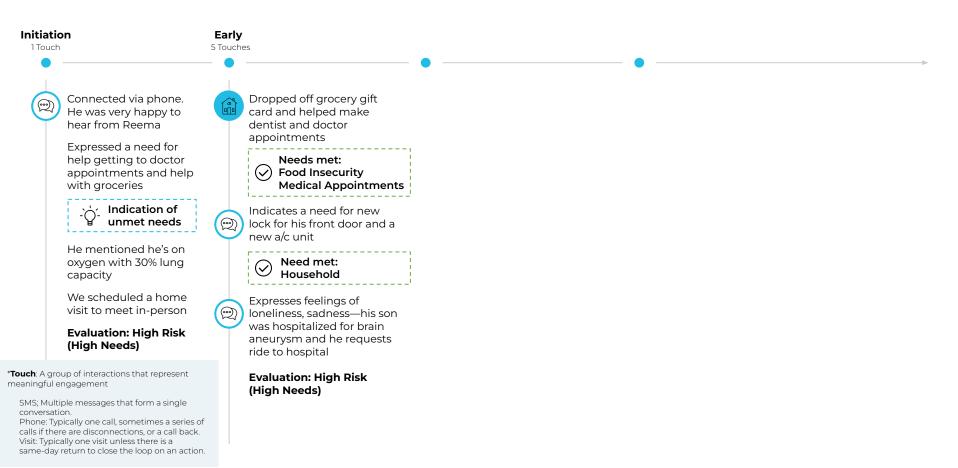
Arthritis Asthma Chronic Pain COPD Hearing Loss Oxygen Anxiety

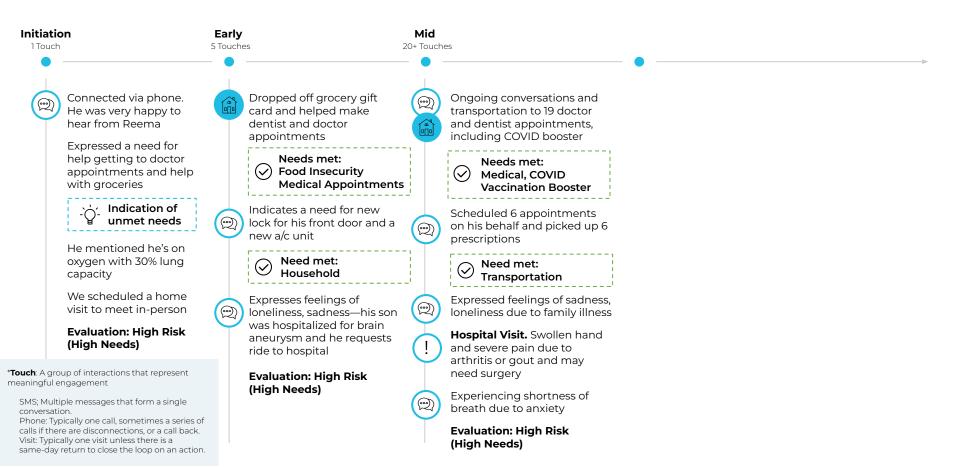
NEEDS

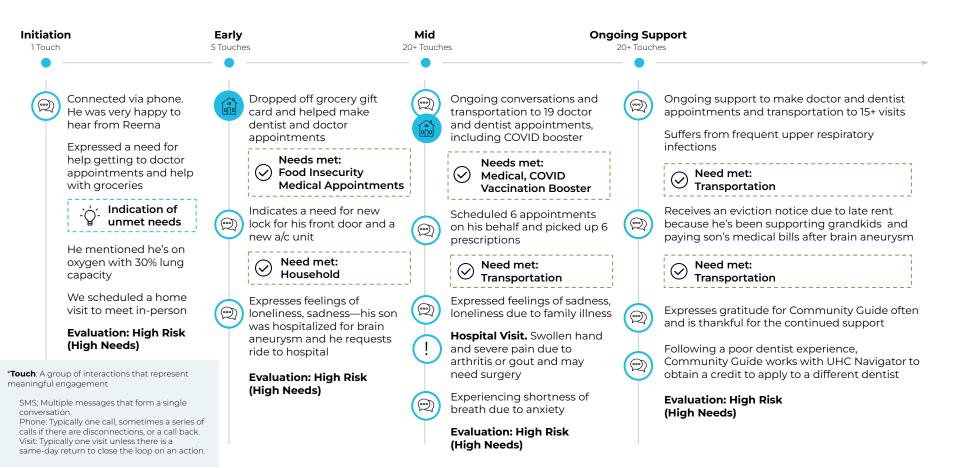
Transportation, Medication, Loneliness, Household, Housing













Case Study

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

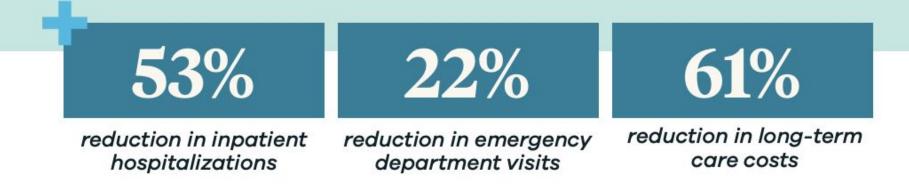
Engaging dual eligible members through shared identity and trust





Program Results

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





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!