



SUCCESS STORY

Boost Medicare Performance, Deliver 4-Star Rating With Intelligent Incentives



CHALLENGE

For Medicare plans going for gold—that is, scoring above a 3.5-Star Rating—the competition has never been fiercer.

How to get to (and stay at) the top? For our partner in this case study, a large Medicare Advantage Plan, our challenge was to improve diabetic care and deliver that elusive 4-Star Rating. With 430,000 diabetic members, 220,000 of which were non-compliant, the plan wanted to boost member engagement and close gaps in care. Yet, with a budget unchanged from the previous year, they needed a unique solution that was cost-effective, seamless, and delivered real business results.

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Solution

Our approach takes the best practices from consumer marketing—combining data analytics, intelligent incentives, and personalized communication—to help plans increase their Star Ratings. In designing a rewards and engagement program for this plan, we leveraged our (super secret) propensity modeling capability to identify 26,000 members who would deliver incremental value by completing specific activities related to gap closure, and raise the plan to a 4-Star status.

But we didn't stop there. With the right members identified, we continued to engage and activate them through the right communication channel, message, and incentive.

This is the key to our solution—our secret sauce—and it's infused in each layer of our rewards and engagement programs. We continuously learn from member activity and non-activity, refining and adapting our approach to deliver high-value, incremental behavior change. With our proprietary technology, we can deliver these changes automatically—modifying channel mix, communication style and, as a last step, incentive level—to deliver a personalized member engagement experience and high return on investment. After all, we're in the business of winning at Star Ratings.



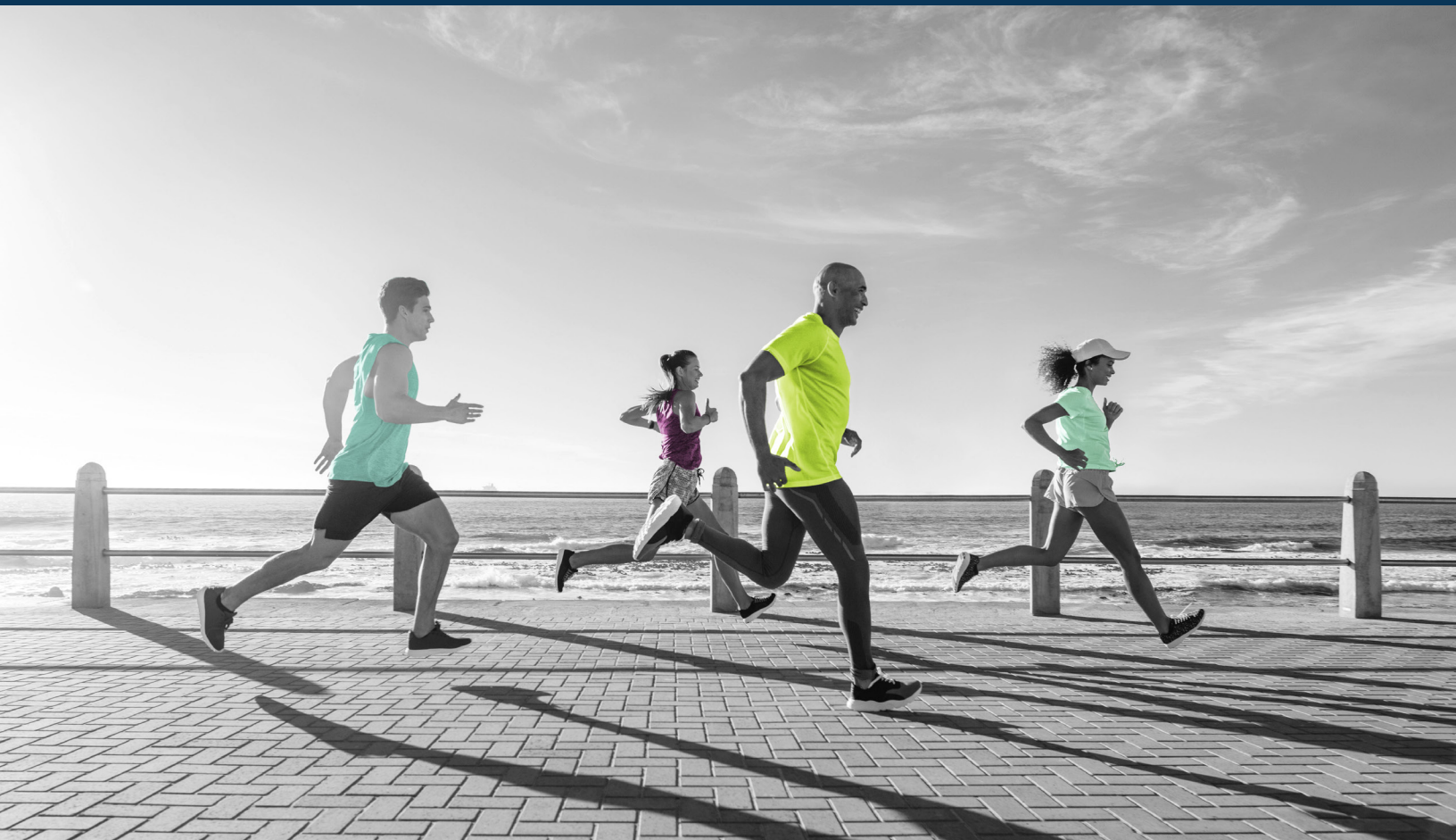
Results

Prior Performance	Program Objective	Our Results
1.6% Activation rate	10% Activation rate	14.4% Activation rate
26% Engagement rate	50% Engagement rate	72.1% Engagement rate
.4 Activities per member	2.0 Activities per member	2.5 Activities per member
3.0 Star Rating score	4.0 Star Rating score	4.0 Star Rating score



Insight

Go beyond a one-size-fits-all solution. Employ multiple engagement strategies, personalized for each member. Leverage intelligent incentives to drive member engagement and deliver high-value, incremental behavior change.



Get started with an Icario health action program today!

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