Annual Wellness Visit Campaign Case Study

Annual Wellness Visits

Background

Optimizing patient engagement is critical to driving differential value for both your patients and your business. To address this need, +Oscar built a proprietary tool known as Campaign Builder to engage patients through personalized, scalable interventions and automate workflows to drive growth, deliver best in class clinical outcomes, and streamline administrative operations.

Campaign Builder enables payors and providers to reach harder-to-engage cohorts, like the Medicare Advantage population, through thoughtful and personalized interventions. These interventions are automated and delivered via HIPAA-compliant communication channels and can be integrated within existing systems and frameworks, including CRMs, EHRs, and third-party tools which helps other healthcare companies achieve their revenue and profitability goals while orchestrating activities across a range of disparate tools and solutions.

In this study, Oscar Health Insurance leveraged Campaign Builder to drive Annual Wellness Visits (AWV) utilizing personalized segmentation to drive patient growth, reduce costs, and positively impact overall health outcomes.

The Opportunity

Each year, Medicare Advantage patients have the opportunity to schedule an Annual Wellness Visit with their PCPs as a foundational part of their healthcare journeys. During AWVs, providers collect critical information on a patient's health history and wellness, which aids in early detection and prevention efforts, and ensures accurate risk capture. Additionally, there is evidence to support that patients who complete AWVs are more likely to complete preventive screenings.

In addition to supporting the patient's overall health journey, AWVs are also beneficial for providers and health systems. Providers are reimbursed at a higher rate for AWVs when compared to general physical or wellness appointments. Based on average CMS pricing, providers are reimbursed at a 36.6% higher rate for AWVs than more general primary care visits[1].

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1 Results may vary based on population and are ultimately subject to provider's discretion and judgment.

Approach

Utilizing Campaign Builders capabilities, Oscar Health Insurance identified relevant segments within its Medicare Advantage population to target individuals who are due to schedule and complete an AWV using personalized messaging based on the patient's history. Communications, including the frequency of follow-ups, were triggered based on the patient's behavior and clinical segment. patients were automatically re-engaged based on appointment scheduling outcomes and whether or not they had an existing PCP relationship.

Results and Return on Investment

We believe the key to driving clinical outcomes is through high value engagement.

~57% Open rate for this campaign which is more than double the healthcare industry average for the general population which hovers at ~24%[2]

Patients who have not historically received an AWV converted at a higher rate than the other segments, capturing the health history of a previously disengaged group[3]

>9% increase in AWV completions overall for patients who engaged with the campaign

$568k In additional provider revenue for a patient population of 10,000[4]

9.24% increase in AWVs completions for patients who had never received an AWV prior to engaging with the campaign

$583k In additional provider revenue for a patient population of 10,000

Conclusion

Campaign Builder allows us to reach harder to engage cohorts, like the Medicare Advantage population, through strategic, thoughtful, and personalized member engagement. Member engagement is a critical element of the work we do at Oscar both for Oscar Health Insurance members and for our +Oscar partners. Increasing engagement to drive meaningful outcomes has also become increasingly important for industry players as the market has shifted towards a more digital and consumer-driven model, and as more provider groups look to deliver Value Based contract returns.

Oscar has been at the forefront of this trend and has prioritized new technology to transform how individuals engage with their healthcare. Campaign Builder leverages those years of expertise to lower costs, improve experience, drive better clinical outcomes, and have a meaningful financial impact. This particular campaign is an affirmation that our strategic and scientific approach to engagement efforts, not only drives patient growth and utilization through increased engagement but also influences positive clinical outcomes and keeps patients healthier and happier.

For more information about Campaign Builder or to schedule a demo with our team, please contact

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About Campaign Builder

Since Oscar's inception, one of its core strategies has been to use effective personalized engagement to drive better outcomes. However, the existing tools available in the market made it difficult to coordinate communications across channels, create interconnectivity with existing internal workflows, and limited our ability for longitudinal programming. Campaign Builder was born out of these challenges and has become a key engagement and automation tool for Oscar Health Insurance and our +Oscar partners. Campaign Builder enables scalable, personalized interventions and automates workflows to drive growth, deliver best in class clinical outcomes, and optimize administrative operations for our partners.

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