

# CASE IN POINT: MAKING \$22 MILLION MORE AND 6,000 MEMBERS HAPPIER

## Dual Eligibility Outreach and Retention Service for Medicare Advantage Health Plans

### Problem Definition

This successful, southern Medicare Advantage health plan has 100,000-plus members living in over a dozen counties. Although 5% of the plan's members had dual-enrolled Medicare-Medicaid status as of the beginning of 2003, plan management felt that opportunity still existed to 1) increase the number of its dual enrolled members, 2) systematize annual Medicare Savings Program re-enrollment to avoid loss of dual enrollment benefits, and 3) optimize capitation. Management understood that incremental dual eligibility conversion would require special expertise to achieve results in a cost effective manner. It selected Human Arc to help in this project, in large part due to that firm's proven approach to delivering both short term *and* annuity value to plans and members.

### Actions Taken

Human Arc's integrated Dual Eligibility Outreach service began its work for this plan in April, 2003. Using proven CMS-pre-approved outreach program templates and a highly experienced and multi-lingual Customer Service Center staff, Human Arc has conducted dual eligibility outreach, screening, front-to-back application process management and other member dual enrollment support since that time for this plan.

Human Arc has also assured the annuity value of its service through an effective Dual Eligibility Retention program. Dually enrolled members are alerted by mail 45 to 60 days in advance of their MSP enrollment anniversaries. In some cases a phone reminder is necessary too, but re-screening and re-application is often completed in less time than was required for the initial application process. Human Arc follows up all re-applications and even checks the plan's monthly membership report to verify continued dual enrollment status.

#### Human Arc Dual Eligibility Outreach efforts:

- Posted penetration rates for referred non-dual members approaching 6%.
- Improved fiscal wellness and healthcare affordability for over 6,000 more members.
- Drove added capitation to this plan of almost \$15 million in 30 months

#### Human Arc Dual Eligibility Retention efforts:

- Achieved 97% eligibility retention of assisted dual enrolled members.
- Assured continued Medicare Part B subsidization for over 5,800 members.
- Added another \$7.6 million to capitation in less than two years.

### Results:

Through Human Arc services, this plan has effectively optimized:

- The value of dual status to over 6,000 more lower income members—on an ongoing basis—and the addition of over \$1,000 per year to the disposable incomes of each.
- The value of the dual enrolled to the plan, with \$22.5 million in additional capitation in the initial 30 months of this project.
- The efficiency of its own staff by offloading a large project requiring specialized skills and technologies to a vendor nationally known for its leadership in these services. ■

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