

## EXECUTIVE SUMMARY

HealthCrowd helps health plans unify, automate, and optimize multimodal communications to deliver member-centric engagement at scale, in a risk-managed way. In 2018, a national health plan partnered with HealthCrowd to launch an outreach program with its Health Insurance Market Place (Exchange) population in southern Wisconsin. The objective was to drive members to attend preventative care visits with their doctor through the use of mobile (text) messaging. Text outreach began in May of 2018 and ended on November 2018 for the following preventative measures:

CCS intervention group yielded a **54.87%** numerator-hit improvement over the control group



BCS intervention group yielded a **39.98%** numerator-hit improvement over the control group

The plan provided HealthCrowd with claims data covering CCS and BCS. Using this claims data, HealthCrowd conducted t-tests to assess impact of the intervention. The control group consisted of members who either received a letter in the mail (and never received HealthCrowd outreach) or received HealthCrowd outreach for less than 7 days. The intervention group consisted of members who received HealthCrowd outreach for 7 days or more. The results for the measure can be observed below:

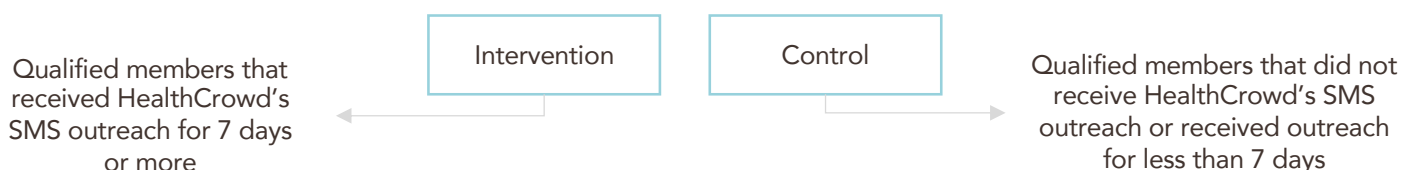
Cervical Cancer Screening (CCS)



Breast Cancer Screening (BCS)

## ANALYSIS & RESULTS

Statistical hypothesis testing was used to determine if HealthCrowd’s outreach/intervention produced measurable results in driving members to go to more preventive and/or follow up visits with their doctor. To perform this analysis, both a control group and an intervention group were used.



The percentages below were calculated using the members with claims (i.e. members who have gone to a preventive visit) as the numerator and the total number of members with the care gap as the denominator. This ratio was used to compare the outcomes between the intervention and control groups. Improvement for the measure can be observed below.

Measure	Intervention: % of Numerator Hits	Control: % of Numerator Hits	% Improvement <sup>2</sup>	Confidence level
CCS	10.50%	6.78%	54.87%	> 99%
BCS	16.00%	11.43%	39.98%	> 99%

## SUMMARY

Wisconsin Insurance Market Place (Exchange) members were significantly more likely to schedule and attend preventative care visits (including CCS and BCS) when they received targeted text messaging outreach “nudging” them to do so.

1. HealthCrowd refers to the pairing of a measure and it’s associated communication as a “campaign”  
 2. Improvement = (intervention-control)/control