Community Care Plan Uses Referential Data to Connect Medicaid Members to Critical Services

Community Care Plan
The Health Plan with a Heart

- First safety-net hospital-owned Provider Service Network
- 130,000 members in South Florida
- Serves Medicaid, Florida Healthy Kids, uninsured and employee-sponsored health plans

Problem:

For Community Care Plan, which serves the Medicaid population of Broward County, contact information was a major challenge and impacted the organization's ability to provide its members with important health-related information and close care gaps.

Solution:

Community Care Plan chose LexisNexis® Risk Solutions to help validate contact information and identify possible updates and data discrepancies for its new and existing members.

Results:

Doubled the contact rate YoY and contacted an additional 877 members in the first five months.

"Communication plays a key role in serving our Medicaid members. If we can connect with these members immediately after enrollment and help them leverage the benefits and services that are available to them, then we can help them get and stay healthy."

- Ken Walters, SVP and Chief Operating Officer, Community Care Plan

The Challenge of Maintaining Member Information

Member information is in a constant state of flux. There are more cell phone numbers than people in the United States, and the number of job changes, name changes, and relocations make it nearly impossible for payers and providers to ensure contact information is up to date. Poor contact data can directly impact care coordination and outcomes; for example, incorrect member contact information can negatively impact an organization's ability to onboard new members to a plan.

While having up-to-date member information is a challenge that spans all membership populations, data decay among the Medicaid population is particularly prevalent. For Community Care Plan, which serves the Medicaid population of Broward County, contact information was a major challenge and impacted the organization's ability to provide its members with important health-related information and close care gaps.

"Without up-to-date contact information, it's a challenge to onboard new members, explain their benefits, and conduct a health risk assessment to gather medical history and social determinants of health," said Crystal Sanders, Vice President, Health Plan Operations of Community Care Plan. "This could delay members from getting services or medications because they aren't aware of the services that are available to them."

Ultimately, Community Care Plan needed a solution to help resolve data discrepancies and provide underserved members of the community with the care and resources that they need.

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Success Metrics:

Improved contact rate by

43%

in the first month

Maintained an average contact rate of

40%

for the first five months

Contacted

877

additional members
in the first five months

Doubled contact rate
compared to the previous year

"Our work with LexisNexis Risk Solutions is a prime example of turning data into meaningful action. By integrating the timely data provided from the Keep Contact solution with our information, we can reach additional members and help our members get the care that they may not have received otherwise."

- Crystal Sanders, Vice President, Health Plan Operations, Community Care Plan

Improving Access for Medicaid Members

Community Care Plan set out to solve this challenge by undertaking an initiative to redesign its Global Address Book, which stores the contact information of all its members. As part of this redesign, Community Care Plan chose LexisNexis® Risk Solutions to help provide more up-to-date contact information for its new and existing members.

Now, when Community Care Plan receives the eligibility file for its newly enrolled Medicaid members, the data is run through an API with LexisNexis® Keep Contact to validate contact information and identify possible updates and data discrepancies. Within 24 hours, Community Care Plan can enhance their member profiles with cleaner, more up-to-date information. This quick turn-around enables the Community Care Plan Welcome Team to conduct immediate outreach to new members.

"All too often, Medicaid members are unaware of the services and resources available to them. Community Care Plan is committed to ensuring that the most vulnerable populations are informed and equipped with the information and resources necessary to live healthy and fulfilling lives," said Ken Walters, SVP and Chief Operating Officer of Community Care Plan. "The team at LexisNexis Risk Solutions understood the significance and urgency of this challenge and equipped us with the tools and support to connect with members and make a meaningful impact on the wellbeing of our community."

As a result, Community Care Plan's team has the data necessary to help inform its members of the benefits and resources available, understand the social and environmental factors that uniquely impact their health, and connect them to services within the community, all of which helps provide access to high quality, equitable and affordable healthcare.

A Commitment to Quality Care for All

The team at Community Care Plan is proud to see such an immediate and significant improvement to its contact rates and enhance its ability to achieve its vision of being the driving force to ensure that every community with high-quality, affordable care. Community Care Plan also has plans to leverage the contact data from LexisNexis Risk Solutions to help the providers in their network improve their patient outreach initiatives.

As Community Care Plan engages more members, it anticipates improvements in closing care gaps, including annual wellness visits, and in time, in biometrics like blood pressure and glucose levels.

"If we can connect with these members immediately after enrollment and help them leverage the benefits and services that are available to them, then we can help them get and stay healthy. That's the goal," said Walters.

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