



Partnership with Mercy Health Overcomes COVID Barriers to Preventive Health Checks

Challenge:

Encourage Buckeye Health Plan members who have chronic health conditions to complete their annual preventive visit with their PCP.

Overview:

Buckeye and Mercy Health have a strong collaborative partnership and commitment to helping our members get the care and resources they need to maintain their best health. In 2020, fears about exposure to COVID-19 kept many members with chronic conditions from visiting their primary care physician (PCP) for their annual visit. To encourage members to get the care they need, Buckeye and Mercy developed and implemented an outreach plan.

Solution:

The plan focused on outreach to members in the two largest markets (Cincinnati and Toledo), plus the top five largest office locations. Buckeye identified 2,666 members with chronic conditions who had not visited their PCP for their annual visit and worked with Mercy to develop a Prevention and Chronic Condition Outreach Campaign. Buckeye monitored the claims activity from May 23 to September 28, 2020 and worked with Mercy to track members' response to the outreach activities.

Mercy's proactive campaign activities included:

- MyChart Messages
- Call center direct patient calls
- Interactive Voice Recorded Phone Calls to enable members to schedule telehealth visits whenever possible

Outcomes:

From May 23 to September 28, 2020: 512 Buckeye members (19.20%) completed a visit with their PCP

Encouraged by the campaign's significant increase in PCP visits, Buckeye went a step further and analyzed members who had not seen a PCP for 12 months for all seven Mercy markets under the Value Based Contract from January to September 2020. A total of 8,341 members were identified.

From January to September 2020: 2,700 members were seen by a PCP. This is a 32.37% increase.

Mercy was very pleased with the results of the outreach efforts, even though furloughs and COVID-19 posed significant barriers to accessing care. They considered the outreach campaign a "value-add" — a valuable activity to connect members to a PCP. Buckeye has continued to monitor Mercy's outreach efforts and the upward trend.

“Your team has taken such a collaborative approach in working with our analytics team to identify and proactively contact our mutual high-clinical-risk patients without a primary care visit in the last 12 months. Using the prioritized list you provided, our team reached out to several hundred Buckeye patients across Ohio to get them scheduled with their provider. We learned a lot about our mutual patients through this activity that will certainly inform future scheduling activities we plan to perform. Thank you and your team for being such collaborative partners with Mercy Health and on behalf of your patients!”

—Dr. Erin Fries, Mercy Health Chief Medical Officer

