

Disease Management Engagement Improvement Using MVT Testing Methodology

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Setting the Stage

- Higher engagement rates of the most at risk population increase disease management program viability
- Sustained engagement (i.e. active participation in clinical programs) improves member health outcomes and quality of life

Learning Objectives

- MVT (multivariable testing) methods can be used to improve disease management programs
 - Enrollment and Engagement
 - Clinical intervention process
- Engagement best practices differ for new vs. re-stratified members
- Clinical team involvement is critical for change management

Disease Management Program

Designed to maximize member health status, improve health outcomes, and control associated health care expenses.

Expected outcomes:

- Decreased inpatient admissions and LOS
- Increased outpatient office visits
- Condition-specific improvement in key clinical metrics

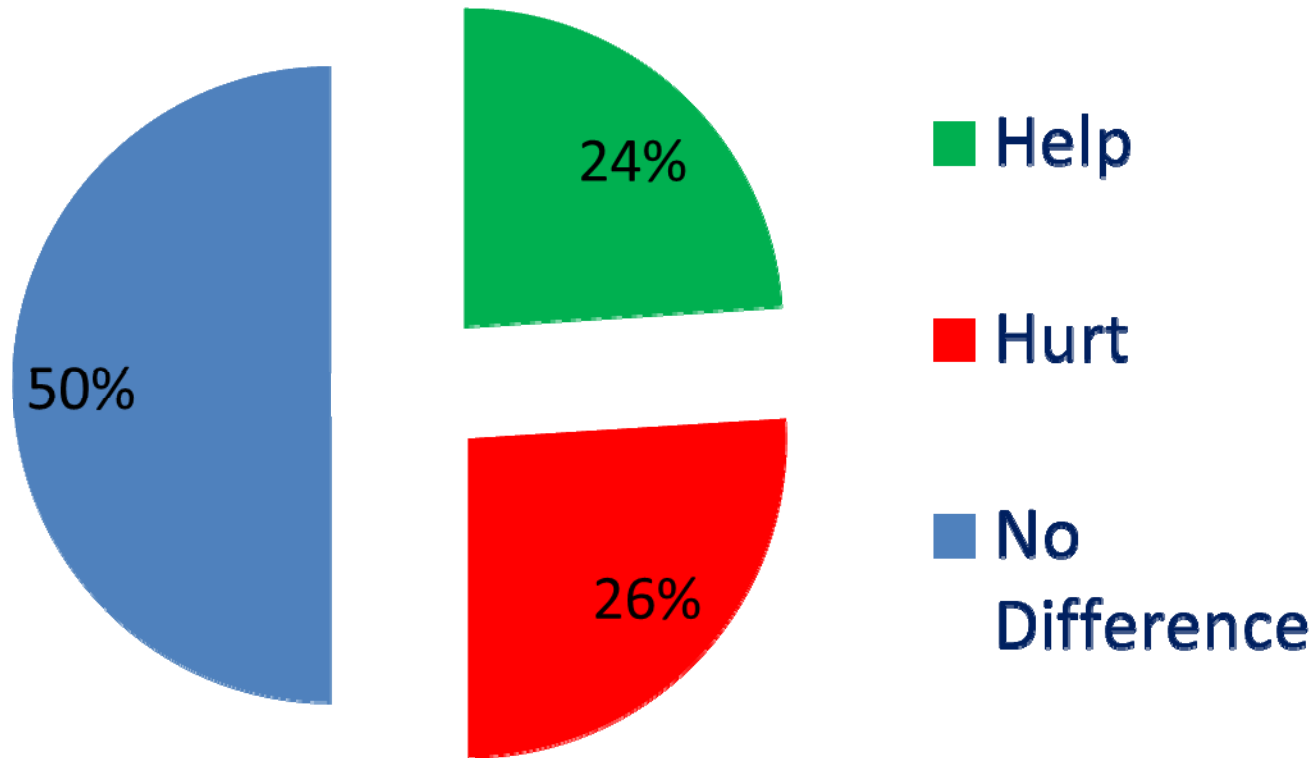
Best Practice Improvement

MVT methodology affords:

- Many variables to be evaluated...*fast*
- Synergies between variables to be quantified
- Connectivity across operational areas to be discovered

...breakthrough performance

Best Practice Improvement



Multivariable Research Approach

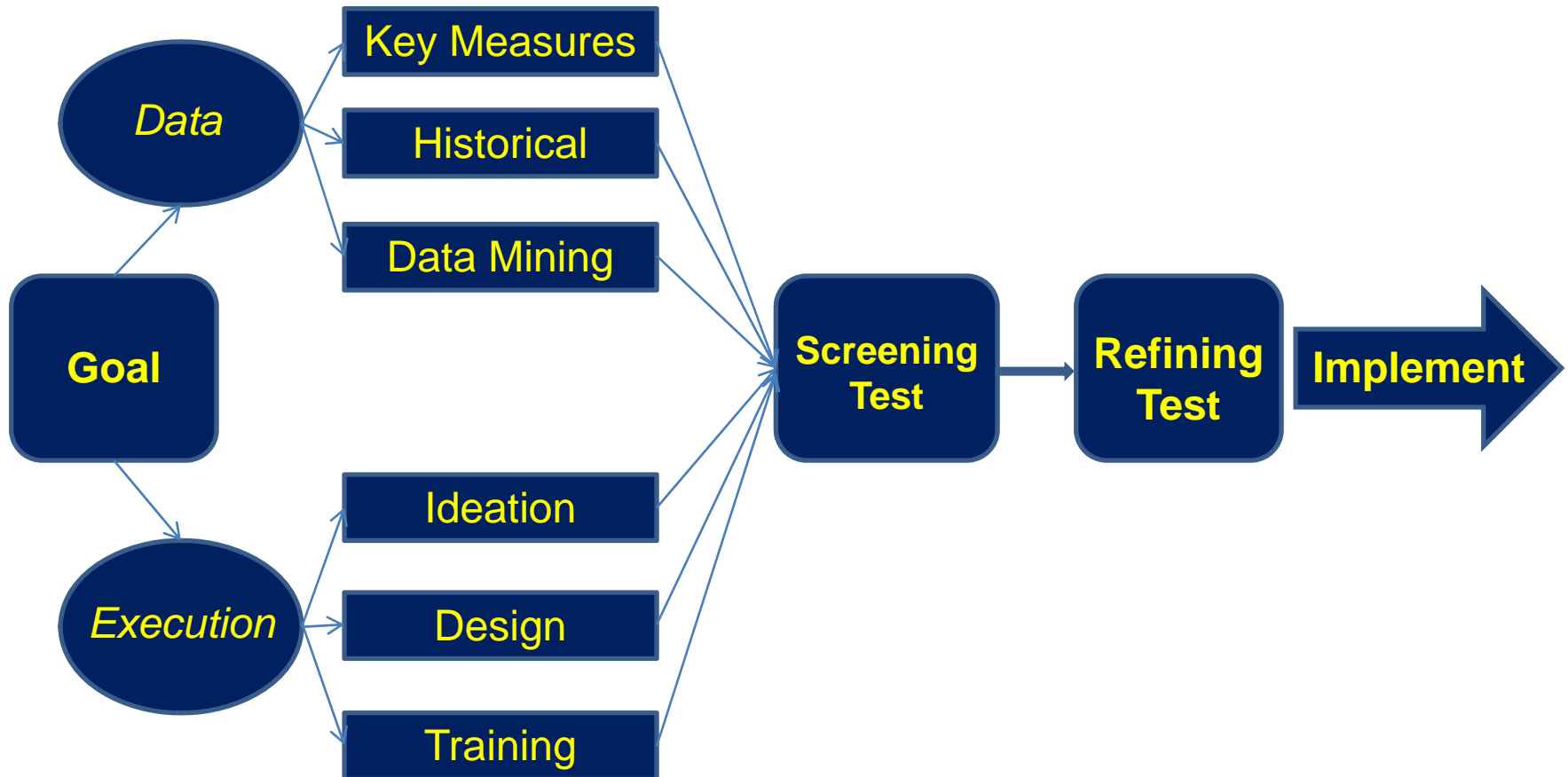
Scientific research methodology to quantify the causal effects of your organization's innovative ideas to (*for example*):

- Improve member engagement rates
- Reduce unnecessary acute utilization
- Reduce unnecessary hospital readmissions

Multivariable Research Approach

- Works no matter the corporate culture or structure
- Tests your organization's innovative ideas
- Proves what works

The MVT Process



Multivariable Research Approach

Objective: 10% Engagement Improvement

- Two experimental studies executed:
enrollment teams, enrollment + clinical teams
- Metrics
 - Initial engagement rate
 - Sustained engagement rate
- Customized test designs
 - Balanced and orthogonal
 - Screening and refining

Multivariable Research Approach

Objective: 10% Engagement Improvement

- Experimental units
 - Associates
 - Member cohorts
- Response variable
- Duration: < 5 months
- Test population (32,000+ members)
 - Chronic conditions
 - Demographics

Categories of Test Variables

- People
- Process
- Technology

Example: People Variables

- Cross-training Teams
- Employee Incentives
- Employee Coaching and Recognition
- Training (sales, motivation, refusal)
- Employee Ergonomics

Example: Process Variables

- Fulfillment Timing
- Clinical Process Model Variations
- Clinical Follow-up Timing
- Clinical and Enrollment Scripting

Example: Technology Variables

- Appointment Setting/Reminders
- Voicemail Scripting/IVRs
- Caller ID/Branding

The Test Variables

People	Process	Technology
Motivational Training	Reduced Questions	Fulfillment Timing
Sales Training	Relational Approach	Appointment Reminders
Monetary vs. Public	Partners in Health	Caller ID/Branding
Weekly Metrics Review	Program Outcomes	VM Scripting/IVRs
Public Acknowledgement	Questionnaire Approach	Instant Messaging
Individual vs. Group	1 st Scheduled Call	
Cross-training Teams	Subsequent Call Frequency	
Daily Team Feedback	Assumptive Approach	
Ergonomic Stretching	WIFFM Approach	
Refusal Coaching	Goal Setting	
Ergonomic Adjustments	Value Add Scripting	
	Clinical Process 1 st Call	
	RN Note Cards	
	Subsequent Call Scheduling	
	Care Gap Focus	

Initial Engagement

Test	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	+	-	-	-	+	-	-	+	+	-	+	-	+	+	+
2	-	-	+	-	-	+	+	-	+	-	+	+	+	+	-
3	+	+	-	-	-	+	-	-	+	+	-	+	-		
4	+	-	-	+	+	-	+	-	+	+	+	+	-		
5	+	+	+	-	-	-	+	-	-	+	+	-			
6	-	+	+	-	+	-	+	+	+	+					
7	+	+	+	+	-	-	-	+	-						
8	+	-	+	-	+	+	+	+	-						
9	-	+	+	+	+	-	-								
10	-	+	-	+	+	+									
11	+	+	-	+	-	+									
12	-	-	+	+	-										
13	-	+	-	-	+										
14	+	-	+												
15	-	-	-												
16	-	-	-												

Enrollment Team Test

15 Variables

16 Recipes

32,768 Potential Recipes

Sustained Engagement

Test	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	+	+	-	-	+	+	+	+	-	+	-	+	-	-	-	-	+	+	-
2	-	+	+	-	-	+	+	+	+	-	+	-	+	-	-	-	+	+	+
3	+	-	-	+	+	+	+	-	+	-	+	-	-	-	+	+	+	-	+
4	+	+	-	+	+	-	-	+	+	+	+	-	+	-	+	-	-	-	-
5	-	-	+	+	+	+	-	+	-	+	-	-	-	-	+	+	-	+	+
6	-	-	+	+	-	+	+	-	-	+	+	+	+	-	+	-	+	-	-
7	-	+	+	+	+	-	+	-	+	-	-	-	-	+	+	-	+	-	-
8	-	-	-	-	+	+	-	+	+	-	-	+	+	+	+	+	-	-	-
9	+	+	+	+	-	+	-	+	-	-	-	-	+	+	-	+	-	-	-
10	-	+	-	-	-	-	+	+	-	+	+	-	-	+	+	+	-	-	-
11	+	+	+	-	+	-	+	-	-	-	-	+	+	-	+	-	-	-	-
12	-	+	-	+	-	-	-	-	+	+	-	+	+	+	+	+	+	+	+
13	+	+	-	+	-	+	-	-	-	-	+	+	+	-	+	+	+	+	+
14	+	-	+	-	-	-	-	+	+	-	+	+	-	-	-	-	-	-	-
15	+	-	-	-	-	+	+	-	+	+	-	-	-	-	-	-	-	-	-
16	+	-	+	-	+	-	-	-	-	+	+	+	+	+	+	+	+	+	+
17	-	-	-	+	+	-	+	+	+	-	+	+	+	+	+	+	+	+	+
18	-	+	+	-	+	+	-	-	+	+	-	+	+	+	+	+	+	+	+
19	+	-	+	+	-	-	+	+	+	+	-	+	+	+	+	+	+	+	+
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21	-	-	+	+	-	-	-	-	+	-	-	-	-	-	-	-	-	-	-
22	+	-	-	+	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-
23	-	+	+	-	-	-	-	+	-	-	-	-	-	-	-	-	-	-	-
24	-	-	+	-	-	+	+	-	-	-	-	-	-	-	-	-	-	-	-
25	+	+	-	-	-	-	+	-	-	-	-	-	-	-	-	-	-	-	-
26	+	+	-	-	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27	+	-	-	-	-	+	-	-	-	-	-	-	-	-	-	-	-	-	-
28	+	+	+	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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30	+	-	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
31	-	-	-	+	-	+	-	-	-	-	-	-	-	-	-	-	-	-	-
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37	+	+	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
38	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39	-	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40	+	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Enrollment & Clinical Teams Test

19 Variables

40 Recipes

524,288 Potential Recipes

Refining/Confirmatory Test Design

Recipe	A	B	C	D	E	AB	AC	AD	AE	BC	BD	BE	CD	CE	DE
1	-	-	-	-	+	+	+	+	-	+	+	-	+	-	-
2	+	-	-	-	-	-	-	-	-	+	+	+	+	+	+
3	-	+	-	-	-	-	+	+	+	-	-	-	+	-	-
4	+	+	-	-	+	+	-	-	+	-	-	+	-	-	-
5	-	-	+	-	-	+	-	+	+	-	+	+	-	-	-
6	+	-	+	-	+	-	+	-	+	-	-	-	-	-	-
7	-	+	+	-	+	-	-	+	-	-	-	-	-	-	-
8	+	+	+	-	-	+	+	-	-	-	-	-	-	-	-
9	-	-	-	+	-	+	+	-	-	-	-	-	-	-	-
10	+	-	-	+	+	-	-	-	-	-	-	-	-	-	-
11	-	+	-	+	+	-	-	-	-	-	-	-	-	-	-
12	+	+	-	+	-	-	-	-	-	-	-	-	-	-	-
13	-	-	+	+	-	-	-	-	-	-	-	-	-	-	-
14	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	-	+	-	-	-	-	-	-	-	-	-	-	-	-	-
16	+	+	-	-	-	-	-	-	-	-	-	-	-	-	-

Both Tests

5 Variables

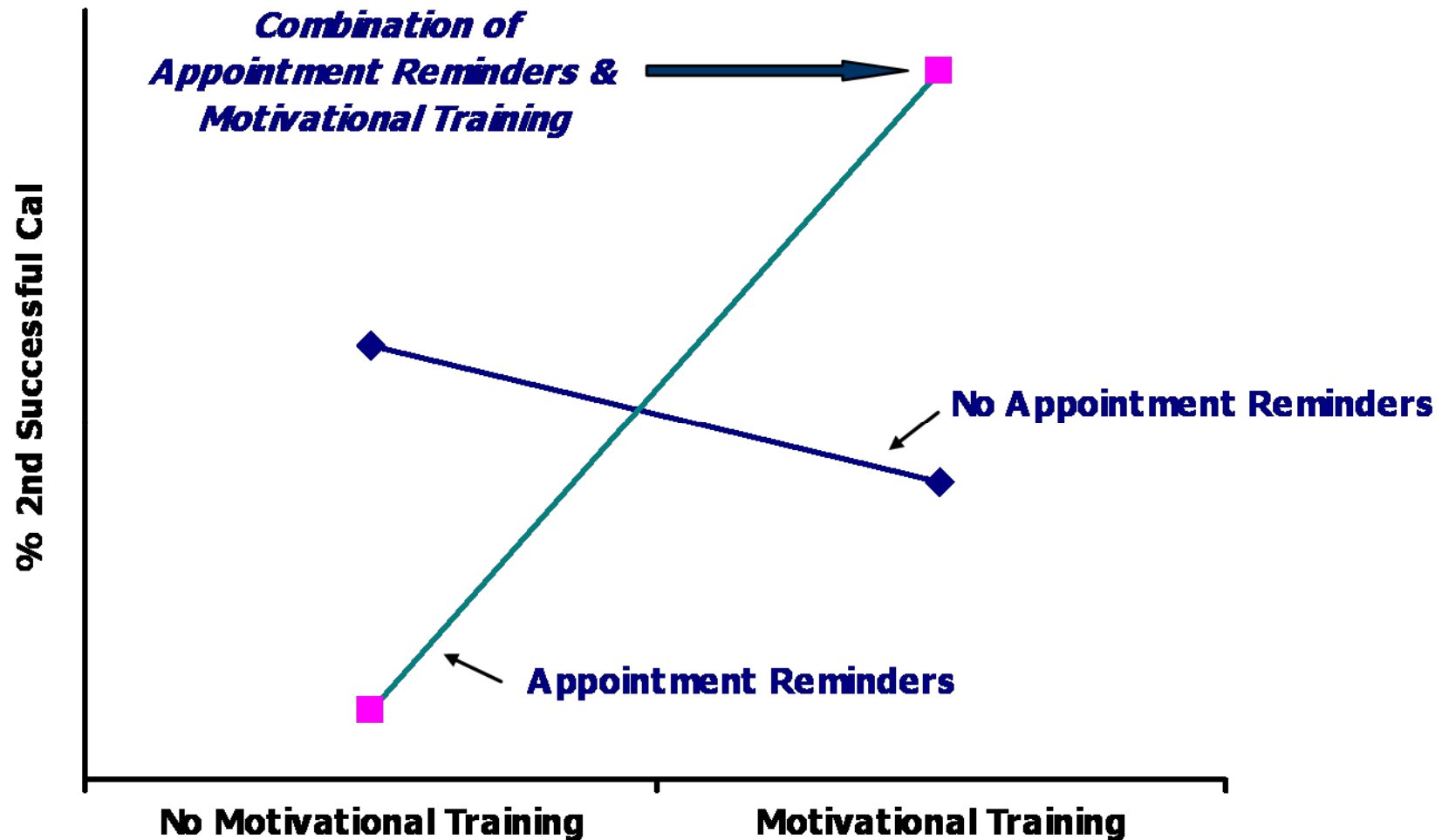
16 Recipes

32 Potential Recipes

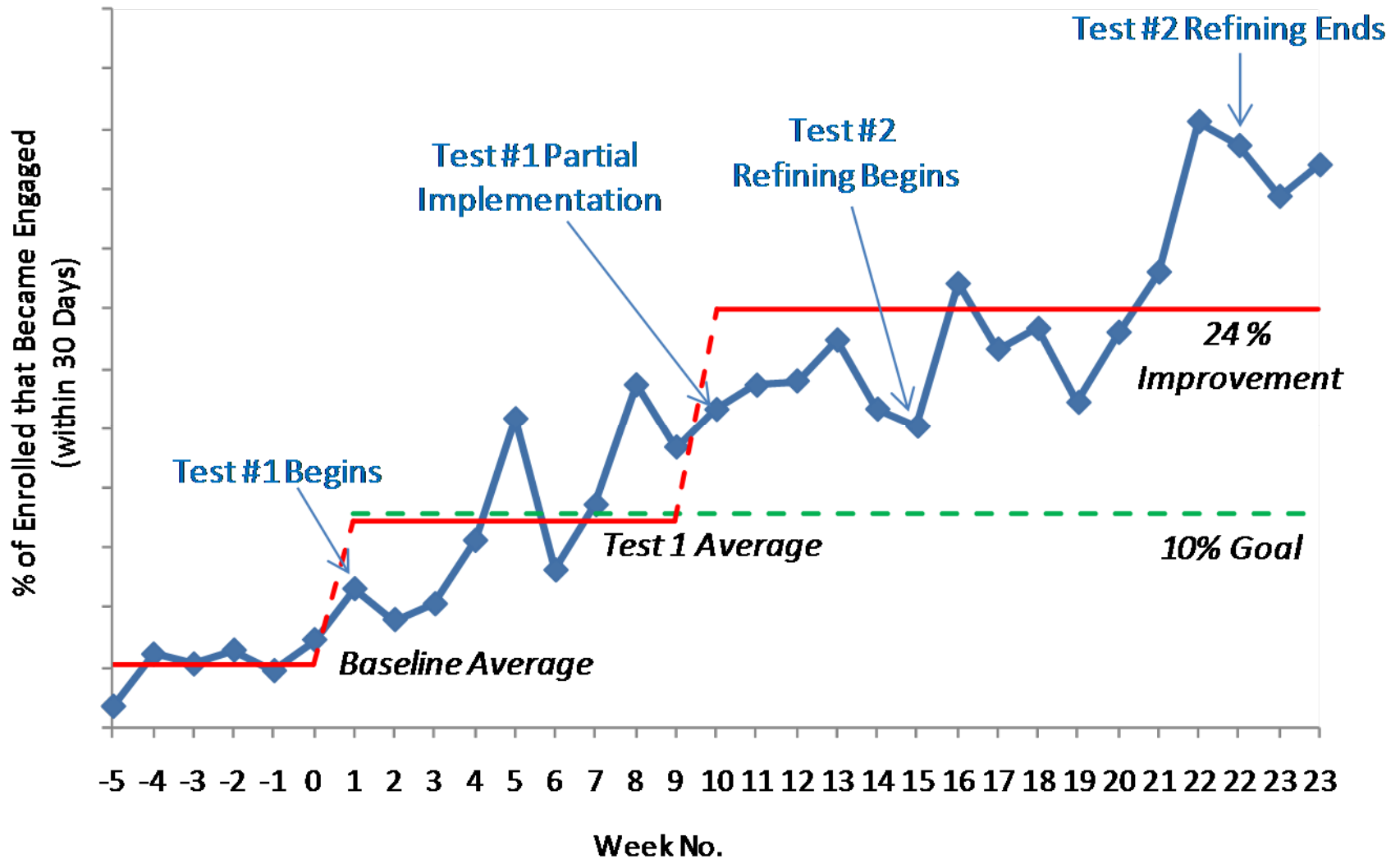
The “Winners”

Enrollment Team		Enrollment and Clinical Teams
New Members	Re-stratified Members	
Reduce Questions	Reduce Questions	Call Scheduling
Relational Scripting	Partnership Scripting	Call Frequency
Program Outcome Scripting	Questionnaire Approach	Appointment Reminders
		Fulfillment Timing
		Motivational Training

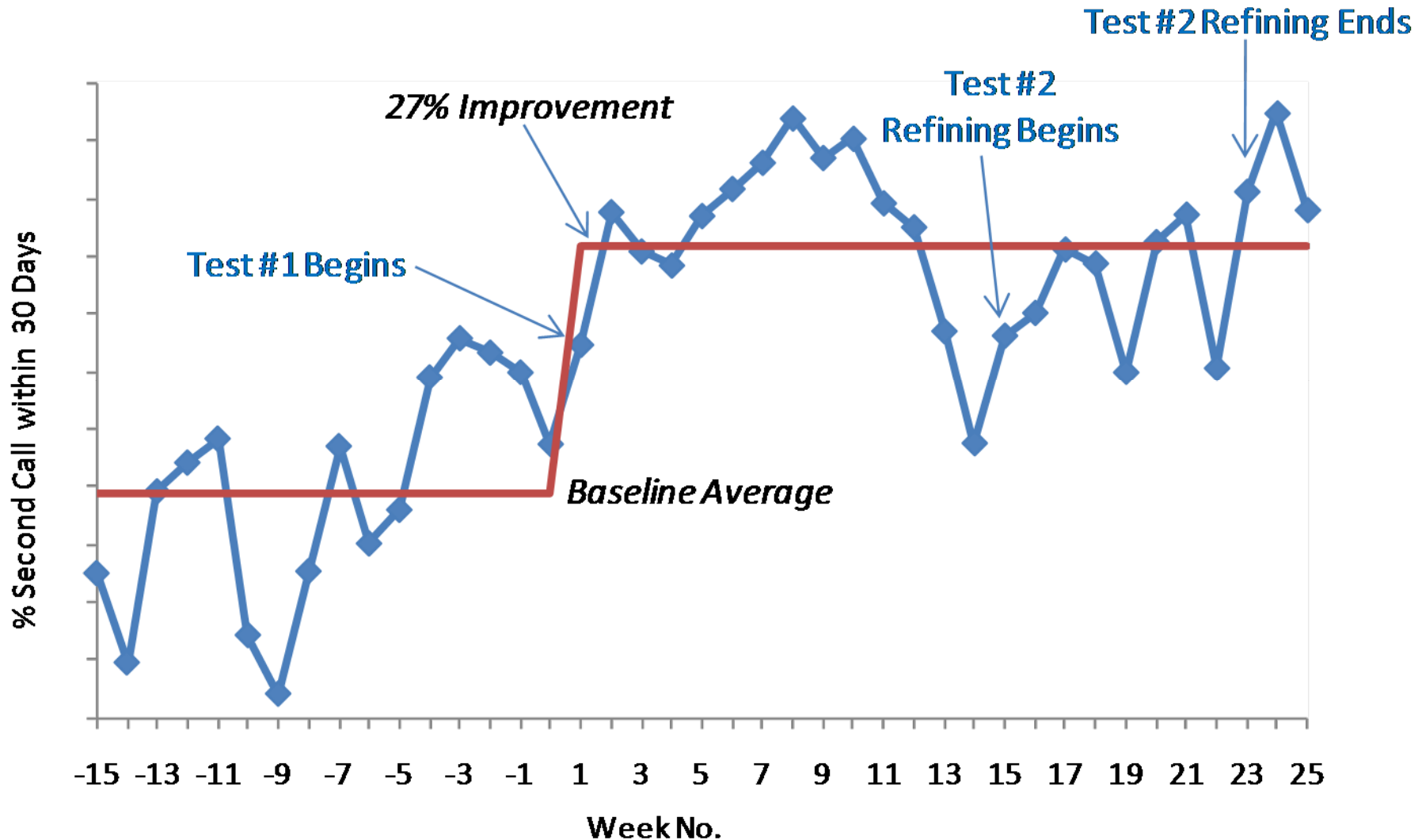
Revealing Synergies with MVT



First Clinical Call Performance



Second Clinical Call Performance



Future State

Improve:

- Enrollment and Engagement
- Quality of Life
- Clinical Outcomes

Change Management

- Clinical teams
 - Commitment and buy-in through involvement
 - Enthusiasm – through the vision of success
- Change as an opportunity to expand awareness of business realities
- Embrace experimentation and involvement
- Speed – need early wins/momentum

Improvement Success

Key Determinates

- Clear objectives
- Strong leadership and project management
- Bold test variables
- Timely and accurate data analysis
- Vigilant test monitoring and control
- Clinical team commitment and enthusiasm

Key Take-a-ways

- MVT is a recommended strategy for continuous disease management best practices improvement
- Engagement of new vs. re-stratified members requires different tactics
- Clinical team buy-in and enthusiasm are critical for sustainable change management

Questions?

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