

Engaging the Hard to Engage through Innovative Channels

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THE NUMBERS ARE STAGGERING

- **388M** people will die from chronic diseases in the next 10 years worldwide.
- **\$2T** was the total healthcare spend in the U.S. in 2005 and is expected to double by 2015.
- **75%** of all healthcare costs are due to chronic diseases.

Source:

<http://managedhealthcareexecutive.modernmedicine.com/mhe/article/articleDetail.jsp?id=430370>



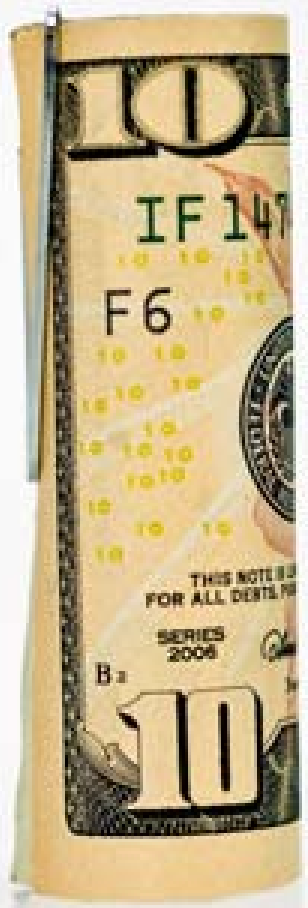
5,000

If you or someone you care for has recently been diagnosed with diabetes, you are no doubt experiencing a range of emotions. Fear, anger, denial, frustration, depression and uncertainty are just a few of them, and are very common.

YOU ARE NOT ALONE.

American Diabetes Association





WHEN

WHO

WHAT

HOW

?

WHERE

WHY



Where Are They?...Tethered to Their Device

Overall, **90%** of all adults – including **42%** of those age 75 and older – live in a household with at least one working cell phone.

Do you ever use your phone to... (% of cell phone users)

	Millennials (Ages 18 – 34)	Gen X (35 – 46)	Younger Boomers (47 – 56)	Older Boomers (57 – 65)	Silent Gen (66 – 74)	G.I. Gen (75+)	All adults (18+)
Take a picture	91%	83%	78%	60%	50%	16%	76%
Send or receive text messages	94%	83%	68%	49%	27%	9%	72%
Access the internet	63%	42%	25%	15%	17%	2%	38%
Play a game	57%	37%	25%	11%	10%	7%	34%
Record a video	57%	39%	23%	11%	7%	4%	34%
Send or receive email	52%	35%	26%	22%	14%	7%	34%
Play music	61%	36%	18%	10%	7%	5%	33%
Send or receive instant messages	46%	35%	22%	15%	13%	6%	30%

SOURCE: Pew Research Center's Internet & American Life Project, April 29 – May 30, 2010 Tracking Survey.
N+2,252 adults 18 and older.

And, They're Going Online

Looking online for health information: Health Status

	Percentage who go online	Percentage who look online for health information
All adults in U.S.	74%	59%
Caregiver status		
Currently caring for a loved one (N=860)	79%	70%
Not a caregiver	71%	54%
Recent medical crisis		
Experienced within past year – self or someone close (N=982)	76%	65%
No recent experience	72%	55%
Recent personal health change		
Experienced within past year (N=499)	68%	56%
No recent experience	75%	59%
Chronic disease status		
One or more chronic conditions (N=1488)	64%	53%
No conditions	81%	62%
Disability status		
One or more disabilities (N=906)	54%	42%
No disabilities	81%	65%

SOURCE: Pew Research Center's internet & American Life Project, August 9 – September 13, 2010 Survey. N=3001 adults and the margin of error is +/-3 percentage points for the full sample. Margins of error for sub-populations are higher.

Even Seniors

Computer use among **Americans 65** and **older** has **doubled** in the past 10 years, while **Internet usage** among that age group has more than **tripled**.

Pew Research Center 2011

89% of those **ages 65** and **older** send or read **email** and **more than half exchanges email** messages on a typical day.

Pew Research Center 2010

Half (47%) of **internet users ages 50-64** and **one in four (26%)** users age **65** and **older** now use **social networking sites**.

Pew Research Center 2010

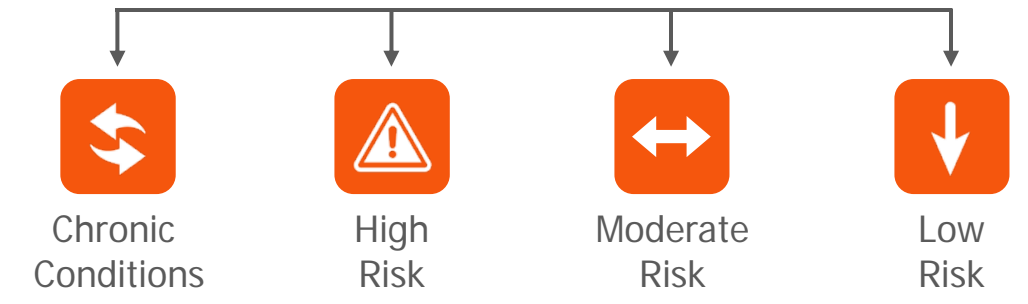


So...What Did Aetna Do?

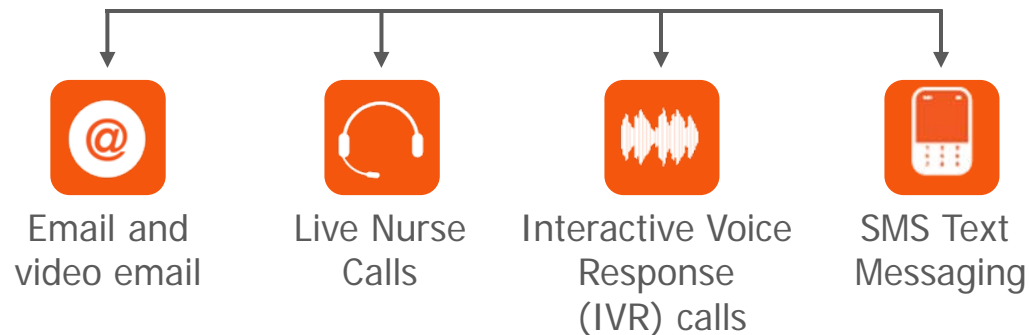
2010 - 2011

multi-channel campaigns took place

targeted Aetna members identified with



Four different communication channels



Systematically Tested a Series of Reach & Engage Programs

184,571 

members were targeted for participation in Aetna Health Connections Disease Management Programs (AHCDM).

5 outreach strategies and segments used

119,371

received
static email

12,404

received
video email

1,719

received
live call

1,961

received
IVR call

49,116

received
SMS text
message
program
invitation

Email Campaign



MARCH 2010



119,371



AHCDM Program

The 1st email campaign took place in March 2010

Targeted 119,371 unable to reach (UTR) members

Members received an email about the AHCDM program, highlighting the benefits of working with a health coach

Members could respond via email or telephone for more information and to enroll



INFO & ENROLL

Email Campaign Results



29% opened
the emails
(34,705)



1.6%
responded
(573)



35% of those
that responded
engaged with a
nurse **(202)**

Video Email Campaign



OCTOBER 2010



12, 404



VIDEO LINK

The video email campaign launched in October 2010

Targeted 12,404 UTR

The email contained a link to a video describing the benefits of the AHCDM program

Members were given the option of responding via email or telephone for more information and to enroll

Email addresses were purchased

Email was sent on a Tuesday



INFO & ENROLL



EMAILS PURCHASED



SENT ON A TUESDAY

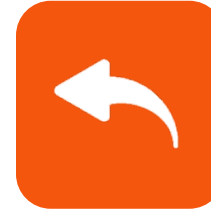
Video Email Campaign Results



30.3%
opened the
email (**3,760**)



**13.5% click
through rate**
(out of 3,760
who opened
the email)
(509)



10 responses
(.27% of 3,760
that opened
email) and **all**
10 members
engaged
(100%)

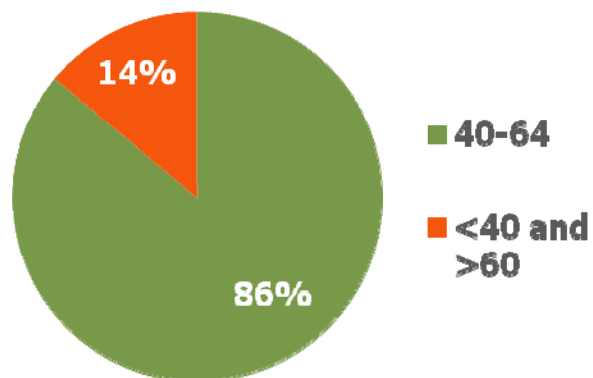
Video Email Demographics



AGE

- **86%** were between the ages of 40 and 64.
- **14%** were under 40 or over 64.

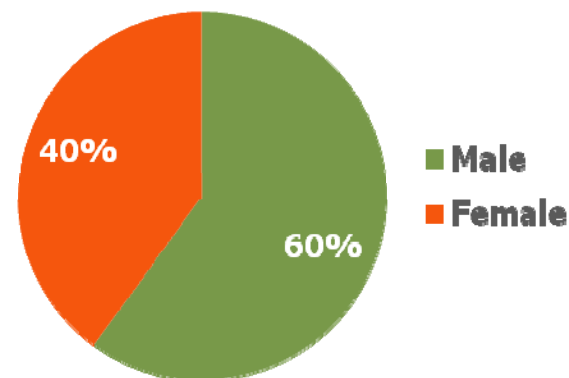
Recipients by Age



GENDER

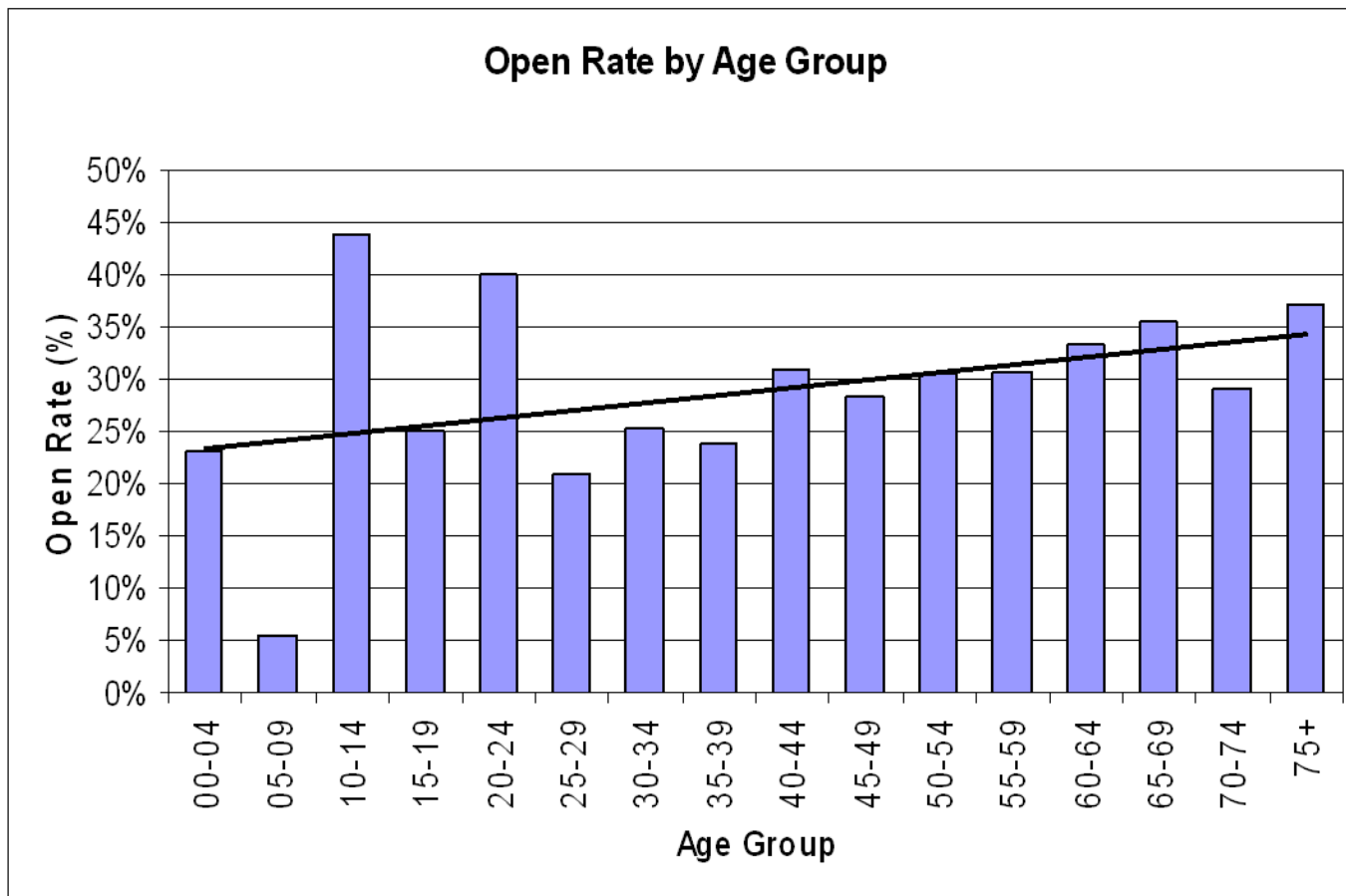
- **More Men** received the video email than women.

Recipients by Gender



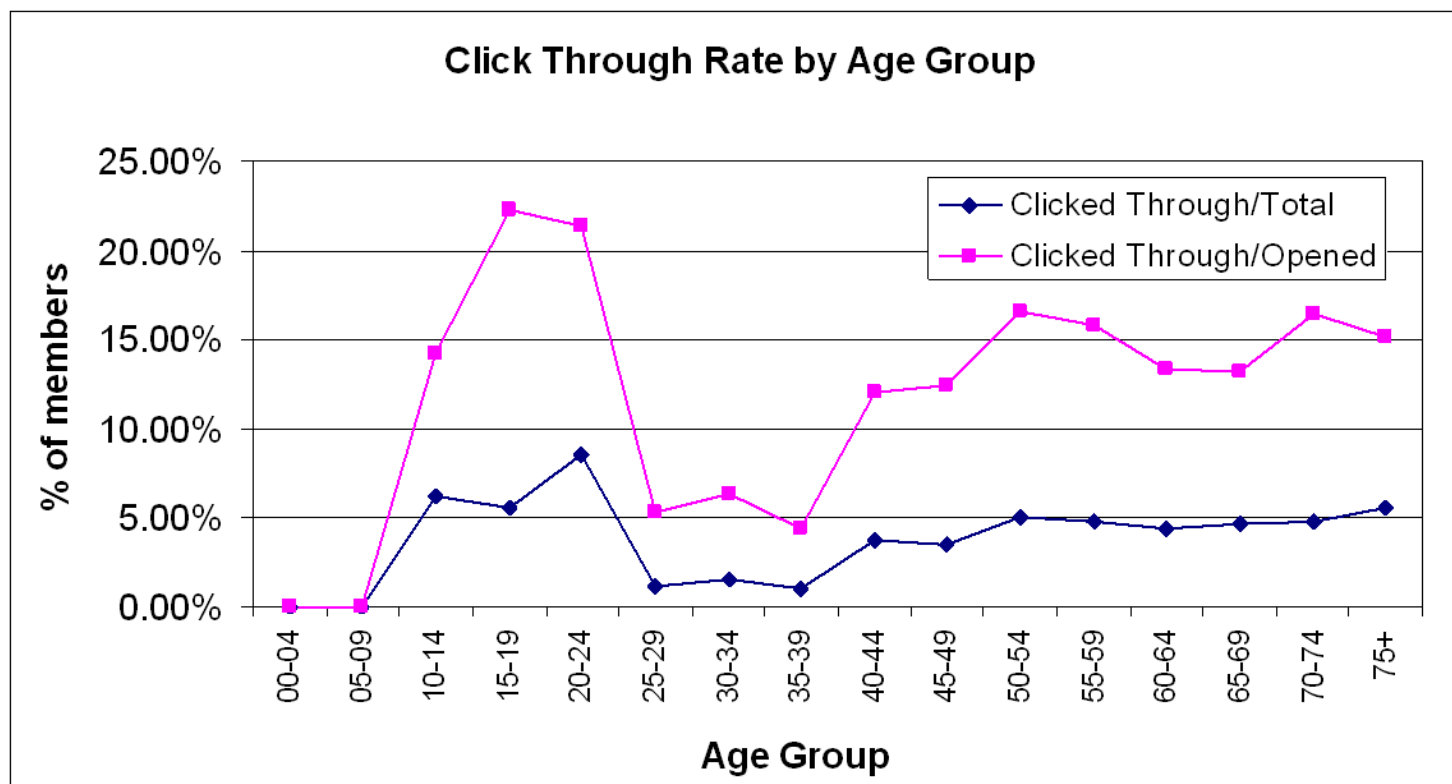
Video Email Open Rates

Older members were more likely to open the email



Video Email Click Through Rates

- Members who opened the email one time had an 11% click through rate.
- Members who opened the email more than one time had a 16% click through rate.
- There was little variation in click through rates by age group



Live Nurse & IVR Call Campaign

 **NOVEMBER 2010**  **INTEGRATED**  **EVERY 3 MONTHS**

The re-engagement initiative launched in November 2010

Integrated live nurse and IVR calls

High-risk UTR members were called by a nurse every 3 months

Moderate-risk received an IVR call every 6 months

Low-risk members received an IVR call yearly

IVR provided info on AHCDM, an option to transfer, and a toll-free number to contact the AHCDM program.

 **EVERY 6 MONTHS**

 **YEARLY**

 **PROVIDE INFO**

Live Nurse & IVR Call Campaign Results



Live Nurse Calls

49.1% of high risk engaged / scheduled appointment



IVR Calls

3.4% of moderate and low risk engaged / scheduled appointment



Live Nurse and IVR Calls Combined

24.7% of high, moderate and low risk engaged/scheduled appointment



Use technology to augment care management resources to optimize scalable & cost-effective outreach

SMS Text Campaign



MARCH 2011



12 -16 SMS



12 EDUCATIONAL

The SMS messaging campaign began in March 2011

Consisted of 12-16 SMS messages over three months

Participants receive 12 educational text messages about diabetes and an option to work with a health coach.

A treatment group receives four additional call-to-action messages on A1C and LDL screenings and medication adherence

Claims data will be analyzed to assess the impact of SMS on A1C testing, LDL screening, medication adherence, and DM enrollment



4 ADDITIONAL



CLAIMS DATA

SMS Text Campaign Results

49,116 Aetna members identified with diabetes were reached out to for enrollment

5.5% opted-in

95% of participants stayed enrolled in the program

20-26% response rates to first 3 call-to-action texts

3.3% increase in reported scheduled screenings from 1st screening reminder to 2nd screening reminder

11% of the treatment group responded to after care question

20% of that group agreed to speak with a health coach

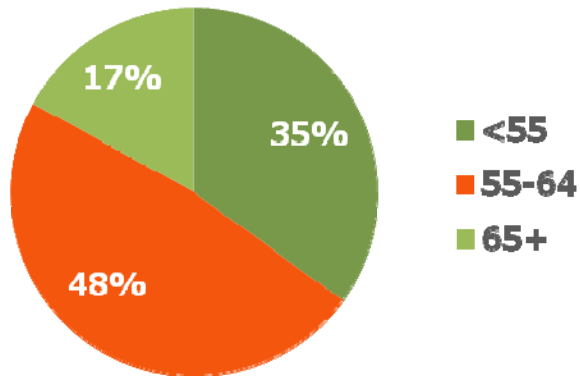
SMS Text Demographics



AGE

- **65%** of participants are older than 55
- **48%** of participants are 55-64
- **58** is the median age of participants

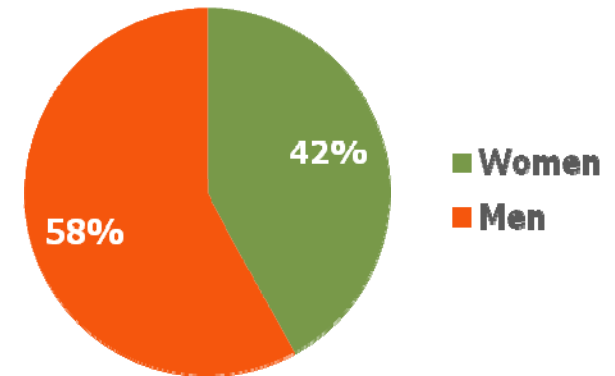
Participants by Age



GENDER

- **Men** enrolled at a higher rate
- **58%** of participants are men
- **42%** of participants are women

Participants by Gender



Population Insights: Treatment Group



For screening appointments and medication refills, there are **no statistically significant differences** between **men** and **women**

For medication refills, there is a **correlation between age and compliance** (those over 65 were most compliant).



Of those who responded, women are **more than twice** as likely to agree to speak with a health coach than men

The **younger respondents** (those who were <55 years old) were the **most likely** to agree to speak with a health coach.



Satisfaction Survey Results

- **93%** found it easy to sign up for the program through the automated call opt-in process.
- **76%** agreed that the text messages encouraged them to see their doctor for necessary diabetes tests or screenings.
- **83%** agreed that the text messages helped them think about or make lifestyle changes such as eating better or getting more exercise.
- **78%** agreed that in the future if Aetna offered text messaging as a way to get health information or reminders they would use it.

"I really liked the messages. They coincide with what my doctor said."

Female, 64, NC

I think it's perfect the way it is. It reminds me of different things in regards to my diabetes. It's very much appreciated."

Male, 42, VA

"Text messages ... make me stop and think about things that I need to do that I probably wouldn't do without reading the text."

Female, 60, MD

Still to Come

The Clinical Program Results Will Reveal...

The impact of SMS text outreach on



Reach & Engage Rates By Channel



Our analysis shows that while email has significantly lower reach rates, it's the younger and older populations that are **most likely to interact** with the channel.



Reach rates for calls (both live and IVR) were higher than email, but re-engagement rates were approximately **25%** for this combined channel



Engagement rates in a text messaging program were **5.5%** with **95%** sustained engagement

Key Learning:

Engagement Is Built On Insights

Seniors are willing to use technology and will engage with SMS text messaging.

30% of any given population will typically open email.

People perceived as unreachable ARE reachable when using the right channel and message.



Key Learning:

Coordination, Timing, and Sequencing Matter

$$1 + 1 = 3$$

A Future Test Might Be Around P2P Or Social Media

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You are not alone. But we know that sometimes diabetes can make you feel that way. That's why we've created a thriving community where thousands of other dLifers share stories, exchange ideas, and support each other. A place where you can talk in the forums, join a community group, or even start a blog. Or, just lurk, listen, and learn. Our dLife experts are also here to answer your diabetes questions. So join the conversation now!

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Executive Summary



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metrics



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Quantify
insights



Segment



Personalize
the channel



Continuous
improvement