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Supercharge Population Health Management Results with Digital Virtual Healthcare Solutions

Improve Patient Activation and Engagement



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Provider and payer care management organizations alike must be able to ensure effective health management of populations if they are to achieve health and incentive reimbursement goals.

This must-have competency is essential in navigating performance-related contracts and pay-for-performance programs where risk is tied to proving value of the quality-of-care services provided. For instance:

- The 10-year-old CMS Readmission Reduction Program is seeing penalties climb disproportionately, overwhelming half of the U.S. hospitals and straining them financially.
- The Consumer Assessment of Healthcare Providers & Systems (CAHPS) scores, now a much larger portion of the Medicare Advantage Quality Incentive Program, align patient satisfaction directly to organizational financial performance.
- Medicare Advantage's performance-based incentives focus heavily on patient experience ratings and closing gaps in care, influenced by the efficacy of care management.

As the industry moves to population-based accountability models, a new priority is looking at strategies that employ technology innovation including artificial intelligence (AI)-powered digital capabilities. Leaders must invest in these new digital health tools to better engage patients in self-care, enhance the patient experience and lower costs.



"... payer care management leaves 90 percent or more of potential value "on the table" because insurers are unable to engage the vast majority of members identified for care management."

Source: Blinded Client Care Management Systems Data
- McKinsey & Company





“As older generations embrace digital life on course with millennials, patient experience can be easily strengthened with high-touch customer interactions and omnichannel outreach.”

Source: Survey of U.S. Adults Conducted Jan. 25–Feb. 8, 2021
– Pew Research Center

From maintenance care to acute care, long-term care and home healthcare, digital tools can integrate into any setting’s preventive and monitoring outreach services to proactively close gaps in care and boost proactive engagement and outcomes for a defined population.

Successful Population Health Management Strategies in the Virtual Age

A McKinsey & Company market study in 2021 points out that too often, payer care management leaves 90 percent or more of potential value “on the table” because insurers are unable to engage the vast majority of members identified for care management.¹

Digital health solutions are well-suited to drive higher levels of enrollment, engagement and behavior change. They can help providers and payers expand population health reach and scope by addressing some of the most common challenges immediately²:

- reaching deeper into risk-stratified cohorts
- embracing new digital workflows and communication strategies
- bolstering patient engagement, and
- coordinating care — mainly complex patients requiring care from different providers — across the healthcare continuum

Indeed, opening the door to digital engagement is possible due to the growth in smartphone ownership and tablet use. According to Pew Research Center survey findings released in 2021, adoption of key technologies by those age 65 and older has grown markedly since about a decade ago, and the gap between the oldest and youngest adults has narrowed. As older generations (Gen Xers and Baby Boomers) embrace digital life on course with millennials, patient experience can be easily strengthened with high-touch customer interactions and omnichannel outreach.³

How Digital Tools Elevate Population Health and Care Management Performance

Today’s consumer health experience is all about personalization, convenience, and frequent digital touch provided at minimal cost to the health system. The shift to “tele-everything” is predicted to be extended over the next few years and diminish person-to-person communication.⁴

A provider’s ability to augment medical practice with virtual care services can accelerate healthcare access and empower populations, including the most vulnerable, to better self-manage their health to live smarter, healthier, and safer lives to:

1. **Increase enrollment.** Leverage digital channels to reach members, a proven tactic to increase membership that is a less costly alternative to snail mail and phone outreach.
2. **Close gaps in care.** Slow disease progression while improving Medicare Advantage scores with care campaigns, targeted education, and the option to self-schedule an appointment.
3. **Reduce readmission penalties.** Proactively address risk factors for readmission through automated follow-up appointment scheduling, prescription refills, and resource offerings to promote effective, evidence-based self-care.
4. **Contribute to improved CAHPS performance.** Provide a convenient, personalized digital multimodal experience that incorporates patient preferences to improve compliance, outcomes, and overall experience.
5. **Encourage behavior change.** Launch a digital campaign identifying groups with recent emergency department visits and hospital discharges. This type of auto-trigger outreach intervention engages high-cost, high-need, episodic care patients and super-utilizers of healthcare resources.
6. **Drive engagement.** Leverage virtual visits to personalize the clinician-patient experience and supplement face-to-face contact with digital patient touchpoints to reinforce self-care behaviors.
7. **Support top-of-license practice.** Auto-distribute questionnaires to patients to capture self-reported information automatically and automate routine administrative tasks.
8. **Expand coverage to more patients/members, including rising risk.** Use lighter touch digital outreach for lower acuity conditions and situations.
9. **Reduce costly no-show rates.** Automate routine appointment confirmations, reminders, and self-scheduling options.
10. **Shift to lower acuity settings.** Leverage hospital and home self-management of care with remote monitoring, tele-visits, and auto-reminders.
11. **Digitize operational efficiencies.** Expand the clinician-patient staffing ratio while still providing personalized engagement.

Early outreach can influence their willingness to participate in maintaining good self-care decisions.





Digital patient engagement tools are playing a greater role in helping patients stay focused on their health goals. Having a high-performing, mature digital health platform scaling all AI-based applications and elements is crucial to executing population health and care management programs. At QliqSOFT, we excel in helping providers and payers create successful performance-based strategies to achieve health and incentive reimbursement goals. For information about QliqSOFT solutions, visit us online at www.qliqsoft.com.



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