Case Study

Predict Health

Helping a Large National Dual-Eligible Special Needs Plan Launch and Manage Enrollee Advisory Committees

Across All their Markets and Meet CMS Requirements and Business Needs

Background

Predict Health, member insight company, supported a large National Dual Eligible Special Needs Plan (D-SNP) ("Client") to launch and manage Enrollee Advisory Committees (EAC) across their different markets and to meet the compliance requirements and guidelines, as well as their business and market needs.

In 2023, the client operated across 12+ states and had varying membership levels across the states. In several of the states, the client's plan was well established with large memberships of thousands of members. However, in other states the client was relatively new and had smaller memberships of a few hundred members. This large variance in membership size by market posed several challenges for recruiting and engaging members for the EACs.

Challenges

The client was challenged in three distinct ways:

1 **Member Identification and Engagement:** Challenges associated with identifying a sample of representative EAC attendees and engaging them in a timely way for recruitment.

2 **Member Recruitment:** Challenges associated with recruiting members for each meeting and ensuring sufficient meeting attendance in each market for meaningful insight.

3 **Panel Management and Managing Representativeness Across Meetings:** Challenges associated with managing a panel of members that is sufficient in size and representative for each market or state.

Approach

The client engaged Predict Health in 2023. Predict Health implemented a proven data-driven methodology and process for launching and managing the Enrollee Advisory Committees and utilized its unique data and purpose-built tools for member identification, engagement, recruiting and panel management. Hallmarks of Predict Health's approach included:

Deep member analytics and a data-driven approach to optimize recruiting and meeting management.

This resulted in engaged and interested pool of potential members that was 10x the targeted member attendees. This allowed for effective member recruiting to ensure representativeness and attendance.

Use of purpose-built tools designed to ensure compliance and meeting effectiveness.

Predict Health deployed unique tools including the "EAC Meeting Scorecard" providing transparency and insights to assist with effective member recruitment, meeting attendance representativeness assessments and panel management.

Targeted outbound member engagement campaigns.
Predict Health worked closely with the client's team and engaged members in advance of the EAC meetings.

Results

Within 2 months of the launch of the recruiting process, more than 2,500 members expressed interest in participating in the client's Enrollee Advisory Committees. This represented a pool that was 10X the required attendance.

The client successfully hosted 30+ EAC meetings across 12+ states in multiple languages across a five and half month period.

Average EAC attendance by market was 14 members and the average EAC meeting attendance for Spanish language markets was 19.5 members.

The EAC meeting attendees were representative in each of their respective markets.

Client successfully met CMS requirements and review.