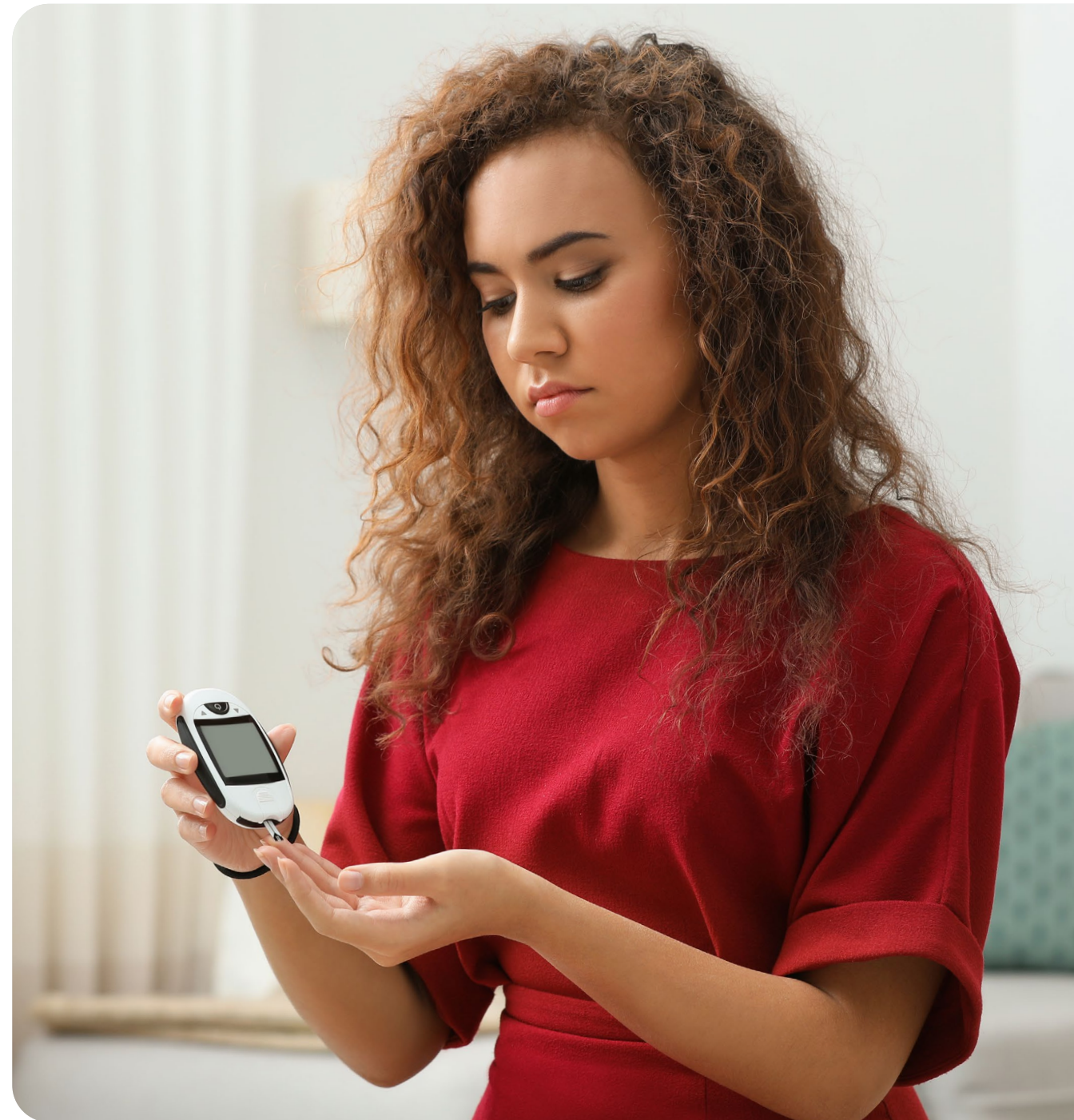




Case Study

# Regional plan closes diabetes gaps

Regional Plan Leverages Personalized Outreach and Rewards to Drive 20% of Members to Close All 3 Diabetes Gaps



Keeping diabetes in check by completing an annual eye, blood sugar and kidney screening is important not only for a member's health but also for a plan's quality measures and Star Ratings.





## Challenge

- Our client had been using a manual process to offer, track and fulfill gift card incentives to drive its Commercial members to close gaps and boost quality measures.
- As the rewards volume grew to over 20,000 cards a year – and the desire to expand the program to Medicare Advantage members – the plan knew it needed a more sophisticated way to engage members in completing diabetes screenings.

## Solution

- The plan partnered with Virgin Pulse to launch a web and mobile member engagement platform to not only simplify its process for fulfilling rewards but also make it easy to offer holistic health and wellbeing resources in a digital way.
- Virgin Pulse leveraged its consumer and SDOH data to predict which Commercial and Medicare Advantage members were at risk for diabetes gaps in care – and most likely to take action. Members were invited to join programs on the platform and incentivized to complete an annual eye, A1C and/or kidney screening. The rewards were easily integrated and fulfilled with members receiving \$20 for each screening completed, as well as an additional \$20 bonus after completing all three.
- The platform also successfully drove member engagement in programs focused on staying socially connected, avoiding falls, and getting their annual flu shot, among others.

# Results

Virgin Pulse identified approximately 9,000 members at risk for diabetes gaps. With targeted outreach and rewards, the plan achieved 30% engagement among these members. Additionally, 20% of them completed all three care gaps – a significant achievement. Internally, the plan saw value by “get out of the gift-card business” due to Virgin Pulse automating the rewards fulfillment process.



# 9,000

Commercial and Medicare  
Advantage members identified  
with diabetes care gaps



# 30%

engagement from at-risk  
members in closing at least 1  
diabetes screening



# 20%

closure of all 3  
diabetes care gaps