



We catalyze cultures of quality.

SCAN Quality Symposium
The Importance of
Patient/Member Experience

OUR SPEAKERS

Rex Wallace



PRINCIPAL/FOUNDER

Senior Advisor to McKinsey & Company

- Medicare Stars
- Organizational Engagement
- Governance/Structure
- Member Experience/Retention
- Health Plan Operations

Nate Lucena



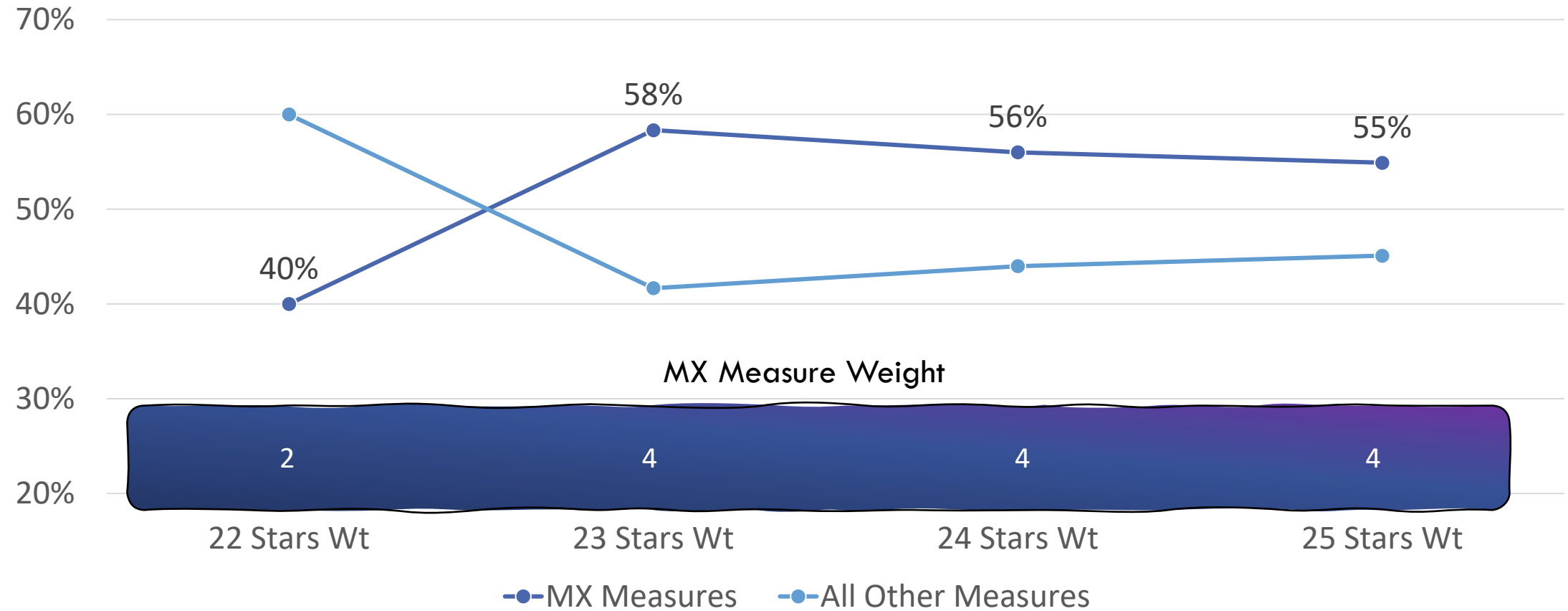
SENIOR CONSULTANT

Former VP, Quality Strategic Initiatives,
Centene

- Ratings Performance Improvement
(Medicare, Medicaid, Exchange)
- Health Equity
- Analytics and Data Strategy
- Program Budgeting and Governance

Patient Experience is King in Stars

4—weighted CX measures make up the majority of Star Ratings



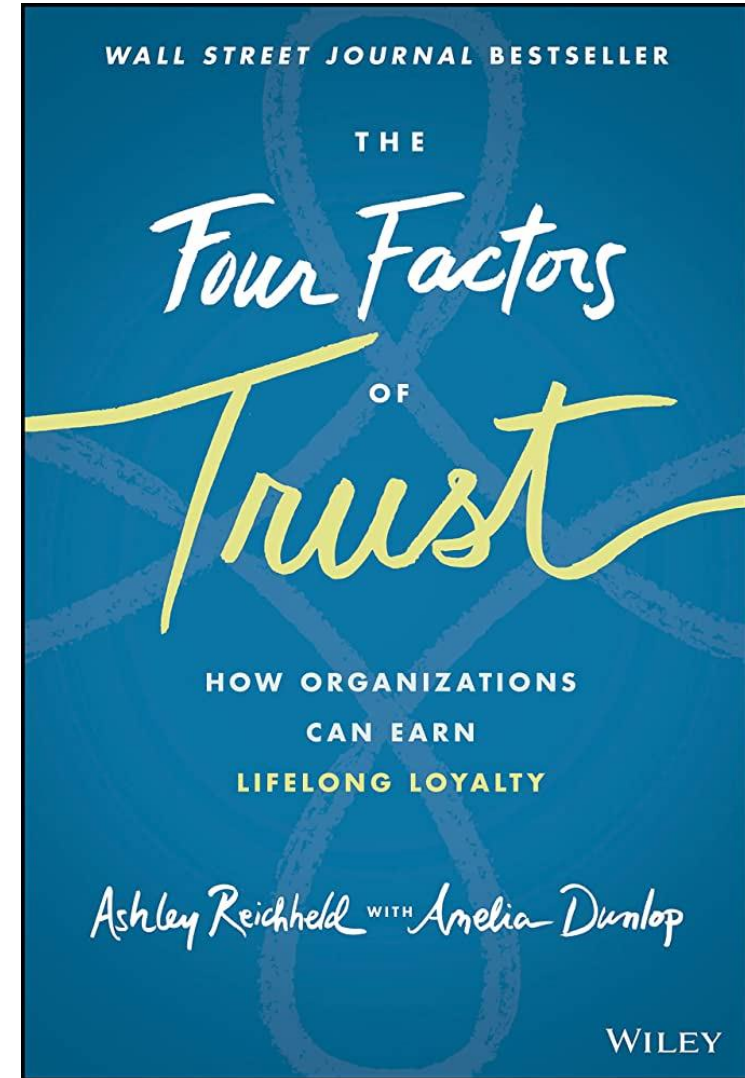
What if improving patient
access and experience through
building trust was our
superpower?





TRUST Has Power

- **Compassion builds trust**, and trust builds business.
- Trusted companies **outperform their peers up to 400%** in terms of market value.
- Customers who trust a brand are **88% more likely** to buy again.
- **79% of employees who trust their employer** are more motivated to work and less likely to leave.



Clear and
Compassionate
Provider-Patient
Communication
influences
Perceptions of
Care and
Experience



Perception acts as a lens through which we view reality

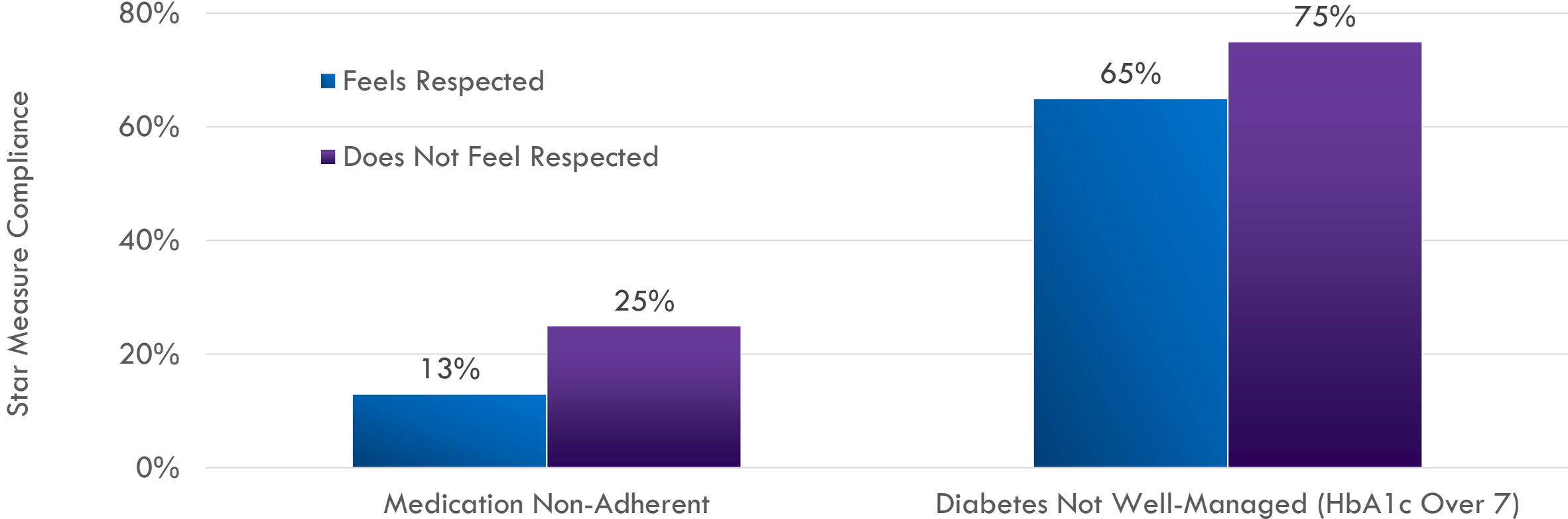


Changing a patient's perception occurs through clear and concise communication



Communication improves member experience

Feeling Disrespected Lowers Clinical Outcomes



Source: Right Place, Right Time. Altarum, Oliver Wyman, Robert Wood Johnson Foundation, January 2017



Negative healthcare experiences erode trust, and less trust means less loyalty to providers.

80%

of the participants said they would not return to the same provider if they had an experience where they lost trust.¹

60%

of consumers would switch to another provider for more trust and respect; despite 75% of them being satisfied with their care.²

55%

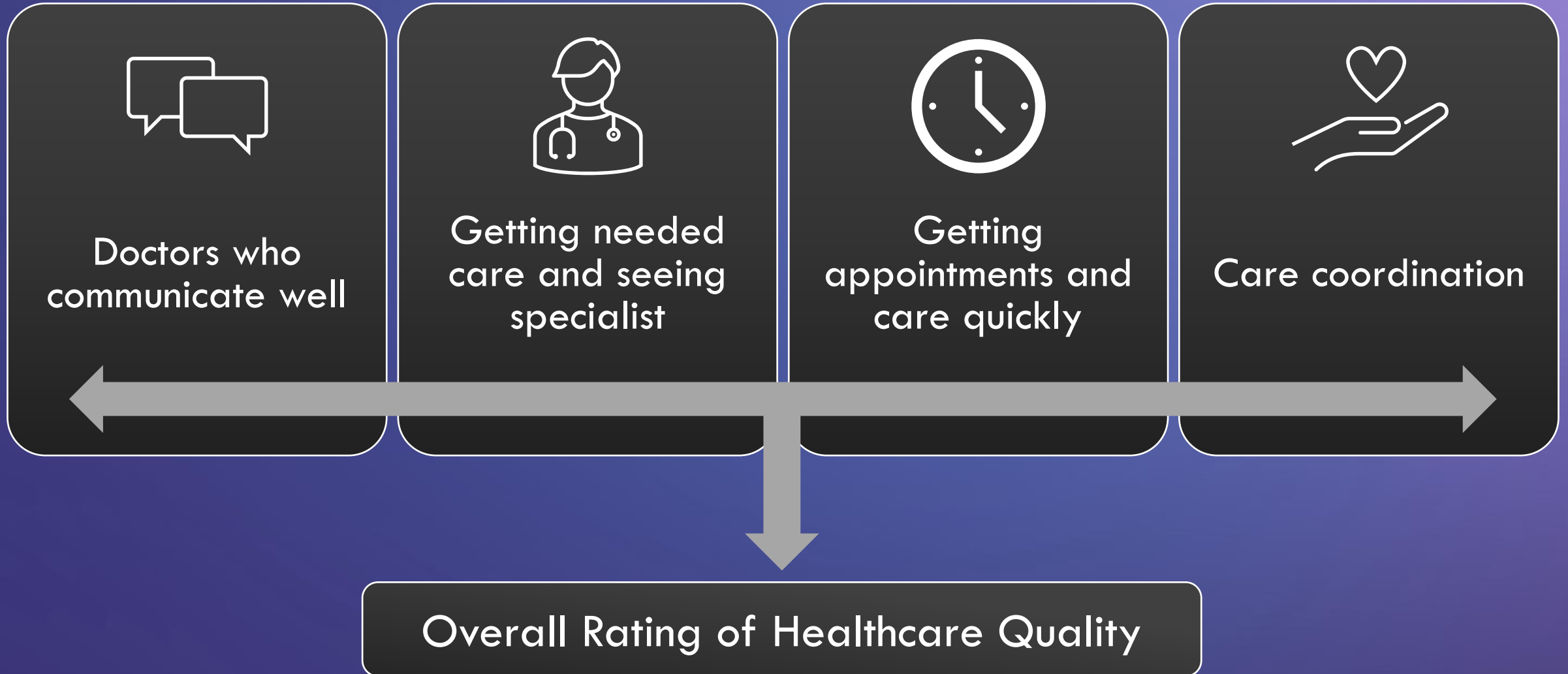
of focus group participants lost trust in their health care provider due to a negative experience.³

¹[Rebuilding Trust in Healthcare, Deloitte 2021](#)

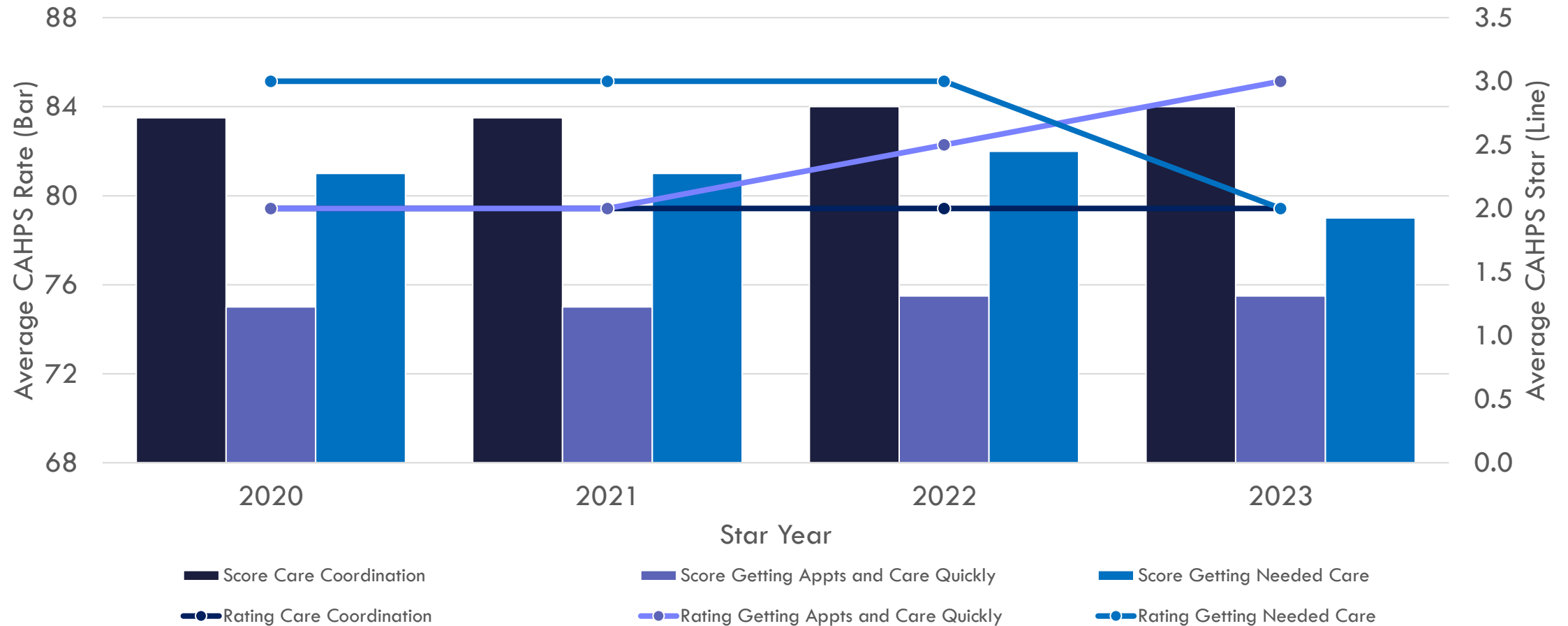
² [RAHA More Trust and Respect 2022](#)

³ [Rebuilding Trust in Healthcare, Deloitte 2021](#)

All member experiences are interconnected and influence overall Ratings of Healthcare Quality



There is Room to Improve Perceptions of SCAN's Access to Care



Provider + Plan Partnership is Essential to Improving Access



of Provider Groups are below 3-star performance for Care Coordination



of Provider Groups are below 3-star performance for Ease of Getting Care and Seeing Specialists



of Provider Groups are below 3-star performance for Getting Care Quickly



WHO



WHERE

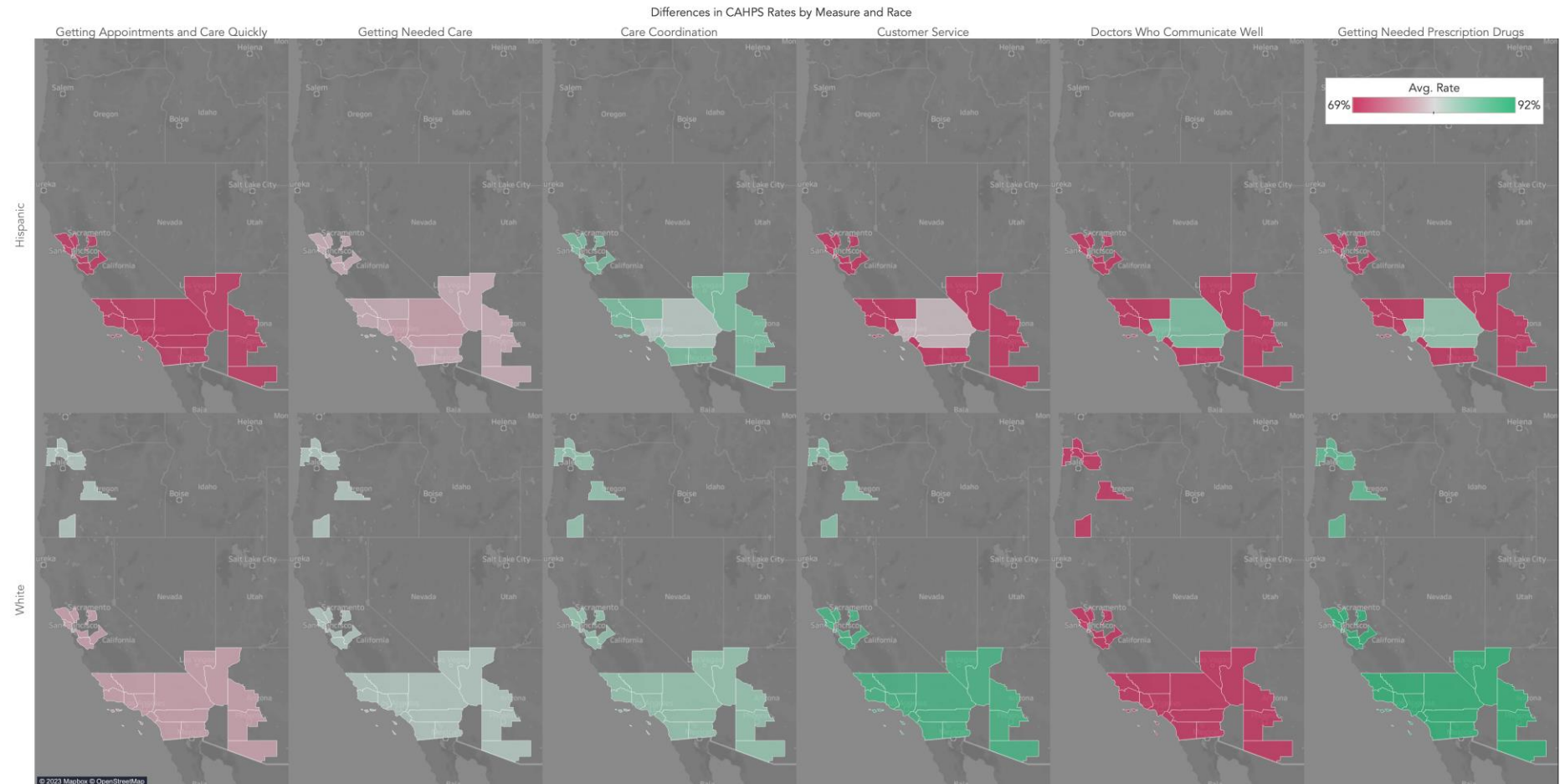


WHY

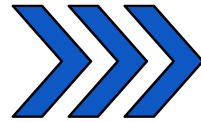
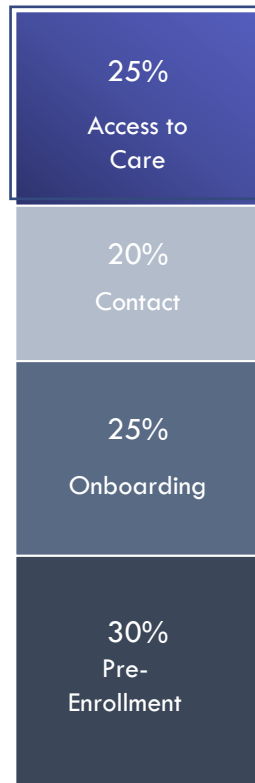


Disparity ID can help answer Who, Where, and Why?

Racial and geographic disparities in how members rate their healthcare experiences can add up to big differences for Stars



Access to Care Impacts Retention



Access to Care refers to the ease of finding and accessing doctors and pharmacies, transferring records, and the ability to access benefits offered by the plan in coordination with doctors and pharmacies.

In the last 6 months:

- When you needed care right away, how often did you get care as soon as you needed?
- How often did you get an appointment for a check-up or routine care as soon as you needed?
- How often was it easy to get the care, tests or treatment you needed?
- How often did you get an appointment to see a specialist as soon as you needed?

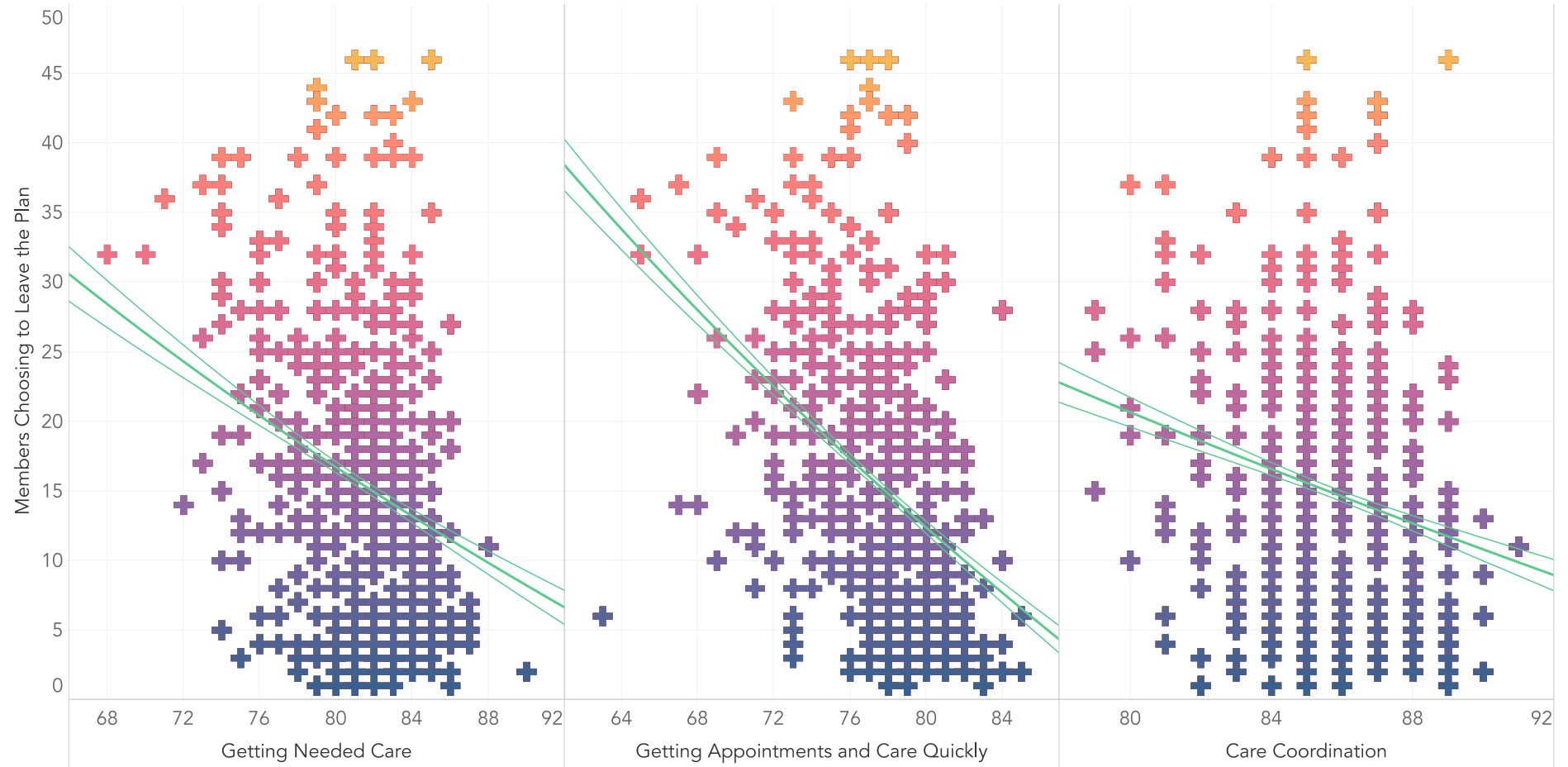
Influence on Patient's/Member's Decision to Stay or Leave



Access to Care Strongly Impacts Retention

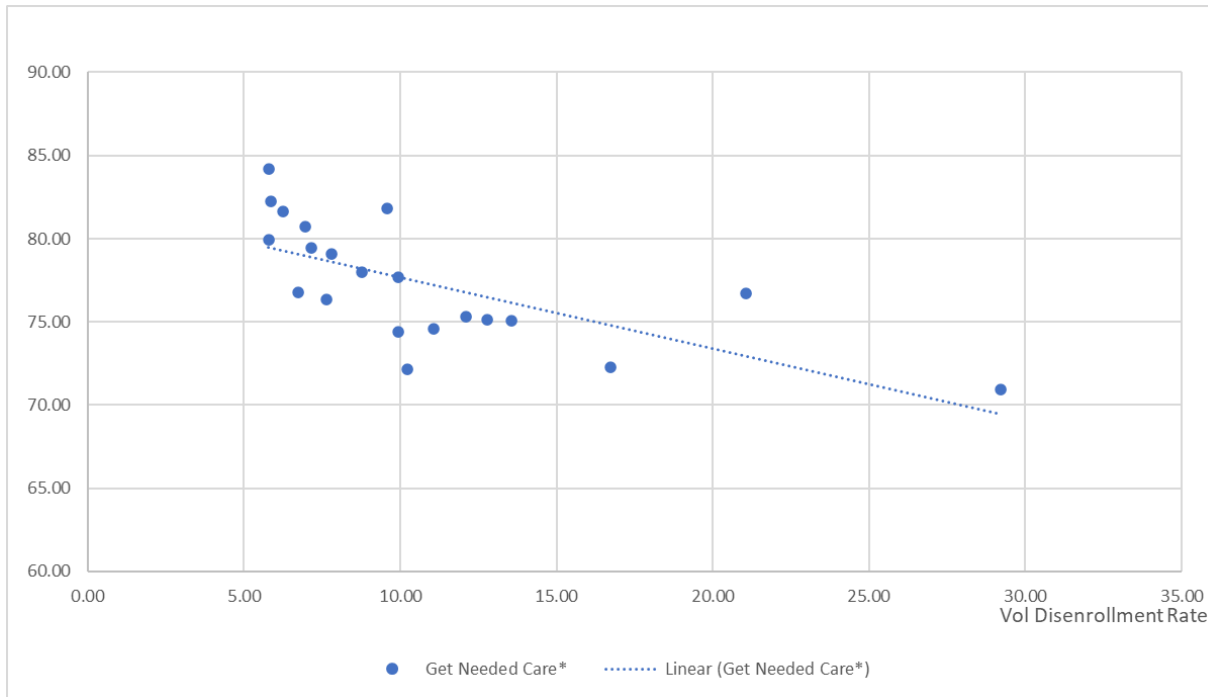
Member-perceived Access to Care is highly significantly correlated with the rate of Voluntary Disenrollment industry-wide (in green)

The statistical relationship between these measures and Complaints About the Health Plan is almost identical

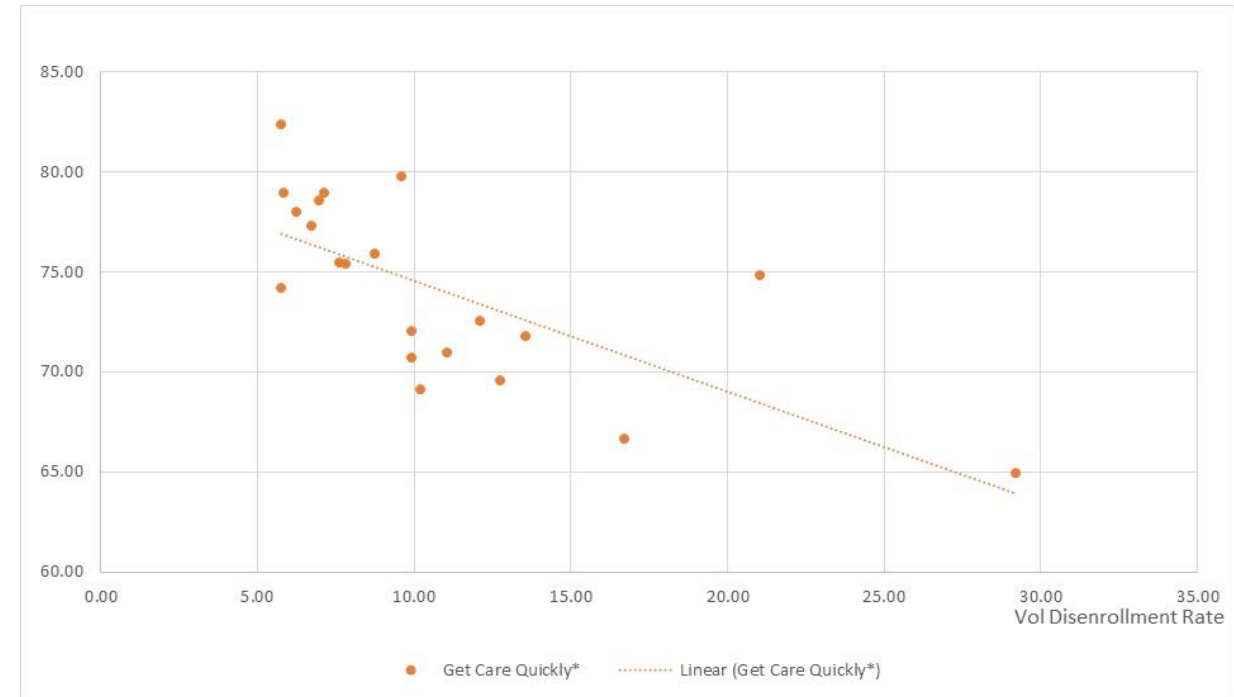


Access Matters Beyond 5 Star Correlation to Voluntary Disenrollment

Getting Needed Care and Seeing Specialists



Getting Appointments and Care Quickly



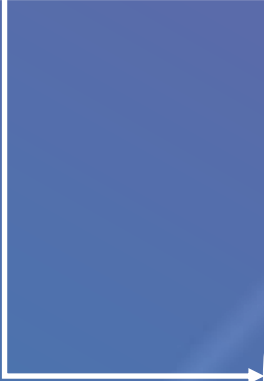
Higher GLS scores in access measures correlates to lower voluntary disenrollment



Retention Hits the Bottom Line



10,000 Patient Group, 5% Increase in Disenrollment for 1 Year



500 patients
4-year Average Tenure
\$850 PMPM



- \$20.4M Revenue
- \$1M Profits
- 1% of Premium

Best Practices Across the Industry

- Training Office Staff to provide urgent care options when same-day appointments are not available
- Expanded or staggered office hours
- Warm hand-offs with Physician Extenders
- Set expectations/educate patients around routine vs urgent access to primary care
- Schedule follow up appointments at check out
- Use of telehealth
- Text/call protocol when office is running behind

Getting appointments and care quickly –
Access to Primary Care



Best Practices Across the Industry

- Pre-Visit Checklist for Patient
 - Urgent Care/Hospital medical records, specialist records and after visit summaries
 - Bring Medications or Medication List
- Office Staff Training
 - Set expectations regarding urgent/non-urgent referrals
 - When and how patients will receive lab results
 - Assisting patients with Non-PCP Issues (e.g. appointments/coordination with Specialists)
 - Provide patients with medication list upon arrival
 - Smart phrases for normal and slightly abnormal lab notifications within portal
- Consider patient navigator program to help patients navigate health care system (PMG funded)

Care Coordination



Best Practices Across the Industry

- Choosing the right specialist for that patient (access, location, language, etc)
- Establishing expectations on when the patient will be seen
 - Urgent vs routine criteria
 - Discuss symptoms that need to be escalated to PCP/Urgent Care/ER
- Use of virtual consultations, when applicable, to reduce specialist referrals
- Identifying and deprioritizing specialists with poor access
- Use of peer-to-peer platform to enable rapid access for high demand specialties

Getting Needed Care - Access to Specialists



We must shift from
mapping out patient journeys
to
orchestrating patient experiences.



What are some low investment strategies that can be implemented?

- Physician and Office staff training
- Creative Contracting to better align PCP Incentives
- Encourage/Incentivize staggered and/or appointments outside of normal business hours
- Supplemental services to augment provider services

What are some high investment strategies that can be implemented?

- Wrap-around services (care coordination)
- Virtual appointment scheduling
- Text-based patient outreach
- Patient Experience surveys
- Mobile and/or Virtual Clinics/Services
- Virtual Specialist Consultations
- Promoting Patient Portal registration

How can we PARTNER to create better care and outcomes for our patients?

- Establish a consistent escalation process for urgent access issues
- Support integration between PMG and SCAN member portals, i.e Co-Branded Landing pages and SSO
- Improve data sharing practices with SCAN, i.e. daily authorization data
- Cultivate “Preferred Providers” to offer same day, virtual and/or after-hours appointment times
- Establish higher standards for access
- Create/expand high-demand specialist care through mobile/virtual services

Best Practices In the Room

Getting
appointments
and care quickly

Care
Coordination

Getting Needed
Care - Access to
Specialists

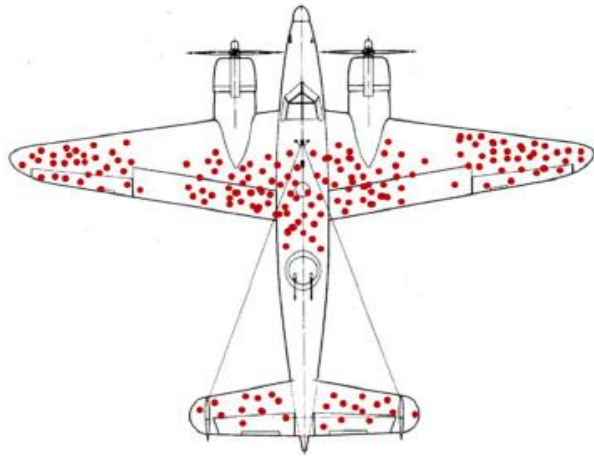
“Being heard is so close to being loved that for the average person, they are almost indistinguishable.”

- David Augsburger

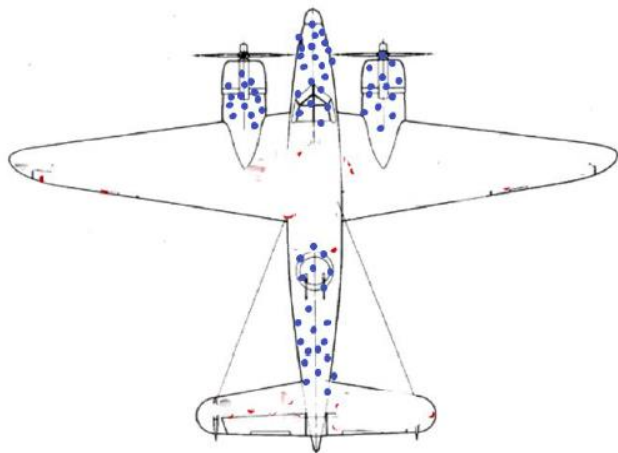


In the last 6 months, how often did your personal doctor listen carefully to you?

In the last 6 months, how often did your personal doctor show respect for what you had to say?



THE KNOWN



THE KNOWABLE

When the
KNOWABLE
changes how we see the
KNOWN

People, Not Planes



What is the **MATTER** with our patients?

What **MATTERS** to our patients?