



BLUE CROSS AND BLUE SHIELD OF NEBRASKA TRANSFORMS CARE MANAGEMENT AND ACHIEVES SIGNIFICANT MEDICAL COST SAVINGS

The Care Management Challenge, A Call to Action

Care management is a proven approach for managing high-risk members, as demonstrated by many health plans. Most health plan care management programs rely on telephonic or in-person communications that may be expensive to scale or have limited reach based on the means of communication. Thus, there is often more that can be done with the skilled talent of the nurses and other clinicians to maximize their expertise to benefit their members.

In 2015, Blue Cross and Blue Shield of Nebraska (BCBSNE), a health plan serving approximately 500,000 members, determined it could expand its approach for managing care beyond relying on telephonic outreach, as it presented barriers to high levels of member engagement. Like many other health plans, the key challenges for BCBSNE's care management program included:

- Missing or inaccurate member telephone numbers;
- Difficulty reaching members, even with accurate phone numbers;
- Challenges in sustaining relationships with members beyond a few conversations; and overall,
- Experiencing limited time with members, given other responsibilities and high case loads.

Recognizing these challenges, and the fact that health care often happens between physician visits and care manager phone calls, BCBSNE realized that they were not always engaging with their members at the levels they wanted to, in order to deliver the high value care they desired. As a result, BCBSNE defined goals for

improving its care management programs, which included using mobile care management, leveraging best practices for innovation, building upon (not disrupting) existing workflows, removing administrative barriers, and improving outcomes through greater member engagement, self-care, and ease of communication between members and care managers.

Mobile-Enabled Care Management Amplifies Clinical Programs

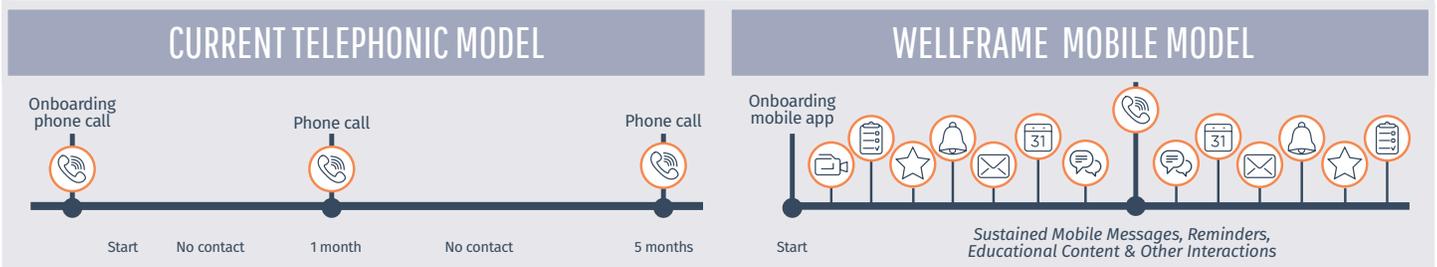
With a corporate focus on innovation, and with engagement as a key company strategy, BCBSNE searched for a solution that would extend and amplify their current care management resources to drive deeper member relationships. BCBSNE selected Wellframe as their partner, with the goal of leveraging its mobile care management solution. With the Wellframe solution, care managers from BCBSNE could work with members through a mobile application on members' smartphones or tablets, easily delivering a personalized, daily care plan and HIPAA-compliant messaging.

BCBSNE had already achieved positive results from their telephonic care management program called Care Transitions for members recently discharged from the hospital, and selected this program for its initial Wellframe deployment. While BCBSNE started with transitional care, the appeal of the Wellframe solution was that it could be applied to any of their care management programs.

“Wellframe helps us know how to better care manage people and give them what they want. It helps us to deliver individual care planning on their time, at their convenience, and that's how the world is now. It's not like it was 10 years ago, 5 years ago. We have to adjust, too.”

– Susan Beaton, VP Provider Services, Care Management, and Risk

80% OF VARIANCE IN HEALTH OUTCOMES DUE TO FACTORS OUTSIDE OF CLINICAL CARE



1) Robert Wood Johnson Foundation. County Health Rankings, 2016.

For the initial Care Transitions deployment of mobile care management, BCBSNE care managers conducted phone outreach to members who were recently discharged from the hospital. During each call, the care manager explained the mobile solution and how it would help them stay in regular communication over the next 30 days. The care manager personalized the members' care programs

and educational content based on the cause of hospitalization. Once members enrolled, the BCBSNE care manager performed ongoing outreach and support and adjusted the care programs based on real-time insights. Meanwhile, members regularly recorded their health status and progress toward their care plan goals, while staying educated on health-related content.

Member Care Transitions Journey

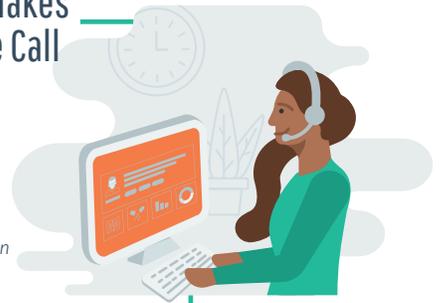
Member is Discharged



✓ Identified for the Care Transition Program

Care Manager Makes Outreach Phone Call

- Conducts Assessment
- Welcomes to Care Transition Program
- Introduces Wellframe Mobile Solution & How To Use
- Reviews 30 Day Care Plan



Member Downloads the Wellframe Mobile Care Management Solution



90% of adults will own a Smartphone within the next 2 years¹.

Member's 30-Day Care Plan



Member Completes Program



(Or Continues on Coaching Program)

- | | |
|------------------------------------|---|
| Medication Adherence | Educational Materials: |
| Recovery progress and Risk Factors | Survey Data Shared with Clinician Dashboard |
| Follow-up Appointments | Home Safety |
| Symptoms | Pain Management |
| Passive Phone Sensor Tracking | Health & Happiness |

¹ Pew Research Center. Smartphone Adoption & Usage, 2017. (<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology>)

Care Manager Benefits



- More connected and engaged with members.
- Can frequently reinforce educational points.
- Efficiency of more member communications.
- Making an impact on day one.
- High member engagement, even after 30-day care plan completion.
- Show support to keep members accountable.

Member Benefits



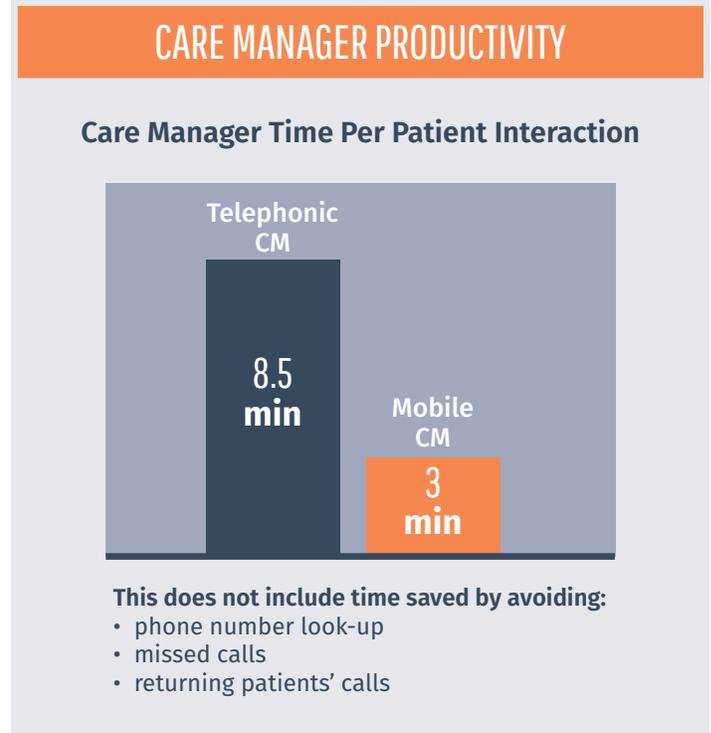
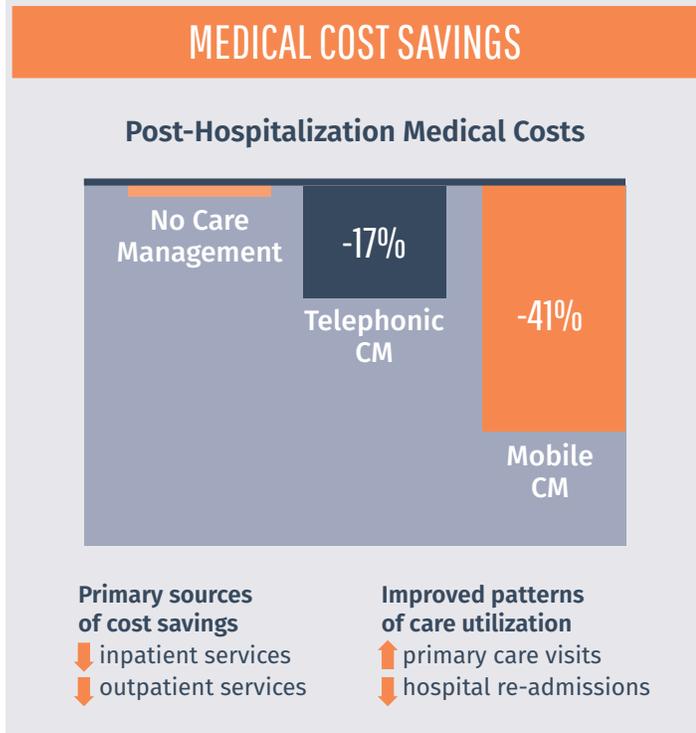
- Ease of communication with care manager on mobile phone, even at work.
- Defined understandable recovery plan.
- Engaged in getting better.
- Someone is really looking out for me.
- Questions answered about symptoms, red flags, health goals, best practices.

Strong Results: Metrics that Matter

For BCBSNE, the Wellframe solution achieved positive results on member engagement and self-care, ease of communication between member and care manager, care manager productivity, and importantly, health outcomes. As part of its deployment, BCBSNE implemented a comprehensive measurement system to evaluate opportunities for continual improvement by regularly reviewing robust data sets and qualitative stories from care managers and members on a weekly, monthly, and quarterly basis. The team began gathering early, quantifiable results within weeks of using Wellframe as a core component of their Care Transitions program.

“Our telephonic care management program did reduce per member medical expense, but coupled with the mobile app we had the additional savings that was more than double the savings of traditional care management in the order of magnitude of thousands of dollars per person.”

– Norine Domenge, Director of Nurse Care Management and Clinical Policy



PATIENT ENGAGEMENT

Telephonic CM	Mobile CM	Difference
1-5 calls per month	4-5 messages per week	↑ 400% in touchpoints
2 calls on average over 30 days	63% average weekly engagement	2/3 of patients engage with care plan every week

CARE PLAN ADHERENCE

96%	4+	2.3	78%	77%
Understand medication regimen after discharge	Educational Articles & Videos consumed each week	Surveys & Assessments answered each week	Correct response to quiz on safe Acetaminophen dosage	Attended follow-up visit within 14 days post-discharge

Catalyzing Broader Care Management Transformation

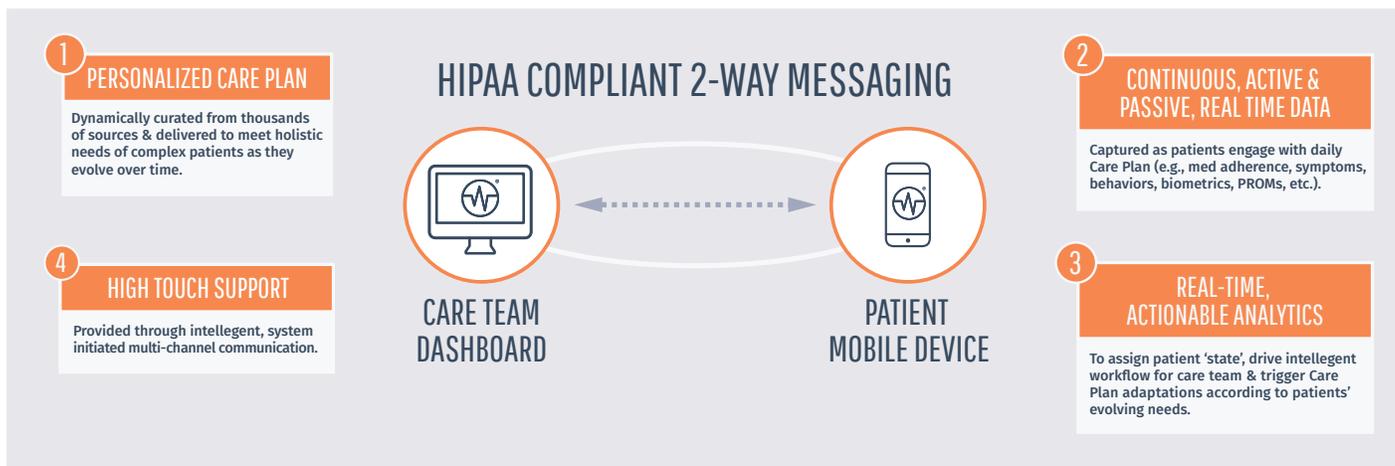
In addition to the successful results from the Care Transitions program, there were many lessons learned from the BCBSNE leadership and care managers. Here are some of these insights:

- **AMPLIFY, DON'T REPLACE.** It's not necessary to completely remove and replace your current care management system to achieve improvements; in fact, extending and amplifying systems already in place can deliver tangible results.
- **FOCUS ON CHANGE MANAGEMENT.** The team recognized that change management is a key element of success. Extending existing systems requires changing workflows and often requires care managers to go beyond the comfort zone of familiar processes.
- **COMMIT TO INNOVATION.** A commitment to innovation, including strong leadership sponsorship, is important to drive the program forward.
- **GO AGILE AND ITERATE.** Taking an agile, more stepwise approach helped BCBSNE learn and iterate with the solution and workflows, establishing a firm foundation for accelerating wider adoption.
- **MEASURE AGGRESSIVELY, CONTINUOUSLY IMPROVE.** It is possible to deploy a mobile care solution and not only see immediate benefit, but also successfully quantify those results on a consistent, on-going basis. BCBSNE actively measured and documented results to gauge their progress, which helped to justify next steps and further expansion.

Given these compelling results and lessons learned, the BCBSNE team continues to leverage the Wellframe solution to further improve their care management programs. For example, the Wellframe solution is now used in BCBSNE's health coaching, case management, and behavioral health programs. Additionally, BCBSNE onsite nurses, who visit members in the hospital, are enrolling members into pre-discharge programs, eliminating the gap between discharge and access to supportive services that help ensure better clinical outcomes. Meanwhile, BCBSNE has launched efforts through new communication channels to promote the solution among their membership and further scale participation in care management. Overall, the solution has enabled higher-performing team structures, while also creating a positive impact on member experience.

ABOUT WELLFRAME

Wellframe's clinically-driven solution seamlessly connects a member-facing, HIPAA-compliant mobile solution to a care management dashboard. Friction-free, frequent interaction through the Wellframe platform fosters a sustained relationship to enable timely interventions, encourage communication, and promote self-management. How it works:



Wellframe partners with leading health plans to transform care management and member engagement. Our mobile-enabled care management program optimally extends existing care management systems and resources to provide members with ongoing guidance and support, when and where they need it. Wellframe's data-driven approach delivers proven results including improved member experience, reduced medical spend and increased efficiency. For more information on Wellframe, visit www.wellframe.com.