

The HealthMine Medicare Report



Insight from Medicare Members on How Their Health Plan Helps Them Plan Their Health

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Overview

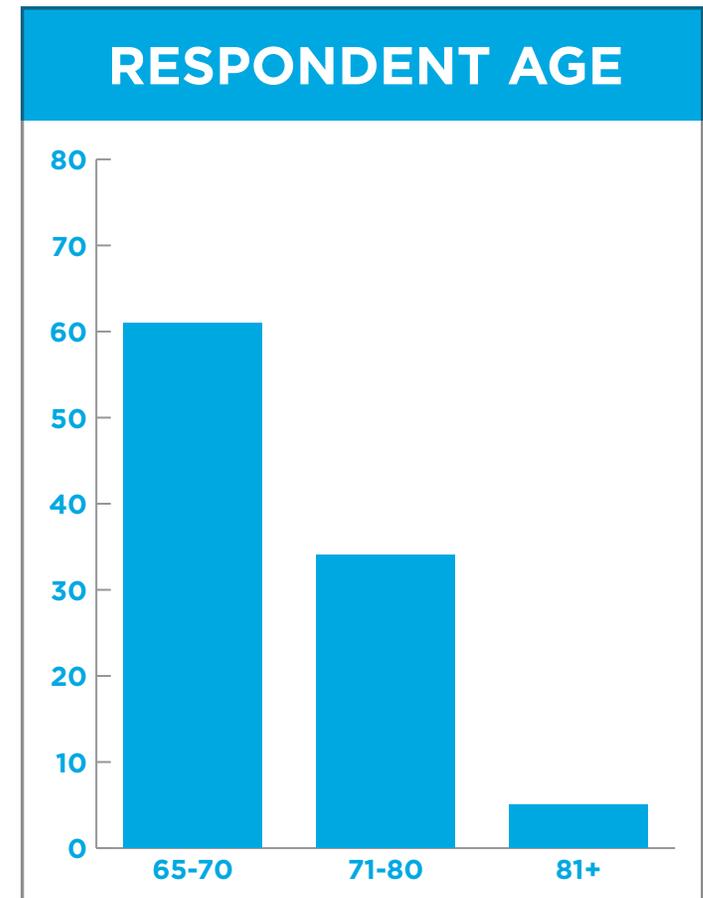
The objective of the HealthMine Medicare Report is to give health plan sponsors insight into member attitudes and desires about health plan communication and help in informing and planning members' health. Data and analysis in this report may be useful to executives and benefits leaders in guiding the strategy and design of their programs and technology systems to maximize impact and effectiveness.

About the Survey

Data for this report was gathered from the HealthMine Medicare Survey, fielded during 2017 to Medicare members.

Respondents are Medicare members at least 65 years old. Sixty-one percent (61%) of respondents were 65-70 years old; thirty-four percent (34%) were 71-80 years old, and five percent (5%) were more than 80 years old.

Throughout the report, respondents may be referred to as “consumers,” “members,” and “insureds.”



Executive Summary

The HealthMine Medicare Survey of 500 consumers enrolled in a Medicare plan was fielded in 2017. All were enrolled in Medicare Advantage or Medicare Supplemental Plan. Seventy percent (70%) have one or more chronic conditions.

Our survey shows that most members believe health plan communications are impersonal and centered around bills rather than healthcare guidance. Most members are either disconnected from, or rarely visit their health plans on social media and member portals. Additionally, many members feel they are missing valuable guidance from their plans around digital health data and price transparency.

Top findings

Few Say They Get Reminders About Their Chronic Conditions

Seventy percent (70%) of Medicare plan members say they have one or more chronic diseases. Just 10% say health plan offers reminders about chronic conditions

Follow Up on Quality of Care

Just 16% of Medicare plan members have follow-up on quality of care after a provider visit. Fifty-three percent (53%) responded that they do not have any follow up from their health plan, and the remaining 32% have follow-up regarding coverage benefits or bills.

Executive Summary (continued)

Information About Lowering Health Care Costs

Eleven percent (11%) of Medicare plan members are currently informed about how to lower health care costs, versus 47% who desire the information

Health Plan Portal

Forty-seven percent (47%) of Medicare plan members say their health plan's member portal 'rarely or never' answers most of their questions online

Social Media

Just 7% of Medicare plan members are connected to plan on social media

Informed When Doctors/Providers Drop Out of Network

Just 31% of Medicare plan members say they're informed when providers drop out of network

Digital Tools

Just 9% of Medicare plan members say their plan integrates data from health tools

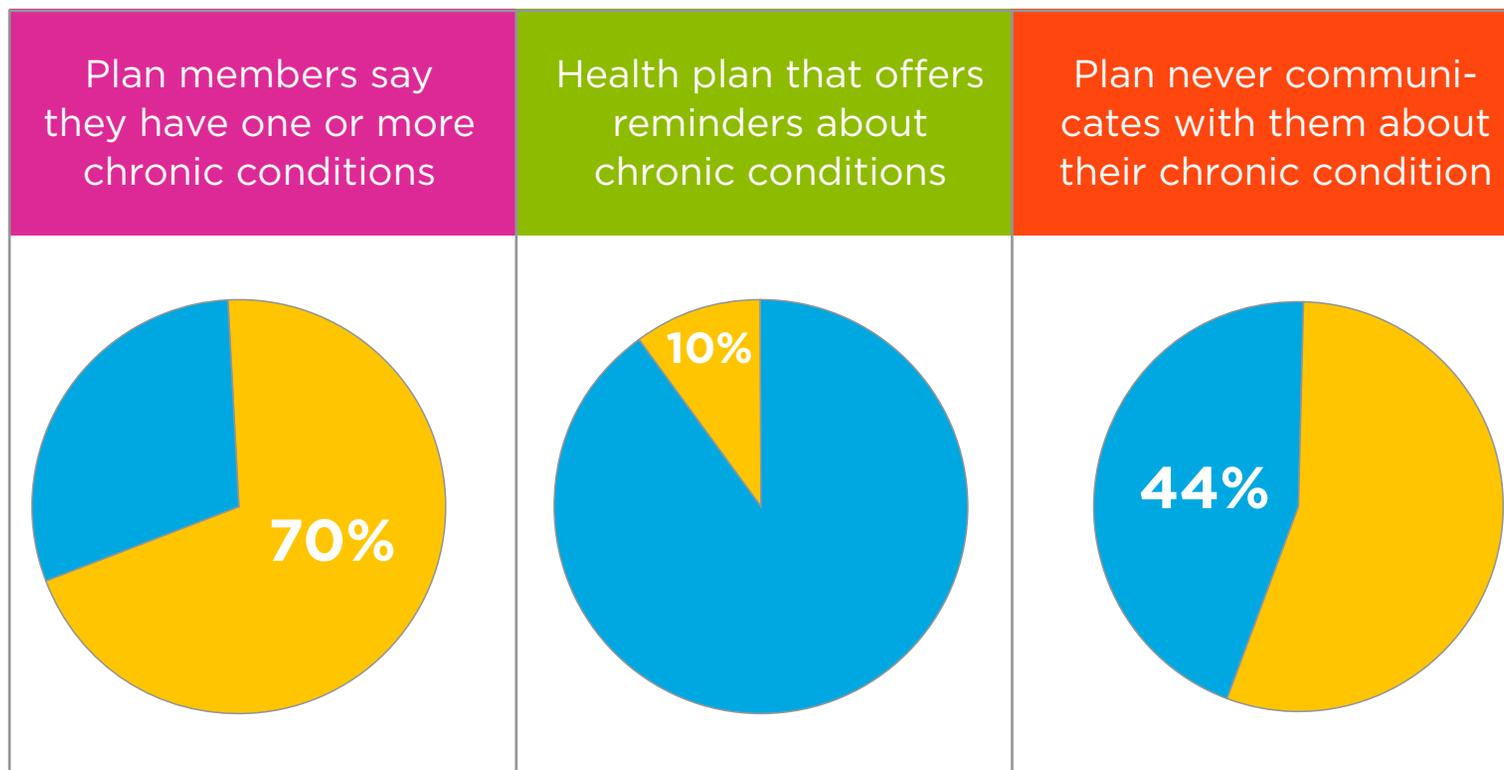
Unsure of Telemedicine

Fifty-seven percent (57%) of Medicare plan members are unsure if their plan offers telemedicine, another 31% say telemedicine is not offered

Help & Reminders About Chronic Conditions

Seventy percent (70%) of Medicare plan members say they have one or more chronic conditions, just 10% say health plan offers reminders about chronic conditions. Plus 44% of respondents said their plan never communicates with them about their chronic condition.

The responses in the HealthMine survey corroborate data from the National Center for Chronic Disease Prevention and Health Promotion which reported that three in four Americans aged 65 and older has multiple chronic conditions.

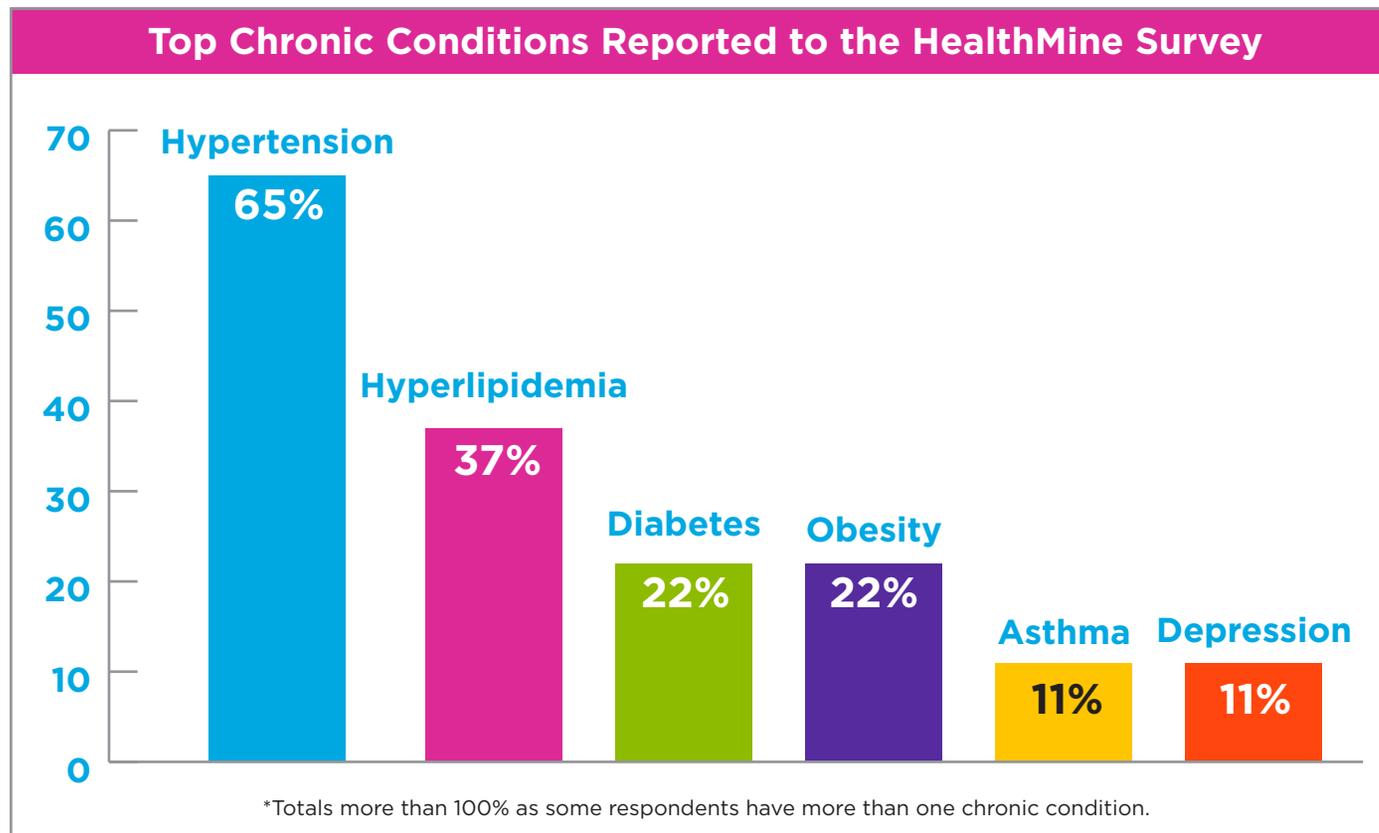


*Totals more than 100% as some respondents have more than one chronic condition.

Help & Reminders About Chronic Conditions

The top five chronic conditions* most frequently reported by respondents to the HealthMine survey are the following:

Health plans can use the data to connect with meaningful, timely help and reminders to members — and learn member’s communication preferences.

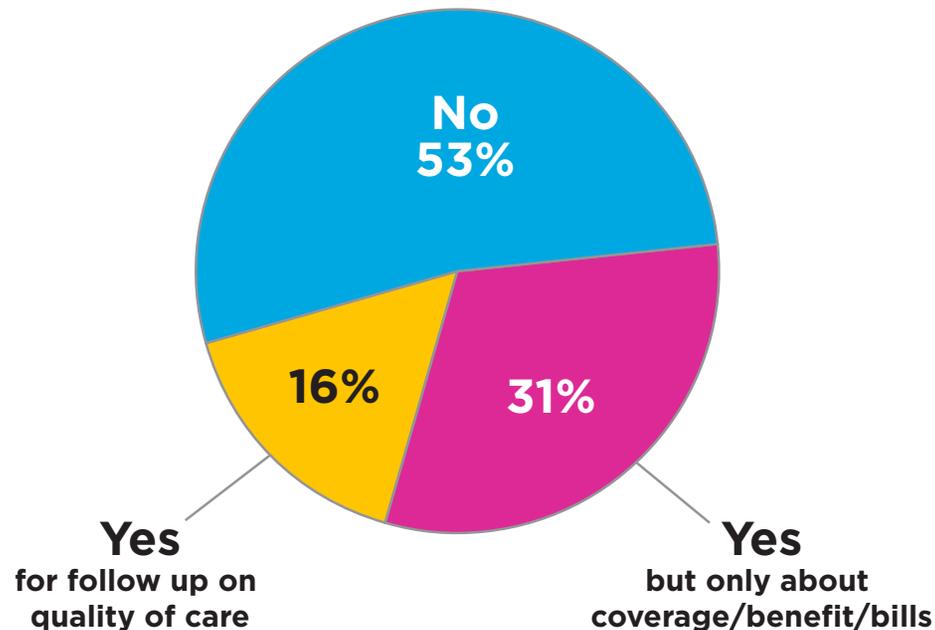


Follow Up on Quality of Care

Just 16% of Medicare members say their health plan follows up on quality of care after a provider visit. Fifty-three percent (53%) said they have no interaction from their Medicare plan after a provider visit. Follow up to Medicare patients can be critical in assuring medication compliance, and adherence to care plans to help achieve better quality and performance ratings for the plan.

Follow up can be important in better managing cost-related non-adherence (CRN) among older adults with diabetes for example. According to a CDC report, Cost-related Non adherence by Medication Type among Medicare Part D Beneficiaries with Diabetes, 16% of participants reported CRN. CRN was more frequent for cholesterol-lowering medications compared to medications taken for symptom relief.

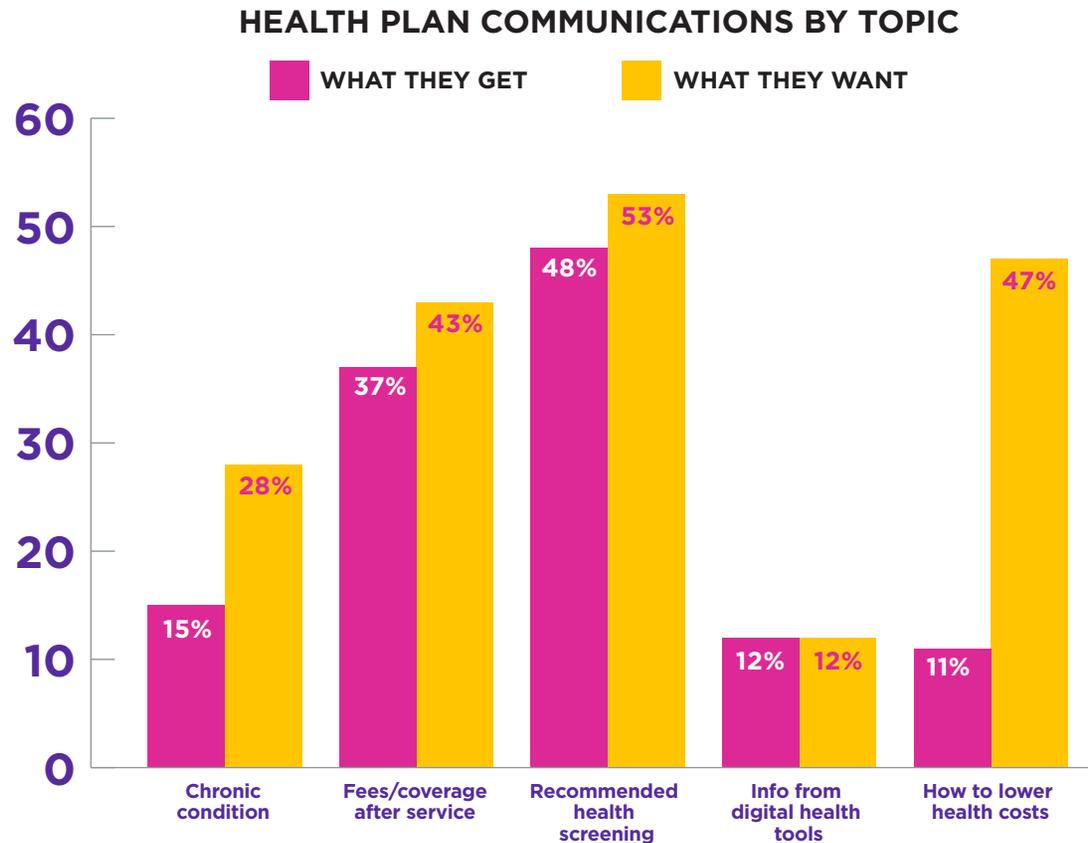
Does your health plan interact with you after a provider visit?



Help in Lowering Cost

Medicare members say they do not get enough information on how to lower health care costs. Only 11% are currently informed about how to lower health care costs, versus 47% who desire the information.

Detailed survey data below:

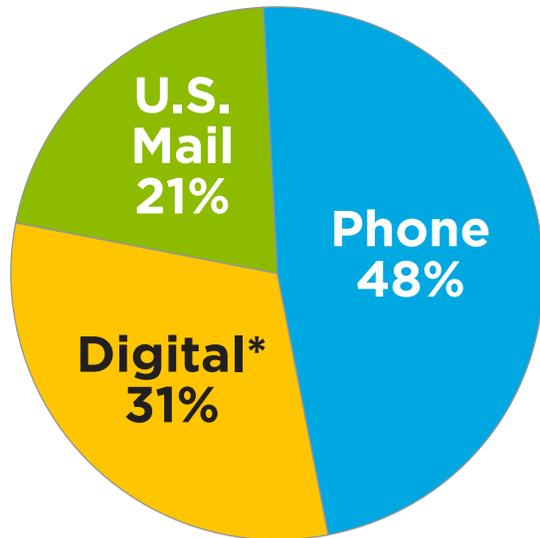


Answers Online

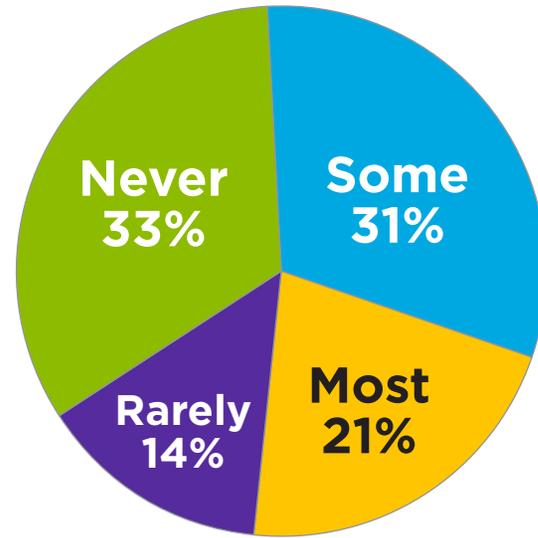
Forty-seven percent (47%) of Medicare plan members say their health plan’s member portal “rarely or never” answers most of their questions online, yet sixty-five (65%) of Medicare plan members are connected to a health plan portal.

Medicare members are using digital communications. While most prefer to get answers via phone, thirty-one percent (31%) prefer answers via email, text, website or mobile app.

Preferred Communication Method



Portal Answers Questions?



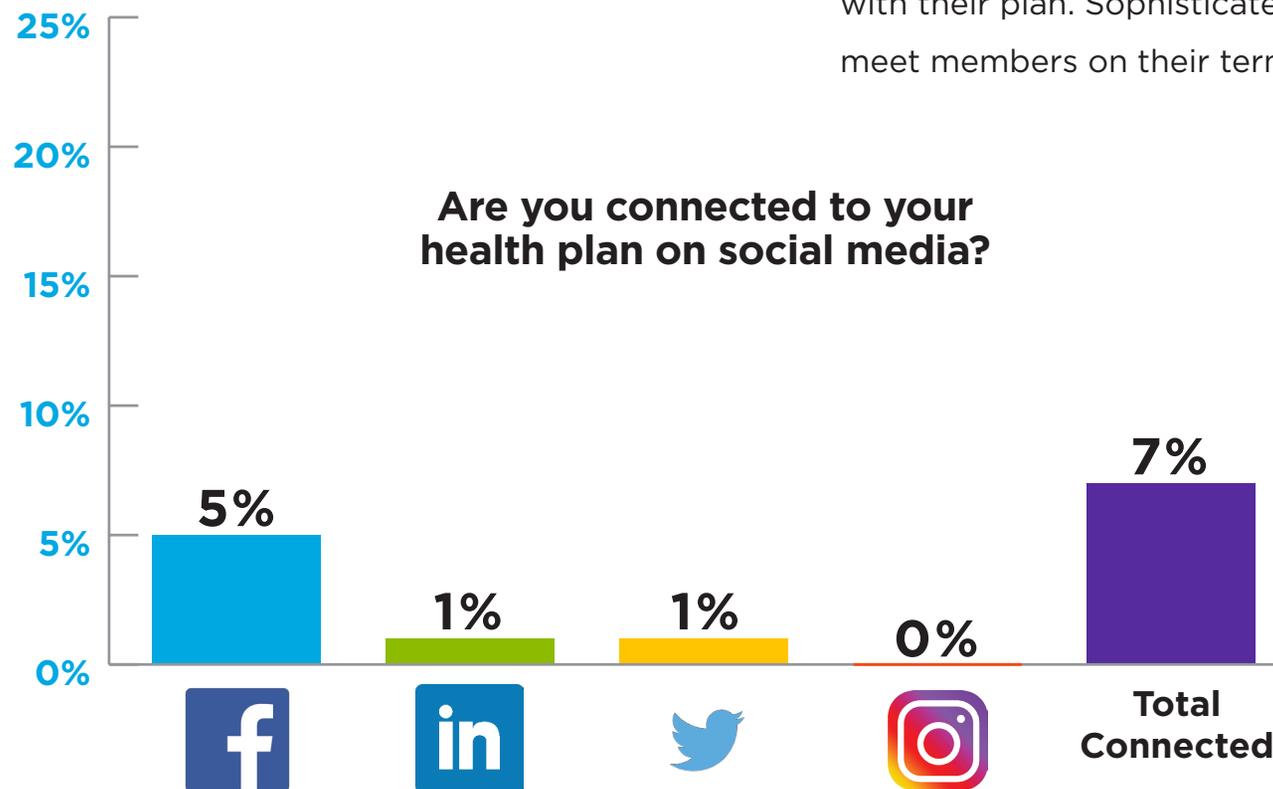
*Digital: email, text, website, mobile app

Social Connections

As opposed to 47% connected to their plan through a portal, just 7% of Medicare plan members are connected via social media. Of those 7% of members socially connected, sixty-five percent (65%) say it is helpful. Social media connections cited include Facebook, Twitter, Instagram and LinkedIn.

HealthMine survey data underscores that when members are connected to their health plan on social media, it helps members manage their health.

While Medicare members may prefer the phone today, plan members will increasingly be using digital connectivity and social media to interact with their plan. Sophisticated plans are ready to meet members on their terms.



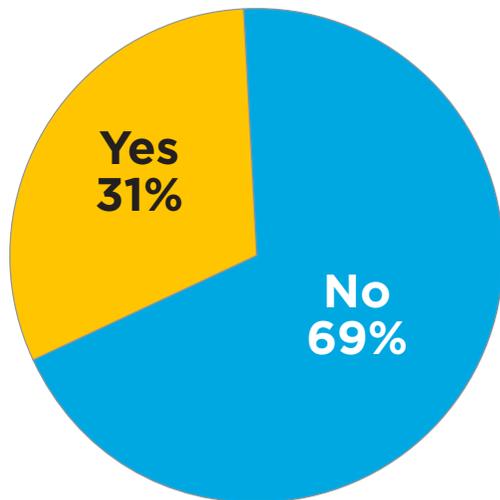
Informed About Providers In Network

Just 31% of Medicare plan members say they're informed when providers drop out of network. Providers include hospitals, doctors, labs, and imaging centers.

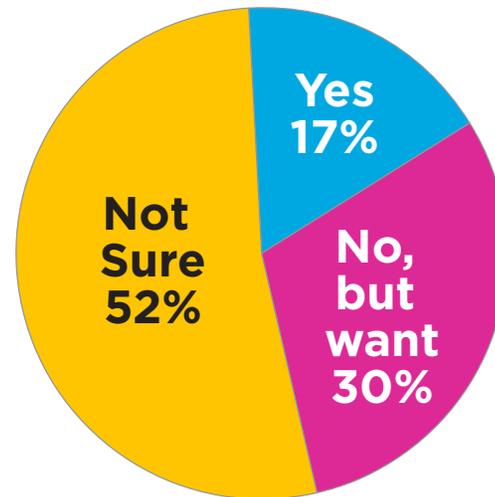
The survey also revealed that 86% of Medicare members said their doctor or other professional

care provider knows them best to help manage their health. However, 17% of respondents said that their health plan provides all health information to their doctor before a visit including prescriptions, medical history, and information collected from digital health tools.

Informed When Providers Drop Out of Network?



Plan Provides All Info to Your Doctor Before Visit?



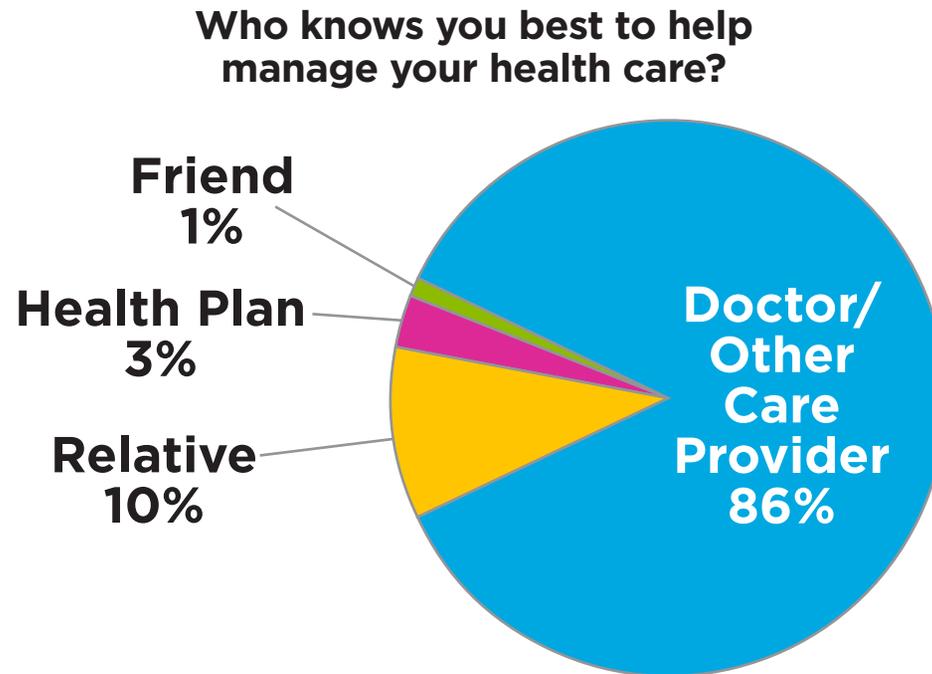
*Providers include hospitals, doctors, labs, and imaging centers

Who Knows You Best

Data also showed that 77% of Medicare plan members use digital health tools including blood pressure monitors, fitness trackers, medication/pill trackers and more. However, only 9% say their plan integrates data from health tools.

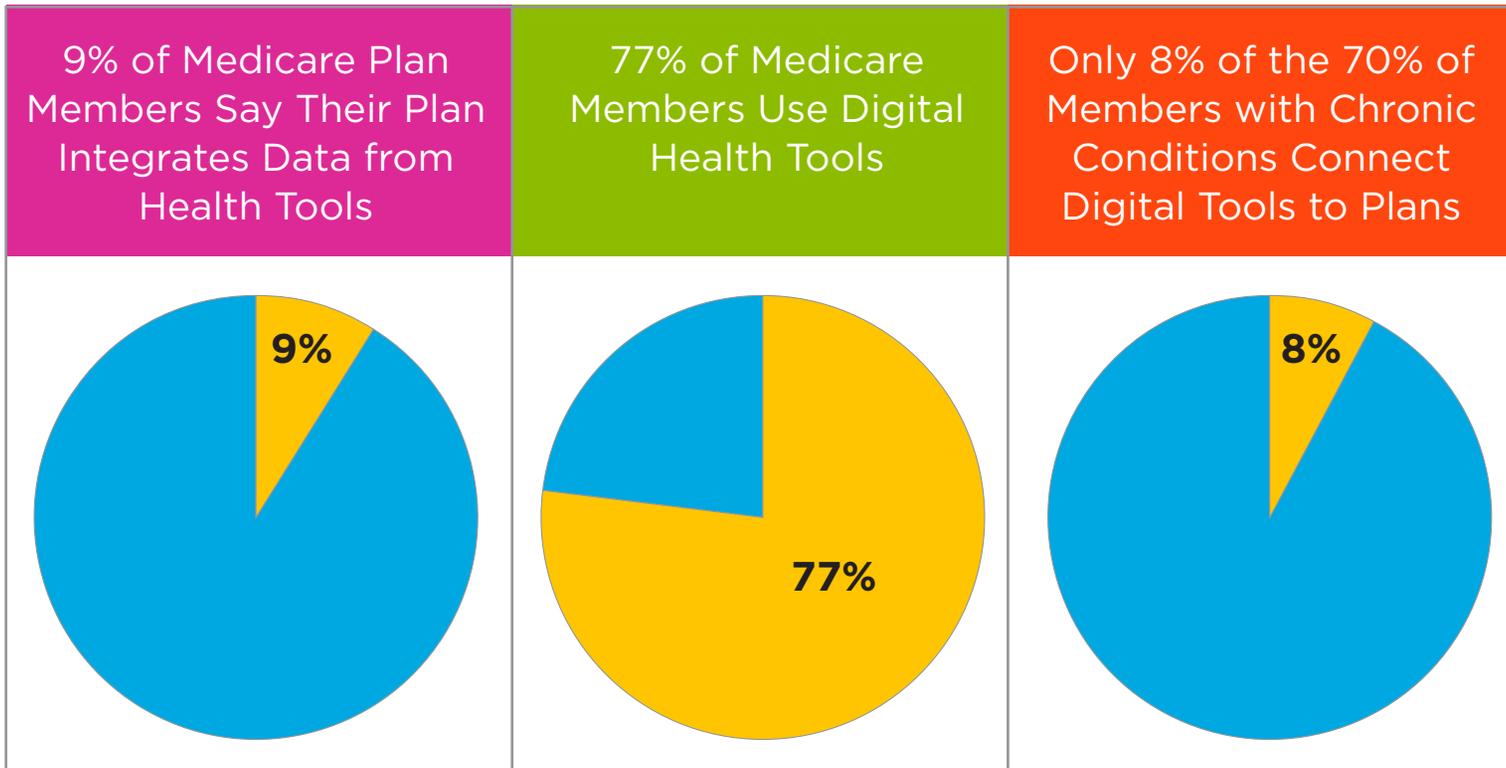
Plans are the hub for all health information and data. These data indicate that plans can improve

communication with members, so members know when changes are made in the provider network. For plans, they are much more than a claims processor — they are the center of every member's health information. In this central role, it's imperative to over deliver in communications to Medicare members and meet them on their terms.



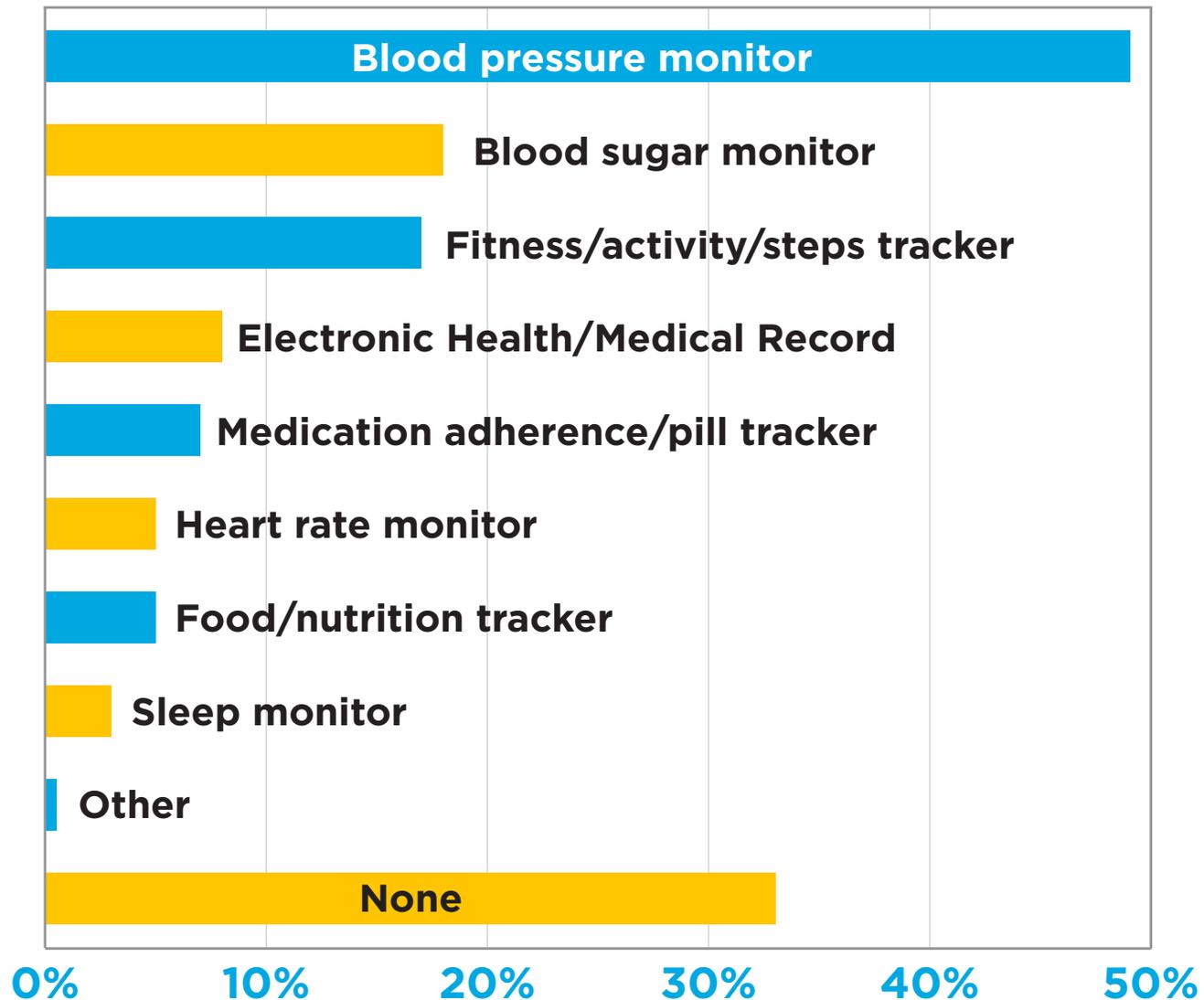
Health Tools

Plans can improve communication with members, so members know their plan is connected to digital tools.



Health Tools

Digital health tools used by Medicare plan members:

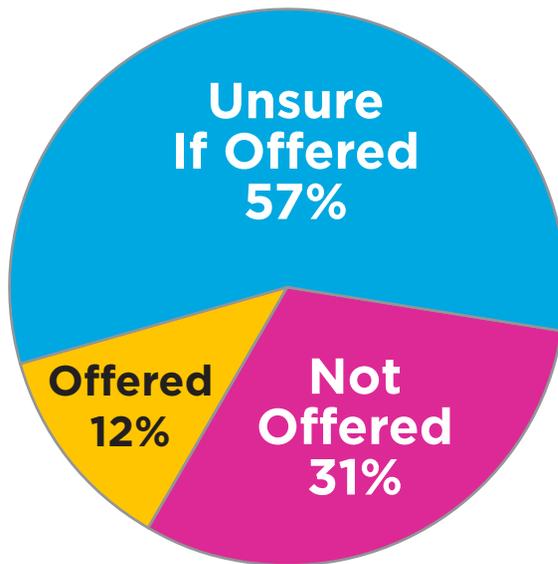


Telemedicine

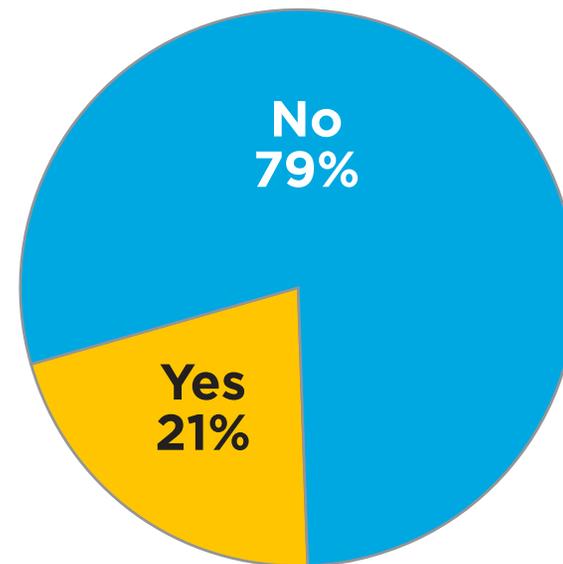
Fifty-seven percent (57%) of Medicare plan members are unsure if their plan offers telemedicine, another 31% say it is not offered. While the importance of telemedicine for seniors gets heightened following hurricanes and other disasters, the fact is that many seniors are less mobile.

The importance of digital communications and telemedicine to help guide patients is growing as technology improves. While Medicare plan members must be digitally connected in order for telemedicine services to be effective, plans and patients need access to electronic health records. Seventy-nine percent (79%) of seniors do not have easy access to their electronic medical records.

Plan Members Know if Plan Offers Telemedicine?



Seniors with Easy Access to Their Electronic Medical Records

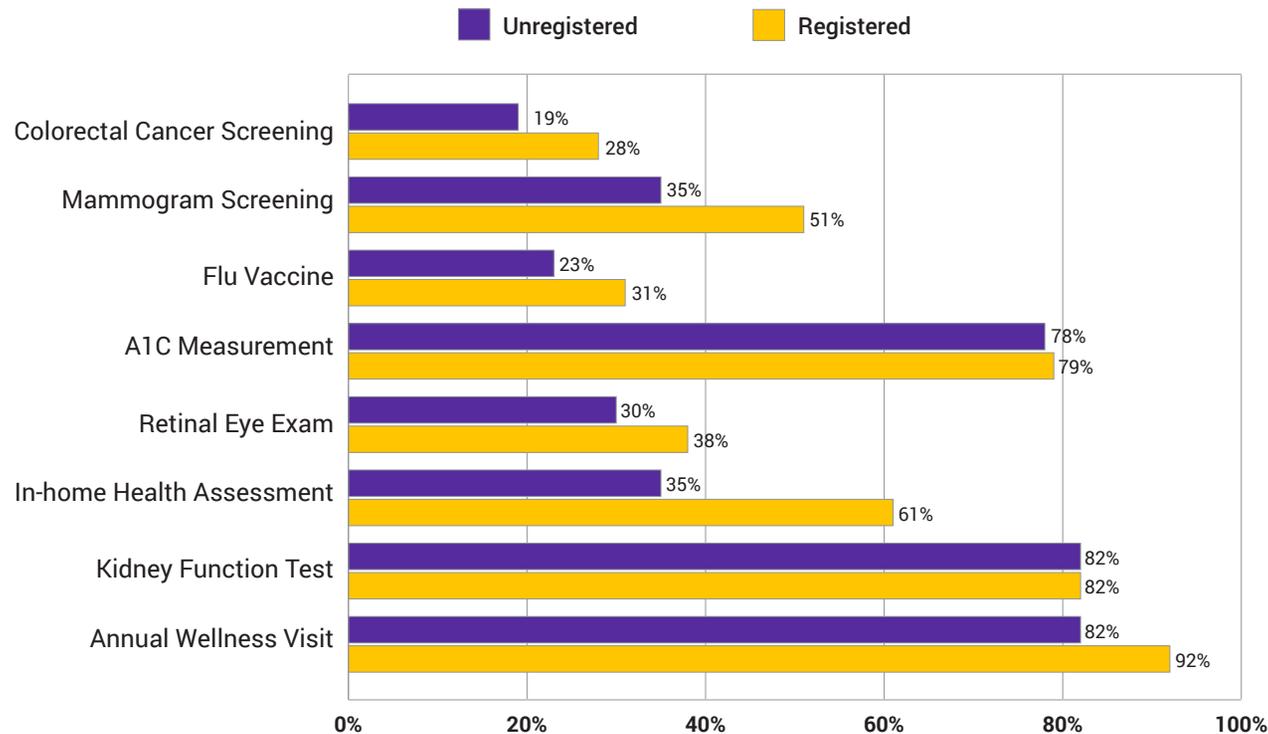


Client Results

Medicare Client Results on Key Performance Indicators That Can Positively Impact STAR/HEDIS Measures

HealthMine, in working with major health plans, has impacted key performance measures of Medicare Health plans. In measuring compliance for screenings like colorectal cancer screening, mammograms and more - HealthMine registered members were more compliant.

For this case study and to get an initial analysis of your population, please contact HealthMine at sales@healthmine.com



Conclusion

To head off health risks in any population, you must first identify at-risk members and create digital connections to them.

Getting the right information to those members in a timely manner is critical to success. The closer to real-time you are in your communications, the better chance you have at slowing the progression of health risks in your population.

At HealthMine, we have also found that providing the right information quickly, can improve member satisfaction with your plan. In the Medicare world, these things add up to improved star ratings and improved CAHPS scores.

Contact us to find out how we can help your plan
Head off Unhealthy.