

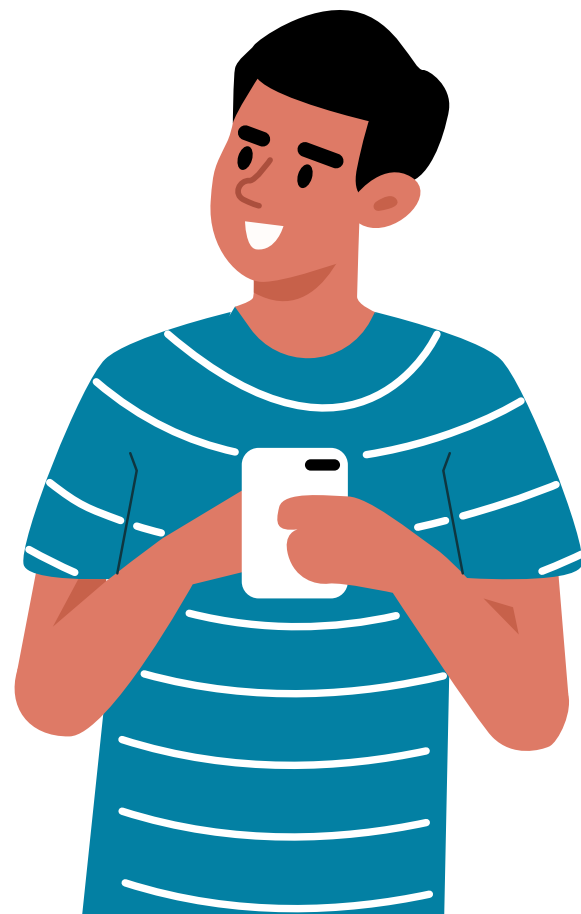
Employers' digital health management checklist

A more convenient, digital approach is required to support employees' health beyond the four walls of care delivery.

But with seemingly countless patient engagement point solutions on the market, how can your company meet the diverse needs of your employees without overwhelming them with apps, platforms and programs to manage — especially those managing one or more conditions?

And how can the burden be lightened for the employer benefits team, which is faced with the time-consuming responsibility of sourcing and managing numerous vendors across health and wellness, disease-specific interventions and care navigation support?

A new approach being offered by progressive health plans — digital health management — lightens the load of employer benefits leaders while delivering enhanced employee experience and outcomes. Employers who partner with health plans rather than managing numerous outsourced services and vendors, which only address slivers of health management, can stay competitive in a tight job market, control costs and orient employees toward better health by delivering the following capabilities.



Help employees navigate the healthcare system

- ✓ Provide a single point of contact for employees through a convenient mobile app
- ✓ Focus first on meeting the needs of employees to develop a trusted relationship over time
- ✓ Help employees get financial and administrative questions answered, get support for chronic conditions, guidance following a hospital discharge, and more
- ✓ Streamline outreach from providers, the health plan, and your third party services to deliver a better experience, rather than overwhelming employees
- ✓ Integrate workflows of care management and customer service to capture key metrics on consumer actions, and better forecast employee needs
- ✓ Position the digital concierge to identify higher-risk employees or employees who need more help



- ✓ Enable employees to provide reviews through surveys, empowering them to better control their healthcare
- ✓ Segment and target employees by social and behavioral conditions rather than by claim group for higher adoption and satisfaction

Meet employees where they are

Deliver omnichannel engagement

- ✓ Provide health management support through a combination of phone calls, messaging, apps, web, and video chat so employees can choose the method that meets their needs in the moment
- ✓ Ensure flexibility and accessibility with mobile messaging, so employees can engage and respond on their own time, rather than fielding calls during business hours

Provide a personalized experience

- ✓ Instead of taking a one-size-fits all approach to patient education, make sure you can deliver dynamic, adaptable clinical programs

Build loyalty to engage employees on their terms

- ✓ Provide daily, long-term support rather than intermittent outreach
- ✓ Consider utilizing a non-clinical engagement specialist, also known as a Health Advocate, to offer ongoing motivation for behavior change, coaching, delivery of structured programs such as weight loss, as well as encouragement, support, and accountability toward reaching health goals

- ✓ Work with the employee over time to set and track progress toward specific, measurable, actionable, relevant, and time-bound (SMART) goals
- ✓ Demonstrate upfront value to employees, making it easier for care managers to hold them accountable for reaching their health goals, scheduling follow-up appointments, and closing care gaps

Support multiple conditions in a single solution

- ✓ Avoid treating diseases independently of one another, as one in four Americans have multiple chronic conditions*
- ✓ Address overlapping symptoms and the challenges of polypharmacy by supporting conditions simultaneously, in consideration of one another
- ✓ Offer a broad range of clinical programs in a single solution to support multiple chronic conditions like diabetes, COPD, asthma, and more, as well as transitional care and behavioral health

Support the whole person to deliver better results

Address mental and physical health

- ✓ Deliver behavioral health support alongside condition-related guidance, as anxiety and depression are risk factors for other illnesses and drive higher incidences of heart disease, diabetes, stroke, and more conditions
- ✓ Meet both clinical and social healthcare needs

- ✓ Utilize interactive surveys to screen for social determinant needs such as transportation, financial concerns, social support, and safety
- ✓ Deliver personalized health education and guidance tailored to those social needs, within the context of their clinical need
- ✓ Leverage mobile messaging to connect the employee to the appropriate resources—such as copay assistance or transportation programs—in a timely fashion

Reinforce lifestyle changes

- ✓ Provide support for weight loss, nutrition, and exercise—tangible lifestyle factors employees can meaningfully change to improve their health
- ✓ Provide useful information to help them shop for healthy foods, track their physical activity, and more, within the context of their clinical condition, to help employees understand how therapeutic lifestyle changes can have a positive, direct impact on their health

Your organization shouldn't have to bear the burden of managing multiple engagement and benefits management solutions. Instead, employers should make sure their health plan partners are able to deliver the capabilities outlined in this checklist in order to help control costs, engage employees, and improve employee satisfaction.