



Using Data to Drive Virtual Expert Medical Opinion Utilization

3 Ways to Harness
The Power of Data
To Lower Costs &
Improve Outcomes

3 Ways to Harness The Power of Data To Lower Costs & Improve Outcomes

Virtual expert opinions help members make more informed decisions by connecting them to world-class specialists. At the heart, it's a people-powered solution.

But don't let that fool you.

Using powerful data to connect specialists from the nation's leading healthcare, academic, and research facilities to members when they need it most helps employers manage the top drivers of costs.

“Where there is data smoke, there is business fire.”

– Thomas Redman

Data defines goals.

Data helps find the right people.

Data is how you know when a solution works.

At 2nd.MD, we use data to drive expert medical opinion utilization by:

- Identifying the Right People with Predictive Analytics
- Building a Smart Communications Plan
- Motivating Members with Plan Design Incentives



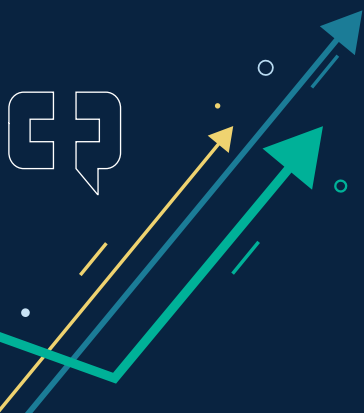
Use Data to Navigate Through the Uncertainty

Although data and numbers are often used to determine if goals have been successful, they can be even more powerful if you start by planning with data in mind. For virtual expert medical opinions, planning for engagement starts during implementation and integration by looking at data.

When an employer sees that its musculoskeletal (MSK) costs are trending higher than they would like, they need to target engagement to these areas in order to find a way to bring costs down.

For example, a large telecom company wants to reduce MSK costs by 5 percent within the next fiscal year. When they dig deeper, they find that their workforce has a particularly high rate of hip and knee replacements. They can use this data to target their goal more specifically and help define particular strategies later on.

Use Data to Drive Utilization for Virtual Expert Medical Opinions



Use Data to Navigate Through the Uncertainty

Review healthcare claims in typical high-cost areas such as musculoskeletal, oncology, cardiology, gastrointestinal, or women's health to spot outliers and inflated trends.

Determine by how much you would like to reduce costs and define a time period to accomplish it in. Break down the broader group into smaller groups of targeted procedures.

Lower/Reduce: _____

Care Area: _____

X%: _____

Time Period: _____

Example: Lower MSK claims by 5% in the next fiscal year.

Use data-driven strategies to achieve your goal

Using data-based strategies will help you achieve goals with measurable results. Here are three data-based strategies to cut healthcare costs with virtual expert medical opinions:

Strategy 1: Identify the Right People with Predictive Analytics

Strategy 2: Build a Smart Communications Plan

Strategy 3: Motivate Members with Plan Design Incentives

Read the data for results

Executing your strategy is where the fun part begins. Tracking results and reading data isn't everyone's idea of excitement, but it's the best way to see what works.

94%

of survey respondents
have increased
appreciation

What are the Results of Predictive Analytics?

94% of members from REACH clients who have a consult say it increases their appreciation of their company's benefits.*

*2020 2nd.MD BOB Statistics

What is Predictive Analytics in Healthcare?

Predictive analytics uses data such as claims feeds and prior authorization requests to analyze and forecast how likely it is that a certain medical event will occur in the future.

Potential benefits include:

- Preventing serious healthcare events before they happen.
- Minimizing the impact of a member's medical condition or treatment by helping them access resources earlier in their care journey.
- Improving member satisfaction and retention.
- Achieving cost savings by reaching the member earlier in their care journey.

Use Data-Driven Strategies

Once you have your goal, the next step is to find the right data strategy to help you achieve it. Cutting healthcare costs with virtual expert medical opinions comes down to finding the right people at the right time and getting them to act. Here are three strategies to do this that when combined, lead to the greatest results.

Strategy 1: Identify the Right People with Predictive Analytics

Our comprehensive, proactive outreach program, REACH, engages members who are on the path to a high-cost or high-impact medical event before it happens. We use a best-in-class predictive algorithm to analyze claims history, surgical prior authorization requests, age, and gender. We create a prioritized list of individuals scored according to risk level and by major diagnostic category.

Our in-house team of health advocates uses this information to connect via multiple methods to these high-risk members about the opportunity to speak to one of the nation's leading specialists for an expert second opinion. An email educates members about virtual expert medical opinions, their plan design, and incentive or penalty offers before they receive a call so they are more likely to be ready to speak to our trained staff.

This comprehensive solution uses data to put our team in touch with members just when they need information and is a helping hand to make a difference.

“We’ve seen 20 percent of our savings come from the REACH program. It’s a good way to reach people who need it, when they need it.”

– *Matt Hall*

Benefits Strategy Manager, Koch Global Services

For an employer targeting MSK costs, predictive analytics can identify members preparing for hip or knee replacements, spine surgery, or that have been recommended costlier or more dangerous procedures that may not be necessary. Having a professional reach out to them when they are in the decision-making process and discussing the virtual expert medical opinion can have a powerful effect on the outcome.

Strategy 2: Build a Smart Communications Plan that Works for You

A smart communication plan is one that is automated, targeted, and influences members. A turnkey communication program must also be personalized, simple, and compassionate for members; it also needs to be easy and repeatable.

Members do not all communicate the same way, nor respond upon the first communication, so a multi-channel approach is also critical. Today’s consumers may need direct mail, email, and text messages, and a vendor should be able to handle everything from production to postage. Online and social advertising to support campaigns are important channels too.

Finally, communications need to be timed and themed to the moment the member receives them. They should include welcome communications, follow-up messages to inactive members, and engagement campaigns, as well as follow-up communications.

Quarterly campaigns routinely reach out to members and remind them about how to access and use virtual expert medical opinions for high-cost, but sometimes underutilized conditions such as behavioral health and can create a lot of buzz. 2nd.MD offers quarterly campaigns to its clients and sees significant positive results in utilization.

What are the Results? Communications work.

A recent quarterly campaign targeting behavioral health led to the following results:

124% increase in activations

39% service utilization increase

24% consult utilization increase

110% increase

in consult utilization for clients who use communications versus those that do not

	NO Analytics or Comms	Analytics + Comms
Consult Utilization	0.40%	0.84%
Service Utilization	0.78%	1.81%
Activation Percent	0.77%	3.92%

Strategy 3: Motivate Members with Incentives

Incentives and penalties have the power to motivate members to have a virtual expert medical consultation as they would in other parts of the benefit world. Positive or negative incentives such as a \$400 reward for obtaining an expert medical opinion before a specific type of procedure or a similar penalty for not getting one lead to higher utilization of virtual expert medical opinions.

Whether you choose a reward or penalty sometimes comes down to budget. But 2nd.MD clients don't have to make that decision, as we include a funded incentive to some of our clients during the initial year of the contract.

Case Study:

How Combining Direct Mail Communications and a \$200 Incentive for Expert Medical Opinions Before Surgery Led to High Utilization and More

In order to increase consultations, a client used a \$200 incentive to encourage consultations for members who were facing a cancer diagnosis or considering musculoskeletal surgery.

2nd.MD sent a direct mailer to employees letting them know they would receive the incentive if they received a consult before surgery.

The campaign led to a 371 percent increase in consults and 433 percent increase in activations by members of the 2nd.MD app.

Surgeries avoided rose 389 percent which led to a 215 percent increase in cost savings.

2.2x

increase for clients
who use **INCENTIVES**
vs those who don't

What are the Results?
Incentives work.

*2020 2nd.MD BOB Statistics

2.8x

increase for clients
who use **PENALTY**
vs those who don't

Read the data for results

Once you've determined which strategies you will use to accomplish your goal and have implemented it, the next step is to track results. If you have multiple versions of a campaign or multiple audiences you may want to track each version separately.

Track results against time periods, such as one quarter against another, and also track participant activity across a spectrum. At 2nd.MD, we measure activation and utilization along a spectrum, from beginning the process of receiving an expert medical opinion, to actually receiving a consult with one of our expert specialists. We do this because not all members will need an expert medical opinion, but may still benefit from speaking to one of our nurses.

2nd.MD clients have access to a clinical integration portal showing which members have received expert medical opinions. They also receive reports on engagement, utilization, cost savings, and member feedback.

How do the strategies measure up?

There is no doubt that adding the three strategies of predictive analytics, communications, and incentives/penalties increases utilization. In fact, each one builds upon the other, creating a cumulative effect.

As you can see from the table below, activation, service and consult utilization all increase when communications and incentives/penalties are used in combination with predictive analytics.

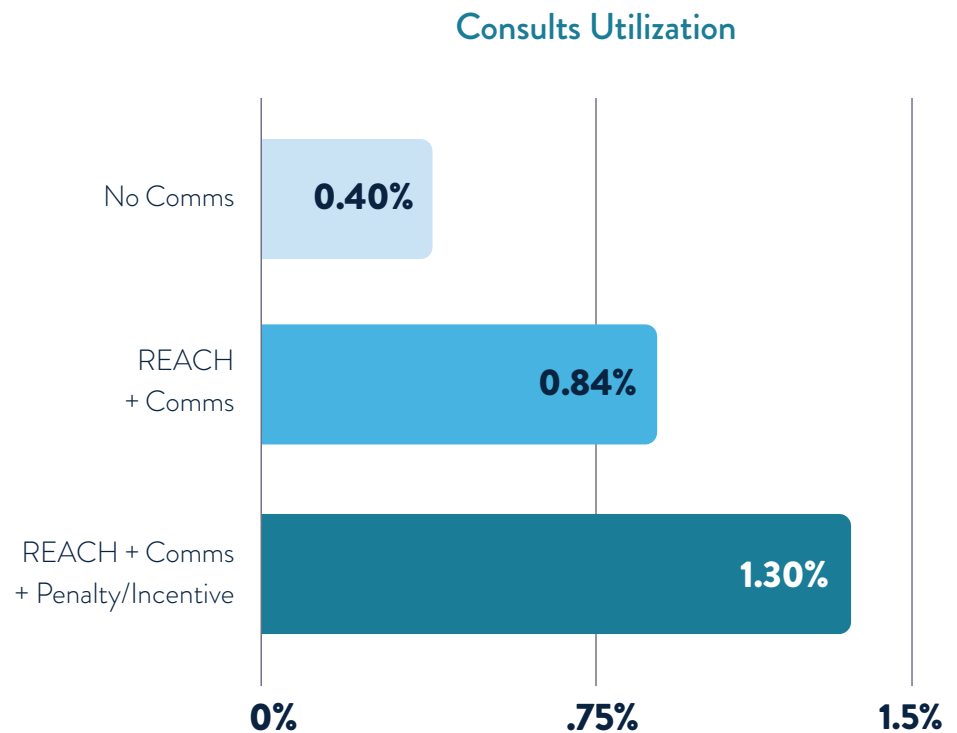
2nd.MD employer clients saw significant increases in activations, service, and consultation utilization when combining predictive analytics and communication tactics.

Predictive analytics plus communications increased:

- Expert medical opinion utilization by 110 percent
- Service utilization by 132 percent (members who talked to a 2nd.MD nurse)
- Activations by 409 percent (members who activated their 2nd.MD app)

Predictive analytics plus communications and an incentive or penalty increased:

- Expert medical opinion utilization an additional 225 percent
- Service utilization an additional 174 percent (members who talked to a 2nd.MD nurse)
- Activations an additional 602 percent (members who activated their 2nd.MD app)





Summary

Driving utilization and helping members make more informed decisions with virtual expert medical opinions is about people, but starts with data. Setting data-based goals and using strategies that use powerful information and analytics isn't all about crunching numbers. It's about finding the right people at the right time and letting the solution do the work for you.

At 2nd.MD, we help employers offer virtual expert medical opinions while reaping the benefits of our extraordinary service and +91 NPS score. We are the preferred solution for many of the nation's largest employers and Fortune 500 companies.

Members connect to physician specialists for an expert medical opinion when they have questions about a chronic illness, upcoming surgery, or treatment plan. We make the process easier, more convenient and significantly more human. Our team coordinates all records and medical information with the specialist. Members speak to the physician within a matter of days and receive a written report within 24 hours of their consultation.

To learn more about 2nd.MD and how we can help you supercharge utilization, please call 1.866.410.8650 or email busdev@2nd.md.

“2nd.MD is like having a medical expert right at your fingertips. You have a concern, you grab your phone, and you're able to engage immediately. It gives people a lot of hope and confidence that they're on the right track with their medical care.”

– Matt Hall

Benefits Strategy Manager, Koch Global Services