



CASE STUDY

Reducing Risk Factors Through Phone Health Coaching



CHALLENGE

High-risk members can drive up health care costs significantly for employers who self-fund their insurance plans. Members with high blood pressure, obesity, or high BMI are at risk for developing the most common and costly of all health problems—heart disease, stroke, cancer, type 2 diabetes, and other chronic illnesses. Preventing high-risk members from developing these problems helps manage costs for both employers and members.

GOALS

- Identify members in high-risk categories
- Review health screenings and discuss long-term solutions for reducing risk factors with members through outreach and engagement

SOLUTION

Based on health screening results, members were categorized as low-risk, medium-risk, or high-risk. Each high-risk member was assigned a health coach from HealthNow Administrative Services (HNAS), who contacted members to review their health screenings, address high-risk biometrics, and discuss how to reduce risk factors. Together, they developed long-term plans to meet health-related goals and reduce their specific risk factors.

OUTCOME

As shown in the figure, HNAS health coaches reached out to 1,831 members in Year 1; 623 members were contacted (34% of total outreach) and 621 members were engaged (99% engagement). In Year 2, the percentage of total outreach increased to nearly 50% and engagement remained high at 95%.

PARTICIPATION AND RESULTS

Year 1	Year 2
1,831 members called	1,694 members called
623 members contacted (34% of total outreach)	809 members contacted (48% of total outreach)
621 members engaged (99% engagement)	772 members engaged (95% engagement)

