

CASE STUDY

Annual Wellness Visits Drive 2X+ in Referral Revenue

Situation

Nearly half (45%) of all Medicare beneficiaries have four or more chronic conditions, making the prevention, management and treatment of those conditions critical to both health outcomes and healthcare spending. Unfortunately, many Medicare and Medicare Advantage (MA) recipients are not aware that they are eligible for an initial preventive physical exam (IPPE) in their 65th year and an annual wellness visit (AWV) every year thereafter.

For patients, these visits can be incredibly valuable, as they may uncover or identify areas of concern or risk that need further study or treatment. Early detection of disease not only enables prompt treatment that can prevent disease progression, but costly health outcomes. And yet, only 25.2% of Medicare and MA recipients receive an annual wellness visit.

For provider organizations, these visits represent an opportunity for downstream revenue from referrals generated during these wellness visits.

With Primary Care being the entry point for specialty care, getting this higher risk population established with Primary Care through the AWV helps provider organizations:

- **deliver growth**
- **improve quality**
- **build loyalty**
- **build patient satisfaction**

While the AWVs may generate revenue through fee-for-service reimbursement, the real value in this Medicare Benefit to provider organizations comes with the ability to identify patients with comorbidities, get them the care they need, and code to the highest levels of severity to ensure revenue is available to treat and manage risk.

Not only do annual wellness visits close critical CMS care gaps, but they generate significant downstream revenue.

Challenge

IDENTIFYING AND ENGAGING MEDICARE AND MA PATIENTS

For many organizations, identifying and engaging that group of patients is often seen as an obstacle to prioritizing and collecting revenue from AWVs. The slots allocated for those annual visits sit unfilled because administrators believe the effort to fill those appointments outweighs the reimbursement value. The Primary Care Provider serves as the entry point for the annual wellness visit, but the specialty providers benefit from the referral revenue. This creates a challenge to operationalize the process because Primary Care needs to realize value as well.

25%

of Medicare & Medicare Advantage recipients receive an AWV



The top 3 referral types stemming from AWVs:

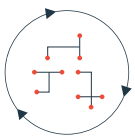
- > Mammography
- > Gastroenterology
- > Cardiology

Solution

FOUR BEST PRACTICES FOR AWV ENGAGEMENT CAMPAIGNS

Not every patient engagement campaign is created equal, nor will they deliver the same results. For example, campaigns that cast too broad a net or fail to customize outreach run the risk of high attrition, and therefore less-than-optimal results.

Here are four best practices for AWV engagement campaigns:



① LEVERAGE DATA

Within the EHR, provider organizations have the ability to identify the patients who fall into a number of categories, including age. Start by focusing a campaign on those patients who are 64 and will be aging into eligibility for an IPPE on their 65th birthday. Once that is underway, design a campaign for those patients who are 65+ and eligible for initial and subsequent AWVs.



② CUSTOMIZE THE MESSAGE

Most Medicare and Medicare Advantage recipients are either unaware of — or apathetic to — the AWV benefit. Therefore, a campaign should not just be designed around making it easy for an individual to complete their AWV; education should be a core pillar in order to demonstrate the benefit and value of preventive vs. episodic care.



③ MEASURE THE RESULTS

Every campaign should deliver real-time data that demonstrates how well the messages are performing. Are they driving click-throughs? AWV appointments? If the results are below expectations, revisit the criteria to ensure the right patients are targeted and that messaging is specific and clear for the call to action. Continue to monitor, measure, and optimize.



④ SET GOALS

Since AWVs are annual, healthcare organizations see the greatest results when the campaigns run annually. Some organizations launch these campaigns in January when people are thinking about healthy goals and improving behaviors. Others have aligned their launch to Medicare Open Enrollment to ensure patients get the maximum benefits from their coverage. Most importantly, once the AWVs have been launched, they gain the most traction when the campaign is “Always-On”. As the campaigns continue throughout the year, set goals and track progress. With those goals established, find ways to tweak and improve the campaign to meet, and maybe even exceed, your goal.

GOALS MAY INCLUDE:

- Book and complete 95%+ of all AWV appointment capacity annually
- Leverage AWVs to attain HEDIS compliance goals
- Outreach to every patient aging into Medicare this year
- Use AWVs to identify opportunities to expand specialty services
- Identify patients in need of behavioral health or social interventions to improve the health of our senior communities

Results

ACTIUM HELPS DRIVE SIGNIFICANT DOWNSTREAM REFERRALS WITH AWV APPOINTMENTS

Looking at the data across the AWV-focused patient engagement campaigns on the Actium platform for the past 2 years, we were able to extrapolate the full revenue-generating power these annual visits can deliver.

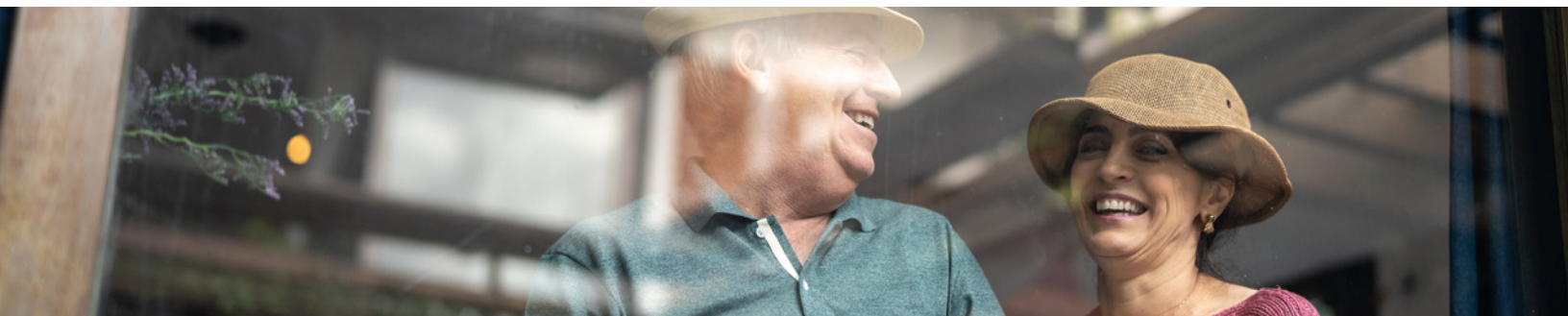
For the campaigns, the results demonstrated the power of driving AWVs. Not only do these visits close critical CMS care gaps, but they generate significant downstream revenue.

Conservatively averaging values for reimbursement for more than half of the AWV patients, a health system may generate more than \$800 in additional revenue per patient. And with **44 million Americans** currently enrolled in the Medicare program, healthcare systems are sitting on a mostly untapped opportunity to drive revenue, close care gaps and improve health outcomes.

Next Steps

AWVs can be a significant driver of additional revenue for organizations. They are also a critical tool for helping senior citizens live longer and healthier lives. In order to take advantage of that opportunity, systems need to educate and

engage patients on the value those visits deliver. Armed with the right data and plan to execute, AWVs can be turned from a “break-even” line item to one that consistently delivers value for both the health system and patient.



Schedule a Demo

Book a demo with one of our patient engagement experts today to see how we can help you transform your healthcare marketing.

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For more information about our patient engagement campaigns, visit actiumhealth.com.