



Healthcare Communications

Disease Management / Wellness Companies

Healthcare

Overview

Varolii helps leading Disease Management and Wellness companies proactively communicate with patients to increase patient engagement, improve the patient experience, and reduce operational costs.

Benefits

- Increase patient communication
- Improve enrollment rates in health programs
- Reduce operational costs and cost per contact (automated communication vs. live healthcare specialists)
- Increase rate and speed of high touch patient outreach
- Improve patient experience and loyalty

Scaling to Better Health Management

Interactive patient communication improves the patient experience — and the bottom line.

Managing and monitoring patient health requires proactive communication. But when 30% of revenues are spent on communication solely with at-risk patients, the remaining members are left outside of the fold.

Varolii allows you to scale to volume, improve patient adherence to every patient, and improve clinical outcomes. All for a fraction of the cost of live interaction.

Varolii provides communication solutions specifically tailored for Disease Management and Wellness Companies:

- **Patient Adherence**
- **Disease Management Program Engagement—Welcome, Enrollment, Scheduling**
- **Clinical Monitoring, Data Collection, and Intervention**
- **Patient Education—Information Therapy and New to Diagnosis/Treatment**
- **Health Risk Assessments (HRAs)—Introduction, Survey, Triage**
- **Test Results and Scheduling**
- **Health Quality HEDIS Reminders**

Sample Success Story — Increasing Member Enrollment

For one of the nation's largest Disease Management and Wellness companies, enrolling patients into health programs was expensive and failed to yield high enrollment rates.

In the past, the company had

employed a traditional combination of postal mailings along

with follow-up calls from care representatives. Because many patients disregarded their mailings or were not at home for their calls, the organization could not field enough agents to contact the patients they needed to contact.

Varolii implemented an automated solution that could deliver both efficiency (low marginal costs, highly scalable) and effectiveness (response rates similar to their gold standard of engagement specialists). To fully evaluate the solution's success, Varolii also helped design a set of outcome metrics used to quantify the effectiveness and efficiency of this new program.

“The rate of engagement far exceeded our expectations and we expect to revamp our entire process based on the success of this initial outreach.”

Executive Vice President of Clinical Operations

Results

- 700% increase in member contact rate
- 50-80% gains in enrollment and requests to schedule appointments
- 78% reduction in CSA time spent looking up phone numbers