



## Helping a Health Plan Improve Its CAHPS Scores

This N1 Health customer is the largest health insurer in its state, serving more than six million members. As a non-profit organization, the company is committed to patient-centered care and improving outcomes across the many communities it serves.

### Challenge

This health plan was focused on improving the patient experience as reflected in its Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey scores. To achieve this, it needed to identify its drivers of dissatisfaction and the resulting population of individual members that would have the greatest impact on their CAHPS survey score results—and understand what interventions would be most effective in addressing those that were dissatisfied.

### Solution

This health plan partnered with N1 Health in 2020 to create a holistic understanding of each of its members in order to drive more meaningful and effective interactions across a targeted population. With the combination of its applied AI platform, third-party data, proven predictive models, and cloud-native technologies, the N1 Health team created a persona for every one of the customer's members to enable personalized member interactions and drive better outcomes.

Critical to the success of this pilot program, N1 Health's models, combined with its Data Science and Customer Experience Teams, also generated personalized member insights, SDoH-enhanced and next-best-action recommendations to predict and identify what specific member touchpoints would have the greatest impact on engagement and health outcomes for each member.

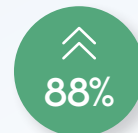
Since this initial pilot program, this customer has now partnered with N1 Health for subsequent, recurring campaigns in 2021 and 2022, achieving steady and continuous improvements in results, leveraging predictive insights and honing its best-practice methods that were learned from its prior campaigns.

### Results

In 2022, the customer saw significant improvements in its CAHPS scores among members targeted for outreach and in the effectiveness and efficiency of outreach:



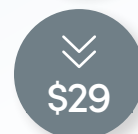
Increase in 4 CAHPS Domain Measures for dissatisfied members that were contacted by the N1 Health program.



Increase in CAHPS Domain Measures, in total, as a percentage.



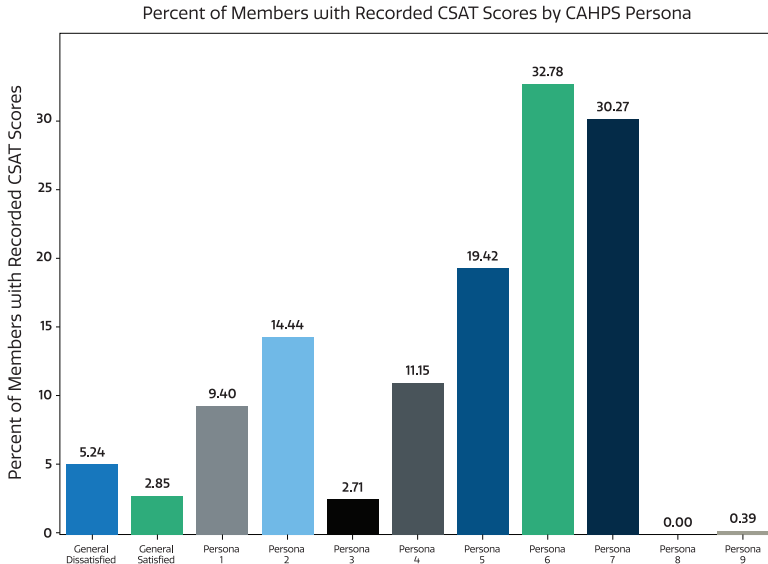
Year-over-year reach improvement rate.



Reduction in cost per member reached.

## A deeper understanding of customer satisfaction

N1 Health measured customer satisfaction scores (CSAT) by member personas generated by its AI-powered predictive models based on millions of closed-loop interventions. This method offers valuable predictions on personas most likely and least likely to express customer satisfaction (see graphic below).



## Driving cost improvements



The enhanced targeting program developed by N1 Health enabled this customer to make approximately 10,000 fewer outreach phone calls in its 2022 CAHPS scoring improvement campaign as compared to 2021.



However, the 2022 program reached approximately 7,000 more members than its 2021 campaign.



The 2022 campaign cost this customer approximately \$400,000 less, overall, than it did in 2021. This cost reduction is largely attributed to an optimized member-to-staff allocation ratio, fewer unproductive phone calls placed, enhanced contact information (providing secondary phone numbers) to improve the member reach rate, and more.



It feels like every meeting I'm in, your name (N1 Health) comes up. And your predictions are being used to fuel many of our critical business actions. I really don't think we could do it without you.

- Vice President of Medicare Business Performance



## ABOUT N1 HEALTH

N1 Health is the applied AI platform that drives measurable business results for healthcare organizations. We combine detailed consumer data, predictive models, and cloud-native technologies to create a holistic picture of every individual to generate meaningful predictions that enable precision in your outreach and interventions. Our experienced Data Science and Customer Experience Teams then transform these predictions into actions that improve your members' and patients' health outcomes and drive your financial performance. We get you the results that matter, fast – better health for every one. To learn more, please visit [www.n1health.com](http://www.n1health.com).

