n1 health

Helping an In-Home Primary Care Provider Connect with its Non-engaged Patients

This N1 Health customer provides innovative, home-based healthcare services for patient populations that are poorly served by traditional primary care. The company provides house calls and video visits for patients with complex, chronic conditions, serving hundreds of thousands of patients across 22 states.

Challenge

This N1 Heath customer's business depends on enrolling high-acuity members into its in-home health program based on target lists from its health insurance partners. Enrolling and engaging these patients is challenging because many of them are often hard to reach, clinically complex and chronically ill. Finding better ways to enroll and engage these members around their targeted needs can increase enrollment rates and reduce the time and cost of enrolling these challenging patients.

Solution

To increase engagement among these hard-to-reach and non-engaged patients, this provider partnered with N1 Health to develop a program to predict individual social risks member needs. The program focused on non-engaged members across three key pilot population markets, with emphasis on the most challenging populations – patients this customer had been unable to engage for two or more years.

With the combination of its applied AI platform, its 30-plus third-party datasets, extensive library of proprietary predictive models, and industry-leading cloud-native technologies, N1 Health was able to develop a social prediction to target patients around their greatest needs. Working together using these predictions, this customer and N1 Health's Data Science and Customer Experience Teams developed a pilot campaign to contact members with targeted and personalized communications designed to address each the members' most pressing and greatest needs.

Results

17% — Number of patients N1 Health predicted to be identified as a "high risk" for social determinant of health (SDoH) risk within the total analyzed pilot population

6+% — Increase in success rate to identify and engage previously non-engaged patients as a result of the N1 Health pilot program

600 DAYS — Average number of days members had been non-engaged prior to N1 Health's pilot program

$3.4M — Increase in estimated additional revenue that was generated as a result of N1 Health's pilot program.

Building on the program's success

Based on the above pilot program results, this customer is now working with N1 Health to expand to a recurring, "always-on" program for the organization's entire non-engaged population. With an estimated 150,000 non-engaged members across all its markets, this program, at scale, N1 Health estimates, could lead to the successful engagement of thousands of members generating millions in additional revenue over the next 24–36 months.

> N1 Health was able to bring the data together in an actionable way on an individual, patient-by-patient basis to guide us on how we should best engage this challenging cohort of non-engaged patients today.

– Vice President of National Engagement.