

## CASE STUDY

# BCBS Impacts 10x More Care Gaps for Colorectal and Breast Cancer Screening with ReferWell's Care Navigation and Scheduling



IMPACT CARE GAPS FOR MEDICARE ADVANTAGE MEMBERS WHO WERE OVERDUE FOR COLORECTAL AND BREAST CANCER SCREENINGS



"I called a member who needed to schedule appointments but did not enjoy the process. She was happy I was able to get an appointment for her mammogram and send her an at-home colon cancer test kit."

MEMBER FEEDBACK, AS REPORTED BY CARE NAVIGATORS:



## Overview

A Blues plan in the southwestern U.S. partnered with ReferWell to impact care gaps for Medicare Advantage members who were overdue for colorectal (COL) and breast cancer screenings (BCS). That included:

- Scheduling colonoscopies and mammograms, and coordinating services such as provider communication and appointment reminders
- Recording members with previous care gap appointments for the plan
- Sending stool screening tests (FIT kits) to members' homes

ReferWell care navigators called members and attempted to schedule them for a colonoscopy, mammogram or both and, if needed, offering to schedule appointments with a convenient, in-network provider while on the phone with the member. Just one month into the engagement, ReferWell far surpassed the goals set by the health plan. The following graphic shows ReferWell's success compared to the metrics that the health plan selected as KPIs.

## 30-Day Care Gap Metrics (as Compared to Blues Plan KPIs)

	 Client KPIs	 Results
<b>Members Outreached</b> <i>Member received a call attempt</i>	Outreach to 100% of these members within 90 days	<b>3x faster</b>
<b>Members Engaged</b> <i>Member spoke with a care navigator</i>	Engage at least 25% of members reached	<b>2.5x KPI</b>
<b>Members Impacted</b> <i>Member agreed to make an appt.</i>	Schedule* at least 5% of the members engaged	<b>10x KPI</b>
<small>*Scheduling is defined as: PCPs identified and/or scheduled; COL kits sent; COL screening or BCS screening scheduled</small>		