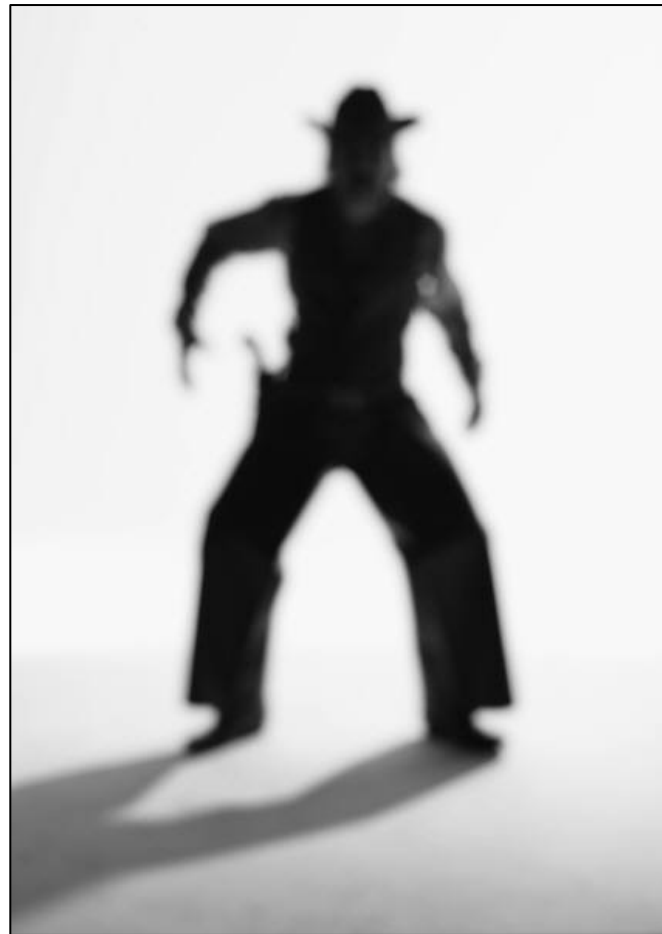


Quick Draw: SnapShot



Why Abbreviated Assessment?

Increase Engagement

Member Feedback

Time Commitment

Reduce Barriers



A Learning Experience

**Two Small Group Associations – targeted
9,850 members of which 2,230 participated**

Pilot Process:

- 1. Letter from CMO with paper survey and self-addressed stamped return envelope**
- 2. Some targeted members received follow-up phone call**
- 3. All participants received a customized recommendation letter with information about free resources based on their responses**

Challenge

We know the tool works – 22.6% voluntary participation with no financial incentives

How are we / you going to use it?

Highmark's Pilot Sliced & Diced

Method of Delivery

Mail with Follow-up Phone Call

4,350 targeted members

1,243 participants (28.5%)

321 of the participants via phone

Highmark's Pilot Sliced & Diced

Method of Delivery

Mail with NO Follow-up

5,500 targeted members

983 participants (17.9%)

Highmark's Pilot Sliced & Diced

Method of Delivery

Conclusion

- **Follow-up phone call improved participation**
- **Majority of participants completed paper version but viewed phone call as reminder**

Highmark's Pilot Sliced & Diced

Risk Level

Only healthy people bother doing wellness

Only sick people bother doing wellness

Highmark's Pilot Sliced & Diced

Risk Level

Risk was based on Claim Analysis (diagnosis code and volume of claims)

4,925 Targeted High Risk Members

1,195 Participants 24%

4,925 Targeted Low Risk Members

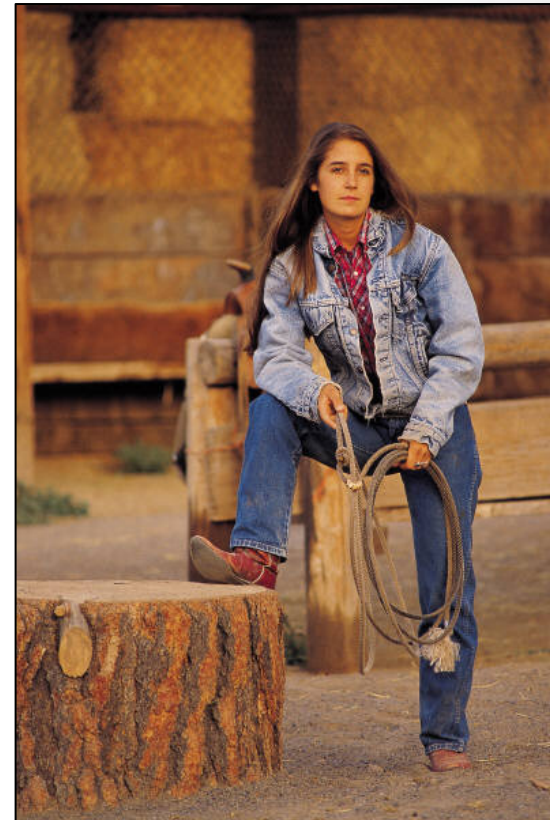
1,035 Participants 21%

Although High Risk Members were more likely to participate, we recommend including Low Risk Members in future outreach efforts

Highmark's Pilot Sliced & Diced

Demographics

Gender: Assumption was that females would be more likely to participate



Highmark's Pilot Sliced & Diced

Demographics

4,925 Targeted Male Members

1,026 Participants (20.8%)

4,925 Targeted Female Members

1,204 Participants (24.5%)

Although female members more likely to participate, this factor was not as significant as originally assumed.

Highmark's Pilot Sliced & Diced

Demographics



Age: Assumption was that older members would be more likely to participate

Highmark's Pilot Sliced & Diced

Demographics

Ave. age of targeted members is 45.6

Ave. age of participants was 49.4

Ave. high risk participant was 54.8

Ave. low risk participant was 42.8

1,698 participants > 40 years old

Older members were more likely to participate

Other Considerations

- **Business Objectives**
- **Available Budget**
- **Reporting Requirements**
- **Current Engagement**
- **Recommended Resources**
- **Promotion**
- **Delivery**

Questions

