

# STAR Improvement with HEDIS

## Increasing Screenings in a Medicare Population

### Key Results

  
**50,000**  
members reached

  
**23%**  
intend to schedule  
a screening

  
**35**  
days to completion  
of campaign

To learn more about Silverlink a Welltok Company, please contact us:

-  [info@silverlink.com](mailto:info@silverlink.com)
-  781.425.5700
-  [silverlink.com](http://silverlink.com)

### Overview

A national Medicare plan partnered with Welltok/Silverlink to close HEDIS gaps for 50,000 beneficiaries that had multiple gaps-in-care. With concerns about over-communication, that each contract needed to improve different HEDIS measures, and a lack of resources, the plan embraced a multi-channel solution. Welltok/Silverlink prioritized HEDIS gaps in care across 10 different contracts to ensure educational messages met members' needs while fulfilling the various contract business objectives. Multi-channel outreach was used to support 10 unique plan brands, different transfer locations and multiple Medical Directors' signatures.

### Measurable HEDIS Improvement

Messaging for nine HEDIS measures and four champion challenger tests were created. Members received personalized messages based on their gaps. Additionally, personalized outreach was delivered in their language preference. The personalized, interactive calls included 'nudge' messaging and intent to get screened.

Welltok/Silverlink reinforced the communication with a personalized gap in care letter including up to eight gaps. The outreach resulted in 23% of the population expressing intent to schedule a test (nearly 10,000 tests). This corporate-wide approach was completed in just 35 days. By tying HEDIS data and communications data at the member level, Welltok/Silverlink demonstrated a 5 point increase in colorectal screenings, which contributed to the plan's contract improvement by an additional star.

18,402 Members Expressed an Intent to Get 23,562 Screenings

