

Geisinger Health Plan Achieves 60% Authentication Rate in Targeted HOS Simulation Survey

Challenge

Geisinger Health Plan, which is nationally recognized for innovation, wanted to keep up-to-date on its Medicare Advantage member experience in between Medicare Health Outcomes Survey (HOS) cohort surveys. Understanding the member experience at a personal level was crucial for the plan, providing insights they needed to better allocate resources for initiatives designed to improve member experience and quality ratings. Relying on cohort survey data was not providing the plan timely feedback, nor was it necessarily providing enough information at the member level to truly identify underlying areas needing improvement.

Solution

The plan partnered with Welltok to conduct an IDV (interactive digital voice) HOS simulation survey designed to capture a more comprehensive picture of their Medicare Advantage members' experience. Outreach targeted all Medicare Advantage members, ensuring the plan gathered a more detailed picture of the member experience rather than limiting insights to the smaller, HOS survey cohort.

Results

Leveraging Welltok's technology, Geisinger Health Plan reached out to 91,851 members through an IDV campaign that achieved a 60% authentication rate. The plan used data and insights gathered from the survey to implement personalized quality improvement initiatives related to mental health, bladder control and physical health. To measure impact, the plan is conducting a follow-up simulation survey to see if their initiatives delivered positive change in the member experience and in health outcomes.

+91K

identified recipients

182K

total calls made

60%

IDV campaign authentication rate