

Paperless EOB Pilot Study Receives 57% Adoption Rating

Quick Read.

Healthx conducted a pilot study for a voluntary Paperless EOB program for Southeastern Indiana Health Organization (SIHO). The pilot study revealed a 57 % adoption rating within 90 days.

Many factors contributed to this rating, including a unique and personalized marketing campaign that quickly eliminated roadblocks to user adoption and capitalized on enhanced web app technologies. In just three months, 68 of the 120 users quickly adopted Paperless EOB.

The Challenge.

In the healthcare payer space, many companies look to cut administrative costs. Not surprisingly, Explanation of Benefits (EOBs) is one line-item that has received particular attention in the past few years. Healthx estimates that the sheer number of printed and distributed EOBs can cost payers up to 50 cents per EOB.

SIHO, with over 50,000 lives, was looking for a way to further engage members and reduce their carbon footprint. Mike Clancy, Vice President of Information Technology, discovered SIHO was printing duplicate EOB statements for their members. He described a typical scenario in which a member receives an EOB statement in the mail, throws it away, and then a few months later, requests another copy of the EOB statement. The volume of printing and distributing costs, combined with duplicate EOBs, warranted an electronic distribution solution. Mr. Clancy also says, "Paperless EOB will provide our members with quicker and easier access to benefit information, right at their fingertips."

The Solution.

Healthx implemented a personalized marketing campaign prompting quick and easy user adoption; engaging member communication and driving the Paperless EOB program. SIHO selected 120 members to participate in a first-phase pilot study. The EOB program was voluntary, so users could opt-in and opt-out at any point throughout the program.

Client Profile

Company
Southeastern Indiana
Health Organization

Contact
Mike Clancy, Vice
President of
Information Technology

Size
50,000 Lives

"We will realize a 50 percent saving. We have reduced our spending in half - which should be a substantial amount of money that rolls into the other tangibles." - Mike Clancy

The Paperless EOB campaign included the following key drivers to member communication:

- Utilized web app technology with splash screens and prompts
- Personalized emails with tips on how to use paperless EOBs
- Offered repetitive prompts, incentives and an effortless sign-up process

Splash Screens

Healthx utilized SIHO's existing web app to drive member communication. When a user logged onto the SIHO web app, they were greeted with an introductory web page or splash screen. The web page text reminded the user to sign-up for Paperless EOB. A "Sign-up for Paperless EOB" icon displayed in the middle of the page, allowing the user to easily sign-up. Mr. Clancy cites that driving members to enroll in Paperless EOB through SIHO's web app, increased web app use. Members who had not created a user account previously, were now creating web app accounts, and finding it easy to do.

Automated Email Campaign

All 120 members were added into a personalized email campaign. Each member received an introductory email from SIHO, encouraging them to sign-up. The email explained benefits to the paperless program; such as "View, print and download EOBs from your account anytime" or "Receive email and text notifications when an EOB is posted to your account."

If a member did not enroll after receiving the first email, then they were placed into a reminder email campaign. The second email reminded users to sign-up and provided additional information on the features of Paperless EOB.

Effortless Sign-up Process

Once the member clicked an icon to sign-up from either the web app splash screen or the email campaign, a sign-up box appeared that pre-populated their user information. The user simply verified their information and clicked, "Submit." The user then received an acknowledgement email, thanking them for their enrollment.

Incentives Program

To build enthusiasm, Healthx created an incentives program. Members who signed up were given a chance to win a Kindle Fire or \$200 cash.

The Results – It all adds up!

After reviewing two years of claims data, the pilot study revealed that members averaged 10,629 paper claims per year. This volume of paper includes an average of four EOBs per month per member.

During SIHO's three month EOB Campaign, 57% of pilot members elected to go paperless, which yielded a paper reduction of 63% or 6,187 paperless statements.

After completing the pilot study, Mr. Clancy distributed a survey to determine the usability of the paperless EOB technology features. He received a 98% positive feedback response rating, in which members cited it was easy to sign-up for Paperless EOB and create a web app ID; taking less than five minutes.

SIHO will see a 50% savings, thanks to Paperless EOB. Mike Clancy hopes that their members will also use other areas within their web apps resulting in fewer calls to their call center.

Paperless EOB Programs have undeniable gains and high ROI. Other Healthx customers have cited that Paperless EOB has been one of the single best business decisions ever made, saving over \$317,000 a year in costs. Our innovative reporting dashboard functionalities provide detailed metrics to administrators, enabling them to better gauge usage and ROI.