| AHF AIDS HEALTHCARE FOUNDATION

# Specialty Managed Care Organization Partners with Previon to Keep Member Engagement UP and Costs DOWN

AIDS Healthcare Foundation streamlines their CMS-regulated communications using Previon Compliance™ and engages their members, employees and providers with Previon PCaaS™ and help from the Previon team

## INDUSTRY

- Healthcare - Managed Care Organization

## CHALLENGES

- Need to Increase Member Engagement
- Lean Operations with Budget Constraints
- Difficult to Access a History of Previously Produced Documentation
- Providers Perscribing Off Formulary

## SOLUTIONS

- Custom, Concierge Program Support & Design
- Easy-to-Use Self-Service Features
- Online Portal to Quickly Access Document Details and Perform Document Searches
- Ongoing Multichannel Communications to Members, Employees & Providers, Managed Quickly & Inexpensively



*"Using Previon Compliance™ is terrific. It's easy, I can get what I need and it's simple to search for previous documents. That's been a Godsend whenever we've been responding to CMS or program audits."*

### Michael O'Malley
*Managed Care Administrator*

AIDS Healthcare Foundation (AHF), a small managed care organization offering services for people living with HIV, including a special needs healthcare plan, is continually seeking new and creative ways to keep plan members engaged on an ongoing basis. AHF relies on Previon Compliance™ to manage their EOBs and other compliance communications easily and efficiently and Previon's PCaaS™ Software to conduct multi-channel engagement campaigns.

For their CMS-regulated communications, AHF chose Previon Compliance™ because it is easy to use and offers helpful self-service features. Previon worked directly with AHF to set up document templates for various regulated member documentation types and allow quick, efficient edits to be made on the fly. Michael O'Malley, Managed Care Administrator, explains:

> *"I prefer to make changes and updates to our communication documents myself, rather than having to ask the vendor to make them, and Previon Compliance allows us to do this."*
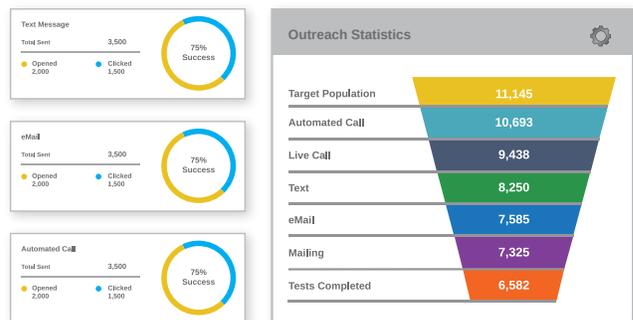
As a compliment to their compliance communications, AHF uses Previon's PCaaS Software to run multichannel member engagement campaigns.

Joanne Tillman, National Health Education Program Manager, confirmed that the campaign had an average success rate of 77% across the communication methods used.

O'Malley also uses PCaaS™ to conduct a multichannel campaign directed at AHF employees, encouraging them to go the extra mile for plan members. He recently began using the software to set up campaigns to providers to communicate important drug formulary reminders.

Although AHF staff enjoy the self-service features and customizability of Previon's tools, they also value the service they receive from the Previon team. Jeffry Proctor, IT Solution Architect at AHF, puts it this way:

> *"Working with someone who is responsive saves me time because I only have to ask for something once. That's the way it is with the Previon team, and I can't say that about other vendors I work with. Our Previon contacts know how to pull in others on their teams to get us the help we need very quickly."*

**Text Message**

| | | |
|---|---|---|
| Total Sent | 3,500 | 75% Success |
| Opened 2,000 | Clicked 1,500 | |

**eMail**

| | | |
|---|---|---|
| Total Sent | 3,500 | 75% Success |
| Opened 2,000 | Clicked 1,500 | |

**Automated Call**

| | | |
|---|---|---|
| Total Sent | 3,500 | 75% Success |
| Opened 2,000 | Clicked 1,500 | |

**Outreach Statistics**

| | |
|---|---|
| Target Population | 11,145 |
| Automated Call | 10,693 |
| Live Call | 9,438 |
| Text | 8,250 |
| eMail | 7,585 |
| Mailing | 7,325 |
| Tests Completed | 6,582 |

Screenshot of outreach statistics within the Previon PCaas™ Dashboard

## Previon
### PREVENTIVE CARE SOLUTIONS

Ready to boost engagement and reduce costs? Contact us today!
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