

3 Best Practices for Closing Care Gaps with At-home Test Kits in 2022



Here are some best practices for closing your care gaps on two important metrics, CRC FIT and HbA1c, in the new year:

one
Reach your patients where they're most comfortable—at home. And make it personal.

two
Use technology to automate your communication campaign and your patient's journey.

three
Use a systematic approach and mail kits throughout the year.

one

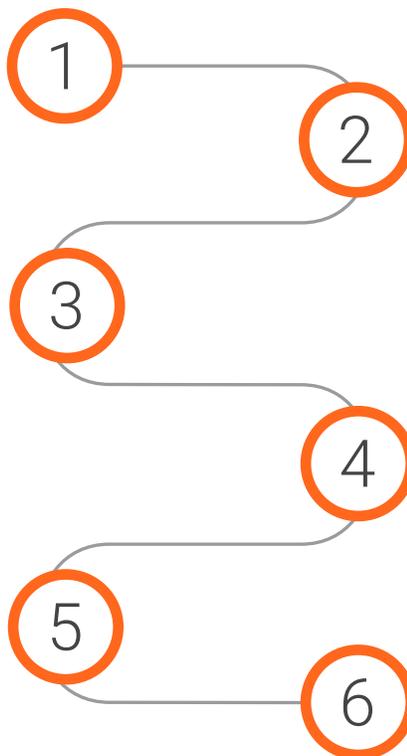
Reach your patients where they're most comfortable—at home. And make it personal.

The COVID-19 pandemic has permanently changed our patients' views on how they interact with their care providers, with 88% of patients now saying they want to continue using telehealth services for non-urgent consultations after COVID-19 has passed*. In addition, consumers' interest in at-home tests has skyrocketed, and patients actually prefer to take some tests at home rather than in a doctor's office**. Here's how you can capitalize on these trends:

For best results, **ship a self-collection CRC FIT or HbA1c test kit to each patient's home**, together with a personalized letter from their physician.

Add your company logo to the health test kit packaging to provide another layer of assurance of the reliability of the test and the process.

To keep costs down, use **specific packaging** that helps ensure the **lowest possible postage**.



Send a pre-mailing message from the physician to further boost completion rates. Upon receiving their test kits in the mail, patients will recall this message and the purpose and importance of the test.

Pre-label the test with a bar code with MRN or other identifier that lab personnel can quickly process for maximum efficiency.

Associate shipment tracking bar codes with the test ID or MRN bar code. Equipped with accurate records in an easy-to-use report, you can minimize the hassle of locating packages, and your lab can anticipate the volume of kits being returned and staff accordingly.

easy & convenient

two

Use technology to automate your communication campaign and your patient's journey.

Many care coordination teams use a hodge-podge of methods to administer and track the progress of their health test kit programs and communicate with patients. However, mailing kits individually, manually entering information into spreadsheets, and making live phone calls may not be the best use of your staffing resources. Instead, automate multi-channel communications based on milestones in the mailed kit campaign. Find a partner that has a technology stack that manages the kit manufacturing and distribution as well as a full communications campaign. Let your care coordination team focus the live, direct to patient communication where it matters most. For example, your automated campaign could include the following ("T" represents the mailing of the test kit):

T minus 2 days:

Send patients a message, ideally templated so it is coming from their PCP, to alert them that their test kits are coming.

T:

Mail the test kits to patients' homes, including the letter from their PCP or the lab order document.

T plus 3 days:

Send a message to patients that their kits should be arriving in the mail

T plus 6 days:

Send an interactive text or email inviting each patient to reply if they need assistance from a live person. Then your staff can really focus on the patients who need their help and have specifically requested it.

T plus 14, 28, and 42 days:

To patients who have not yet returned their completed test kits, send email, text or automated voicemail reminders of the purpose of the tests and the importance of completing them. If you use bar codes as described above, your partner lab personnel will always have accurate information on the kits that are being returned.

“Automate multi-channel communications based on milestones in the mailed kit campaign.”

three

Use a systematic approach and mail kits throughout the year.

For many population health and care coordination teams, health test kit mailings are a once-a-year project undertaken in the third or fourth quarter to hit that HEDIS goal before the end of the calendar year. This approach puts unnecessary strain on your employees, your patients, and the process. And failing to start early enough could result in a missed opportunity.

For best results, determine multiple times during the year, say monthly or quarterly, to identify patients who have yet to be screened. Let's say the health plan's population health team can focus on pulling cohort population data once a month and save it in a pre-determined file format. Then, simply transfer this file securely to a partner who will do the rest to deliver the test kits directly to your patients' homes. The experts on the population health team can focus on those patients who do not return the kits or need personal guidance with test kit completion and return.



To get the best possible outcomes in 2022, use a full-service partner such as Prevision.

Our professional team will consult with you to enhance your existing processes and identify ways to save money and improve your results.

Prevision ships over 30,000 health test kits per week for payer organizations and achieves return rates as high as 45%. As a result of our innovative approaches, one of our clients now saves \$775,000 per year on postage alone!

Drawing on more than 40 years of experience as a trusted leader in healthcare communications and test kit solutions, Prevision can help you:

- Develop and distribute flexible, at-home CRC FIT, HbA1c, STD and other health test kits that are designed to **encourage optimal response and completion rates**. Prevision' kits can be tailored to include individualized letters for a more personal touch, plus identification barcodes for efficient lab processing, and customized, postage-saving packaging to save you time and money.
- Create a customized and automated multi-channel communications campaign that gives you complete visibility into the status of every kit and equips you with multiple "touchpoints" to impact your patients.
- Plan out your health test kitting program and then modify it throughout the year as campaign results become available.
- Enhance your existing at-home test kit strategy and workflow by collaborating with your partner lab and care coordination team and helping them with their projects.

*SYKES March 2021 Telehealth Survey

**The Advisory Board, 2021



Contact Prevision for
a consultation today!

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