

# Improving care and reducing healthcare waste with Expert Medical Opinions

CASE STUDY | 2021

## Objectives

### Lower costs, improved health outcomes

A leading healthcare company is focused on empowering better health, including for its workforce. Since 2016, they have partnered with us to:

- Identify and connect complex members with expert care
- Address costs & morbidity associated with misdiagnosis and mistreatment
- Provide a satisfying member experience

## Solution

### Core Expert Medical Opinions

The healthcare company selected our Expert Medical Opinions package and implemented Expert Medical Opinions, Treatment Decision Support, and Concierge Referrals to guide members with complex health needs to the best possible care.

### Engagement Strategy

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- Prominent placement in benefits and Open Enrollment materials
- Member testimonials
- Registration incentives
- Integration with biometric screenings
- Communications via internal
- benefits channels
- Referral partner training
- Ongoing emails and mail pieces

## At a Glance

### Industry

Healthcare

### Members

48,000

### Customer Since

July 2016

### Solution

Core Expert Medical Opinions

### Challenges

- Complex members getting inappropriate treatment
- Distributed population can be difficult to engage effectively

### Example campaign: targeted outreach to members without a PCP



**Affordable healthcare starts with a great doctor.**

[Find my doctor](#)

Hello [name],

We're Grand Rounds Health, your no-cost <customer> health benefit and it's our job to find you the best healthcare. We do this by matching you to doctors ranked highest for safety, effectiveness and affordability in or near [City].



## Results

We measure the success of our expert medical opinion program across four value pillars: meaningful **service utilization** enabled by our engagement approach; superior **clinical outcomes** driven by connecting our members to clinical guidance and quality care; reduced **costs of care** as a result of connecting members to high-value, appropriate care; and high **member satisfaction** achieved via a seamless and exceptional member experience.

### Service utilization

# 4%

utilization rate  
(vs. 2% Book of  
Business utilization)

### Clinical outcomes

# 57%

change in treatment  
plan after an Expert  
Medical Opinion

### Costs of care

# 2.6:1

return-on-investment

### Member satisfaction

# 88%

member satisfaction

*Note: Results for 1/1/2019–12/31/2019*



### Real Member Story:

Susie, middle aged, rare form of arthritis

**How we helped:** We connected Susie to a clinician, who addressed her questions about her recent arthritis diagnosis. We then initiated an Expert Medical Opinion, which resulted in a recommendation for lifestyle changes as well as a referral to a high-quality local rheumatologist. The opinion was also delivered to all of Susie’s local involved physicians.

“Your service is great, I love you guys. Thanks for following up.”

## About Included Health

Included Health is a new kind of healthcare company, delivering integrated virtual care and navigation. We’re on a mission to raise the standard of healthcare for everyone. We break down barriers to provide high-quality care for every person in every community — no matter where they are in their health journey or what type of care they need, from acute to chronic, behavioral to physical. We offer our members care guidance, advocacy, and access to personalized virtual and in-person care for everyday and urgent care, primary care, behavioral health, and specialty care. It’s all included.

## Contact us

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