

Member Engagement in Health Care: The Increasing Role of Internet Technology

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Presented at
America's Health Insurance Plans Annual Institute
Chicago, IL - June 18, 2004

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The Big Question:

**After they are enrolled in a
benefits plan, how do you
engage
members in their health care?**

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**Traditional
Member Engagement Strategies**

PRINT	Direct mail of plan information & resources Health newsletters and self-care books
PHONE	Health plan member benefits assistance line Nurse advice and triage lines Disease / Wellness outreach programs

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Research on Engagement Strategies

- Use level: print > telephone > internet
- Demographic factors are only weak predictors of use
- Very high user satisfaction for all three kinds
- Outcomes higher for nurse advice than books/newsletters
- Main challenge is raising the awareness of services

SOURCE: Attridge (2003, April) AHIP Building Bridges Research Conference "Reaching the Modern Health Care Consumer: Insights from Research on Telephonic, Print and Internet Health Services"

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Member Engagement Strategies

The goal of better health is best served by using
multiple delivery modalities to engage members

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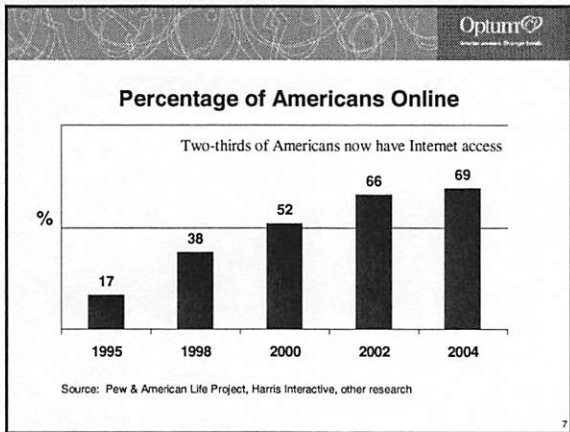
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The Internet

as a

Member Engagement Strategy

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Health and the Internet: Access Profile

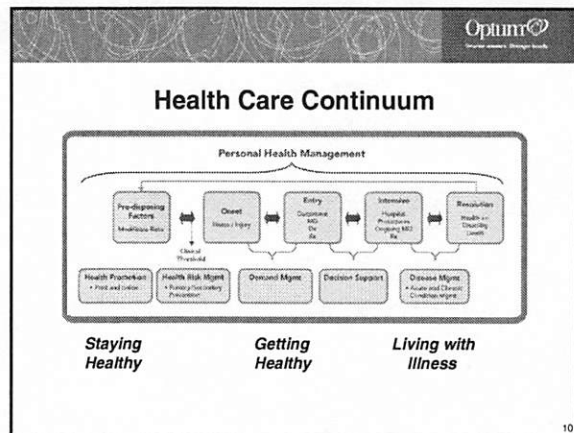
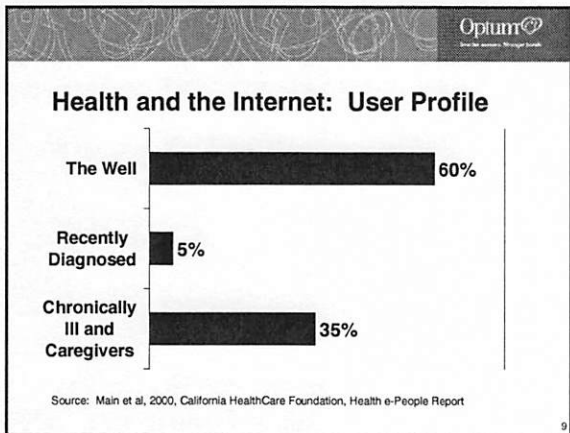
Majority of online users search for health information¹

Public direct to consumer health web sites used more than health plan or company sites. But, health plan web site use is increasing dramatically (from 4 to 40 million between 2000 to 2004)²

Yet, credibility and privacy concerns can limit web use³

1 = Pew Internet & American Life Project (July 2003) and other research
 2 = e-Health Business, Dec 2, 2003.
 3 = Tu & Hargraves Issue Brief 61, March 2003 hschange.org
 See also JAMA, May 14, 2003 (289:18) - Baker et al.

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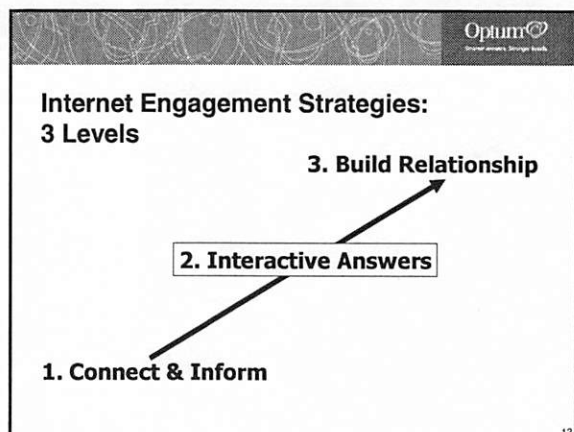


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Health Care Continuum and the Internet

Stage	Internet eHealth Resources
Staying Healthy	General Education Health Plan & Coverage Information Self-Assessment Tools (HRA & Wellness)
Getting Healthy	Locator and Comparison Tools Interactive Nurse Chat, EAP online Online Behavior Change Programs
Living with Illness	Medical Care Record Access (claims, Rx) Patient & Caregiver Support Communities Disease/Condition Self-management

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Internet Engagement Tools

Level 1: Connect and Inform

Self-Service Web Sites for Health Information & Decision Support

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Public sites:

WebMDHealth

MayoClinic.com
Reliable information for a healthier life

Private site:
 Optum's **HEALTHFORUMS.COM**

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Online Health Decision Support Tools

Self-directed tools to compare treatments and hospitals and to find cost estimates for care

Health Share - a leader in web tools to compare hospitals and treatments using evidence-based medicine and Leapfrog Initiative guidelines for quality care
selectqualitycare.com

Others
besttreatments.co.uk
bcbsnc.com/apps/cost-estimator
myuhc.com

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Internet Engagement Tools

Level 2: Interactive Answers

**Support Groups
 E-mail Q&A
 Online Nurse Chat**

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Optum Live!

Integrated, personal online connection

High-touch live help, detail-rich self service

Chat live, 24/7 with nurses

Receive Web pages on request

Complete chat transcripts delivered via e-mail

* NurseLine telephone support for triage, if needed

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Evaluation of Nurse Chat: User Survey

Information was useful	86%
Satisfied with provided internet resources	83%
Will return to provided internet services	93%
Will use Optum Live! service again	96%

Optum Research Brief No 38. Data collected online after use of service. N > 4,400

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Internet Engagement Tools

Level 3: Build Relationship

Online Behavior Change Programs

- self assessment & reports
- track data over time
- repeated contact with health coach

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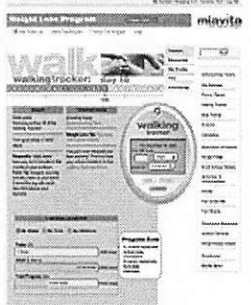
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miavita

live better longer

Example of wellness focused online personal services:

Exercise tracker as part of weight loss program - input progress data & meet regularly online with a health coach



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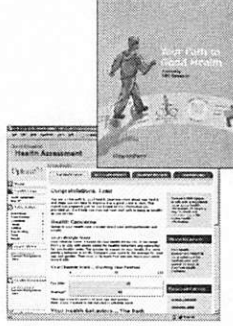
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StayWell

Health Management

Example of behavior change online programs:

Health risk assessment (HRA) personal report and lifestyle change programs - interact over time with a coach. Also, company level reporting/outcomes for health promotion programs.



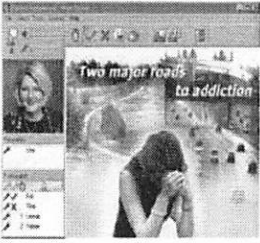
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eGetgoing

Example of online treatment program:

live voice/video tools over the web for treatment of alcohol abuse for teens and for adults. Meetings over time as a group.



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Summary

The traditional engagement channels of using print and phone to reach plan members have been successful in addressing educational and acute health triage needs

Internet technology tools are cost-effective methods for engaging members at multiple points along the health care continuum. The three levels of internet engagement are:

- 3) build relationship
- 2) interactive answers
- 1) connect and inform

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