



Beyond COVID – 19

Since the COVID-19 outbreak gripped the US just weeks ago, we’ve been in a “fire brigade” moment when we collectively drop everything, marshal resources and direct focus to the immediate threats posed by the COVID-19 virus. As we emerge from this stage, the health plans that are prepared to shift gears and efficiently refocus on health maintenance activities and patient engagement, will be better positioned to serve their members and manage toward the triple aim. Planning starts now!

STARs and HEDIS Remain a Challenge

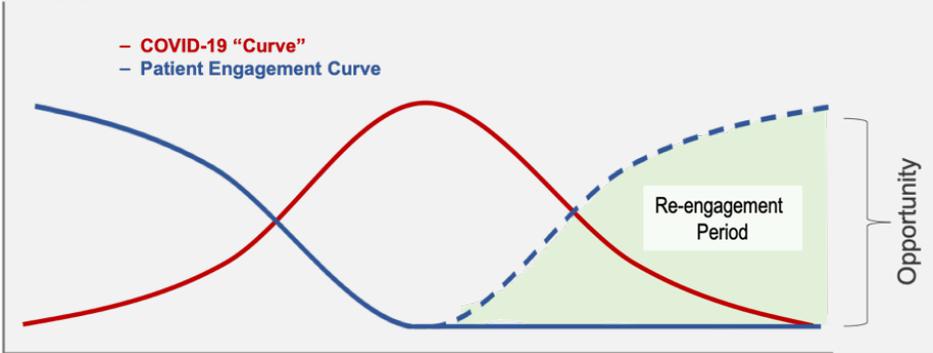
IHME projects ~61,500 COVID-19-related deaths in the US between March and August*. This is a horror, to be sure. However, the CDC projects more than 820,000 deaths from heart disease, cancer, diabetes, stroke and (non-COVID) respiratory diseases in that same time period. Then there are the countless non-chronically ill patients who benefit from wellness reminders and other engagement touch points. COVID-19 is the focus today. Soon it will be time to start thinking about a new focus that includes both COVID-19 and the management of overall patient illness and wellness. STAR Ratings and HEDIS have not gone away. Patient wellness is as important as ever.

The challenge is that members have been at home, unable to make routine doctor visits or undergo preventive care to keep them well. For many, medication adherence will have declined as they’ve stayed home for months on end, and healthy momentum will have been lost and inertia set in.

Leveraging increased technology competence

The good news is that many of these members will have a new set of skills. The recent crisis has created a “technology surge” that has put new connectivity tools and training into the hands of new users. A “movement to digital” has created a cohort of patients that are now familiar with mobile and digital communication and conferencing, who will be able to put those skills to use in *managing and bettering their health. We can take advantage of these new trends in the “Re-engagement Period” -- bending the engagement curve back up as we emerge from the COVID-19 crisis.

Re-engagement Period



* <https://covid19.healthdata.org/united-states-of-america> as of April 10, 2020

Enabling Rapid Re-engagement

Health plans have spent tremendous resources in recent years connecting with and engaging patients to promote the triple aim. Health Plans should begin thinking now about re-engaging these members.

- How will we reconnect with our chronically ill?
- How do we help people shift from the COVID-19 mindset to one that prioritizes disease management and health engagement?
- How will we help patients overcome new fears that keep them at home or out of the doctor's office and away from the maintenance care they need?

We need to be prepared to crank the engines and re-engage with our patients, as quickly as possible getting them back into the routines we've worked so hard to help them build. RxEOB can help optimize recovery in this Re-engagement Period. Let us help you get your members back on track.

Please contact Sales@rxEOB.com for more information on RxEOB's Post COVID-19 Recovery Platform or call (804) 643-1540 for a quick tutorial.