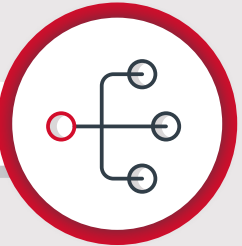# 5 TIPS for detecting high-risk pregnancy members

High-risk pregnancies can be costly—both for patients and health plans. But this can be helped. Early identification of members with high-risk pregnancies can lead not only to cost savings, but also to better care.

Using a program pioneered by Health Plan Partners, we worked with leaders at a variety of plans to determine how to identify members with high-risk pregnancies. Here are five practical, yet critical, tips to detect high-risk pregnancies among your members.

TIP 1

CONSOLIDATE your member data

You already have all the right data, but it's scattered.

All the health plans we worked with had the right data available—but it was all in different places. Identify the right data, devise a process to gather it all, and consolidate it into a single document.

TIP 2

VALIDATE member data prior to outreach

Taking your time early avoids costly mistakes down the line.

Initial data is often riddled with errors. One study by the New York State Department of Health found that 17% of program participants enrolled after their delivery!

TIP 3

MAKE reporting easy for providers

Providers can be valuable in detecting high-risk members—if your process is simple.

One plan we worked with achieved significantly improved data quality by creating a simple form for providers to fill out.

TIP 4

REFINE your focus with past member outcomes data

When your target list is too long, use past outcomes data to prioritize members.

Another plan stratified its list by past hospital admissions to target the highest-need members.

TIP 5

PERSONALIZE outreach to maximize enrollment

Making initial contact is hard. Make it easier with the right tactics.

Once you determine who your high-risk members are, you still need to convince them to enroll. One plan improved its enrollment rate to over 90% by having staff review the member's file and clarifying program benefits that address that member's specific needs.

To learn more about the Health Plan Advisory Council and how to implement this program at your plan, contact us at **healthplan@advisory.com**

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