4 Principles to establish your Health Plan Diplomacy

Health plans have a lot in common with the modern diplomat. Diplomats have to be objective, but still empathize with the needs of others. They play a central role in an industry, without directly controlling stakeholder behavior. Finally, they have to persuade their partners to act in the best interest of everyone involved.

Health Plan Diplomacy is about working with members to improve their health outcomes. Health plans typically track the actions of their members, but for successful Health Plan Diplomacy, health plans should track their own actions. Below, we've included four diplomatic principles that plans should apply to their member interactions and the corresponding metrics to measure progress.

ESTABLISH A LASTING RAPPORT

Understand negotiating partners



Investment Required

Frequency of Plan Action

METRICS PLANS ARE TRACKING NOW Research Average*



Contact rate for medicaid population

30%



Portal logins

10%-25%



Use of online tools

2%

METRICS PLANS SHOULD TRACK

Percentage of members called to conduct health risk assessment

Number of contact attempts per month

- High risk
- Low risk

Percentage of members receiving personalized outreach

CREATE A COALITION

Partner with organizations that have similar goals





Investment Required



METRICS PLANS ARE TRACKING NOW Research Average



Average members/ case manager

20-50 High-risk members

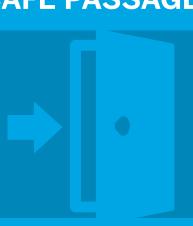
250 Low-risk members METRICS PLANS SHOULD TRACK

Number of community health workers employed

Percentage of campaigns involving community partners



PROVIDE SAFE PASSAGE



Give partners space to change course





Frequency of Plan Action

METRICS PLANS ARE TRACKING NOW Research Average



Members in care management programs

Commercial population

15% Dual-eligible population METRICS PLANS SHOULD TRACK

Number of occasions health plan facilitates transportation

Percentage of members receiving personalized guidance on cost savings

Percentage of members with guided renewal process



DEPLOY POWER SELECTIVELY

Selectively act to build plan legitimacy

Investment Required

Priority for Plan Action



METRICS PLANS ARE TRACKING NOW Research Average*



Automatic PCP assignment for HMO

METRICS PLANS SHOULD TRACK

Number of PCP appointments scheduled by plan

Number of in-person visits by plan employee

Number of disputed claims resolved by social worker

