



CASE STUDY

Motivating Member Follow-Through:

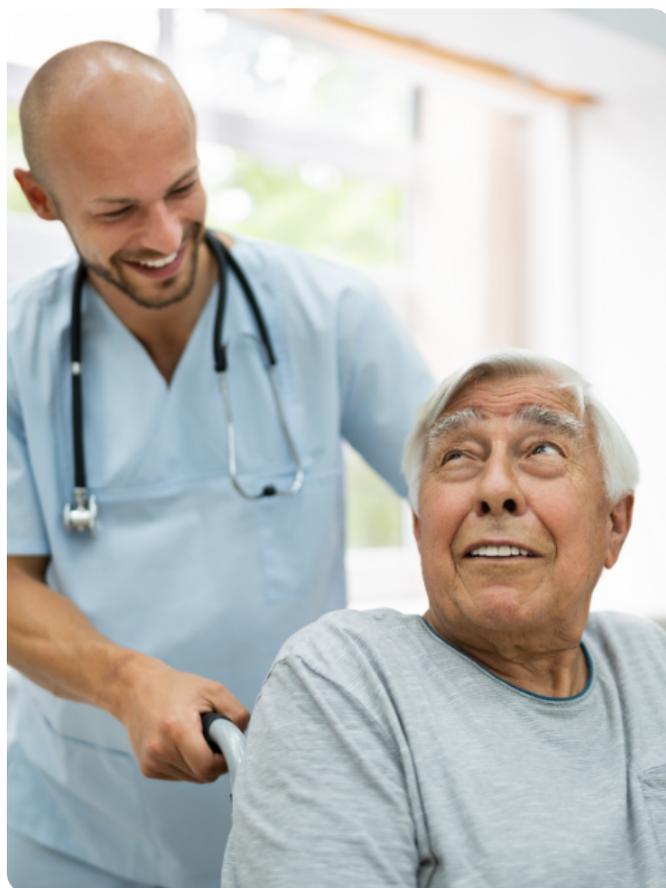
Empowering High-Risk Medicare Advantage
Members for Impactful Outcomes

 wellth

Transforming Lives through Behavioral Science and Digital Innovation

Improving member health and promoting health equity are often top priorities for health plans to ensure care, quality, and cost goals are achieved. However, social determinants of health (SDOH) factors that affect health risk levels are usually those that health plans have little control over— like living arrangements or income insecurity. For individuals living and managing chronic conditions, health risk is often highest. Without proper care of these conditions, it can lead to poor health, high rates of hospitalizations and other serious risks.

To address these challenges, a Louisiana-based Medicare Advantage plan partnered with Wellth, a behavior change engine that empowers members to prioritize their health. Through behavioral science, personalized incentives and sophisticated machine learning AI, Wellth supports members in developing long-term healthy habits, helping them break down barriers to care and address SDOH factors.



Program Snapshot

Program Timing:

Initial Launch - January 2022

Location:

Louisiana

Disease States:

Diabetes, Hypertension, Hypercholesterolemia, and others (48% of members manage 5+ chronic conditions)

Insurance Coverage:

Medicare Advantage (+ DSNP)

Program Overview & Goals

The Wellth program launched in January of 2022. Enrollment was open to Medicare Advantage (including D-SNP) members managing certain chronic conditions with a history of non-adherence to medication. Initial enrollment included 850 members, and the program has since expanded to over 2,300 participants, with 1,500 currently active members, at the time of this case study review.

Through the Wellth app, members “checked in” daily on their smart devices by submitting photos of their glucometer readings, blood pressure readings, or other care plan tasks (e.g. photos of medications, healthy meals). For incentivized tasks* members received rewards to spend on essential items like groceries, clothing, household needs and transportation. They also received intermittent survey questions related to care gaps, social needs and member experience.



“Since I’ve been on this program, I’ve learned to control my diabetes, eat a well-balanced meal, and control my health better than I ever have. If it wasn’t for this program, I don’t think I would be able to be on the right track...I would recommend it to any of my family members!”

Ruth - Wellth member



Customer goals included:

- Improvements to 3x weighted medication adherence measures (Statin, RAS, Diabetes)
- Reductions in avoidable high-cost utilization
- Increased plan retention and member experience
- Improvements in care plan adherence
- Member satisfaction (NPS > +50)

The Outcomes

After just **nine months post-member enrollment** into the Wellth program, member engagement had improved, significant increases to medication adherence (as measured by Proportion of Days Covered (PDC)) across key drug classes were observed, and substantial reductions in preventable high-cost utilization were demonstrated.



10%
RAS

9%
Statin

4%
Diabetes

Improvement to medication adherence compared to non-enrolled members



38%

reduction in readmission days compared to non-enrolled members



21%

reduction in inpatient utilization compared to non-enrolled members*

Customer analysis demonstrated a \$96 PMPM inpatient savings in just the first six months compared to non-enrolled members.

+79

Net Promoter Score (NPS)

88%

of Wellth members regularly checked in and completed health tasks**



“Because of this program, my health has changed tremendously. It has been on point for the first time in my life.”

Jacqueline - Wellth member

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*incentives for non-medication care plan tasks

Elevating Health Equity

Since the Wellth program began, the health plan has made an impactful investment of \$435,676 dollars into its members' lives and communities, helping to address SDOH inequities—demonstrated by how members have spent their rewards on essential items:



A Growing Partnership

As a result of the significant outcomes improvement demonstrated from the initial Wellth program, the partnership and program goals have expanded to include:

- Achieving desired Star Ratings cut points from member population expansion
- Adding enhanced in-app medication adherence features (e.g. 90-day fills)
- Building member profiles to support CMS requirements and reporting
- Leveraging daily program engagement to drive additional customer initiatives

About Wellth

Wellth empowers people to prioritize their health, every day. Built on the science of behavioral economics, the Wellth platform generates lasting behavior change and positive health outcomes by motivating members to follow through on healthy behaviors. Our powerful results are proven to close care gaps, improve quality measures and reduce costs—leading to better outcomes for you AND your members. Let's connect!

Let's Connect



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