

CLIENT SUCCESS STORY

# Engaging high-risk Medicaid members living with diabetes



## Wellpoint Texas

A managed care organization and subsidiary of Elevance Health, the parent of affiliated health plans that serve 11.2 million Medicaid members across 27 states.

## Virtual Care Offering

- Diabetes Management



## Identifying the need for accessible care for Medicaid members living with diabetes

Wellpoint Texas, previously known as Amerigroup Texas, is a managed care organization and subsidiary of Elevance Health, which **serves 11.2 million Medicaid members across 27 states**. In early 2021, they analyzed their member data and discovered a decline in doctor visits and an increase in inpatient stays among their members, which they attributed to members' reluctance to attend in-person appointments during the COVID-19 pandemic. Reexamining the data from the Medicaid population, they also identified increasing costs being driven by members living with type 2 diabetes.

Wellpoint sought a solution that would enable them to expand access to diabetes support for high-risk Medicaid members, decrease hospitalizations for diabetes and its associated co-conditions, improve health outcomes and decrease costs. Committed to providing comprehensive whole-person care for all their members, Wellpoint wanted a flexible, convenient, virtual solution that could meet members where they are at and adapt to fit the diverse needs of their large Medicaid population.

“

**Teladoc Health's Diabetes Management solution has helped us enhance the level of support we're able to offer to Medicaid members living with diabetes and also keep them out of the hospital. It's a win-win.”**

— **Adrian Sovik**, Director of Healthcare Management, Wellpoint

## ENGAGEMENT RESULTS

**+25%**  
enrollment<sup>1</sup>

**+69**  
NPS<sup>1</sup>

## A highly engaged population



**Enrollment in the program increased by more than 119%** after they added phone and SMS outreach<sup>1</sup>



**82% of enrolled members** utilize connected devices to monitor their levels<sup>1</sup>



**80% regularly engage in self-guided activity** such as lessons, health report sharing and food logs<sup>1</sup>

## Leveraging an existing commercial partnership to expand access for Medicaid members

When they began searching for a diabetes management solution, the Wellpoint Medicaid team connected with their partner commercial division and found that this group already had an established partnership with Teladoc Health®, which included the Diabetes Management solution. Leveraging this relationship and Wellpoint's existing master service agreement allowed the Medicaid team to streamline the onboarding process and swiftly implement a Diabetes Management pilot program in Texas and Nebraska.

For the initial phase of the pilot program, Wellpoint analyzed their data to identify high-risk members who were driving up emergency room visits and inpatient stays for diabetes and its co-conditions. To help achieve the improved outcomes they were looking for, Wellpoint knew they needed to achieve high engagement rates with these high-risk members.

Many members of the Medicaid population move frequently, which can make communication challenging.<sup>2</sup> To address this challenge and boost engagement, Wellpoint worked with Teladoc Health to develop a proactive, customized and comprehensive engagement journey targeting these members with a phased, three-pronged communications strategy that included mail, phone and SMS outreach efforts. Wellpoint found that this three-channel approach allowed them to more than double the enrollment rate achieved with direct mail outreach alone.

## Building healthier futures

With access to cellular connected devices, unlimited test strips, A1c testing kits and convenient, 24/7, personalized care through Teladoc Health's Diabetes Management solution, Wellpoint's members were able to significantly improve their health outcomes. With reliable access to quality test strips and lancets at no cost to the member, Medicaid members were able to test more regularly, leading to more reliable data and better diabetes management.

Prior to the implementation of the pilot program, less than half of enrolled members had their A1c levels under control (<7%) and many had dangerously high A1c levels (>10%).<sup>1</sup> After just 6 months of enrollment, Wellpoint achieved a 45% increase in members with controlled A1c.<sup>1</sup> Today, 87% of Wellpoint's total enrolled members have an A1c of less than 8%.<sup>1</sup> Lowering A1c levels is an important part of managing diabetes and can also lead to improved health outcomes in other areas, enabling members to develop overall healthier lifestyles.

“

We're excited to expand our capabilities to additional states with Teladoc Health to meet our members where they are and address more of their needs. The sky's the limit, and we look forward to growing our whole-person approach to care through this partnership.”

— Adrian Sovik, Director of Healthcare Management, Wellpoint





Because it is difficult to achieve outstanding clinical results like Wellpoint did without a highly engaged member population, implementing a strong engagement strategy is critical to driving better outcomes. On average, Wellpoint's members interact with the Diabetes Management solution 19 times per month. Personalized digital coaching and on-demand alerts for dangerously high or low readings enable Wellpoint's members to achieve healthier outcomes.

Wellpoint continues to look for opportunities to expand access to life-changing care for their members. The organization plans to scale into more states, ensuring that every member has the resources they need to take control of their health. Additionally, through their Discharge Planning program in Texas, clinicians are able to identify members who may be at high risk for diabetes and are too new to Medicaid to appear in Wellpoint's data trends. The clinicians then provide outreach to ensure that these new members have access to the services and supplies they need to manage their care.

## CLINICAL RESULTS

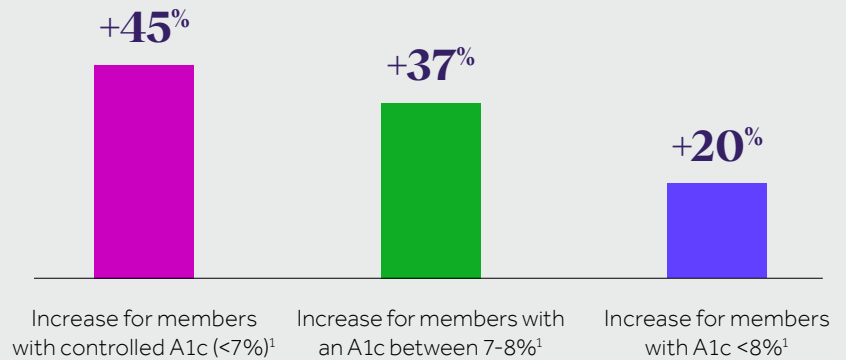
**-0.8%**

average reduction in A1c for members with starting A1c >7%<sup>1</sup>

**-2.1%**

average reduction in A1c for members with starting A1c >10%<sup>1</sup>

### Improvements in A1c after 6 months using Diabetes Management



1. Wellpoint [Amerigroup Texas and Healthy Blue Nebraska] through July 31, 2023. 2. KFF, 2022. "How Many Medicaid Enrollees Moved In 2020 And What Are The Implications For Unwinding the Public Health Emergency?". [https://www.kff.org/medicaid/issue-brief/how-many-medicaid-enrollees-moved-in-2020-and-what-are-the-implications-for-unwinding-the-public-health-emergency/#:~:text=state%20in%202020%3F-,Roughly%201%20in%2010%20Medicaid%20enrollees%20\(9%25\)%20moved%20in,coverage%20in%20their%20previous%20state.](https://www.kff.org/medicaid/issue-brief/how-many-medicaid-enrollees-moved-in-2020-and-what-are-the-implications-for-unwinding-the-public-health-emergency/#:~:text=state%20in%202020%3F-,Roughly%201%20in%2010%20Medicaid%20enrollees%20(9%25)%20moved%20in,coverage%20in%20their%20previous%20state.)

\* The testimonials and opinions presented are applicable to the client. Each client's exact results and experience will be unique and individual. The testimonials are voluntarily provided and are not paid.

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**About Teladoc Health:** Teladoc Health is empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.

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