



## CASE STUDY

# Motivating Medicare Advantage members to complete Annual Wellness Visits

Creating  
**cultural connections**  
for a  
**healthier,**  
more  
**equitable**  
world.

Taking a culturally tailored approach to member outreach successfully motivates members to take action, helping to close gaps in care.

Medicare Advantage members who haven't seen a doctor for an extended period of time represent a significant engagement challenge and risk for health plans. Members with existing health conditions may not be receiving proper treatment, while undiagnosed conditions can worsen without detection.

A national Medicare Advantage plan partnered with SameSky Health to use our CultureGuide® solution. The plan's objectives were to build member trust, increase customer satisfaction, improve data collection and resource utilization, and motivate previously unengaged or hard-to-reach members (or members who'd not had a healthcare visit in 16 months or more) to complete their Annual Wellness Visits.

### Annual Wellness Visit compliance

Health plan goal

20%

Actual results from  
CultureGuide  
outreach

60%

Among the plan's Medicare Advantage members who **received outreach via CultureGuide**, AWW compliance exceeded the plan's goal by **three times**.



Members who received communications via **multiple modalities** were

**47%**

**more likely to attend an AWW** after outreach than members who received communication through a **single modality**.

## Advancing health equity



**25%**

of members who responded to the discovery screener reported **at least one behavioral health need.**



**31%**

of members who responded to the discovery screener reported **at least one social determinant of health need.**



**92%**

of members responded to the question, “Do you identify at part of the **LGBTQIA+ community?**”



## Direct impact of member outreach

### Connecting to resources

A member needed help finding **both food and housing resources.** A link was provided for resources partnered with the health plan. The member was **extremely grateful**; “You are an angel and thank you for the help.”

### Connecting to a provider

A member was struggling to contact their provider. A SameSky Health Community Health Guide transferred the member to their provider, and stayed on to **help them schedule an appointment.** Member was pleased and very **appreciative of the help.**

### Member satisfaction

A member via text message reply articulated **their praise and loyalty for the health plan.** “I am extremely grateful for everything the health plan has done for me and my wife... I have recommended this plan to everyone I know.”



SameSky Health is a cultural experience company that removes barriers to care and forms meaningful relationships to bring people to health. We guide health plan members on their annual wellness journeys by building trusted relationships that encourage dignity, autonomy, and companionship as they navigate disparate life experiences within a complex healthcare system.

Launched in 2017, SameSky Health engages 2.3 million+ members across 15 states, in 25+ different languages. The company’s cultural expertise and technology-based solutions enable health plans to grow member engagement, improve quality measures and increase overall health outcomes. We are on a mission to create cultural connections for a healthier, more equitable world. SameSky Health is based in North Hollywood, CA. To learn more, visit [www.sameskyhealth.com](http://www.sameskyhealth.com).

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