

Building a Dual Special Needs Plan Retention Strategy

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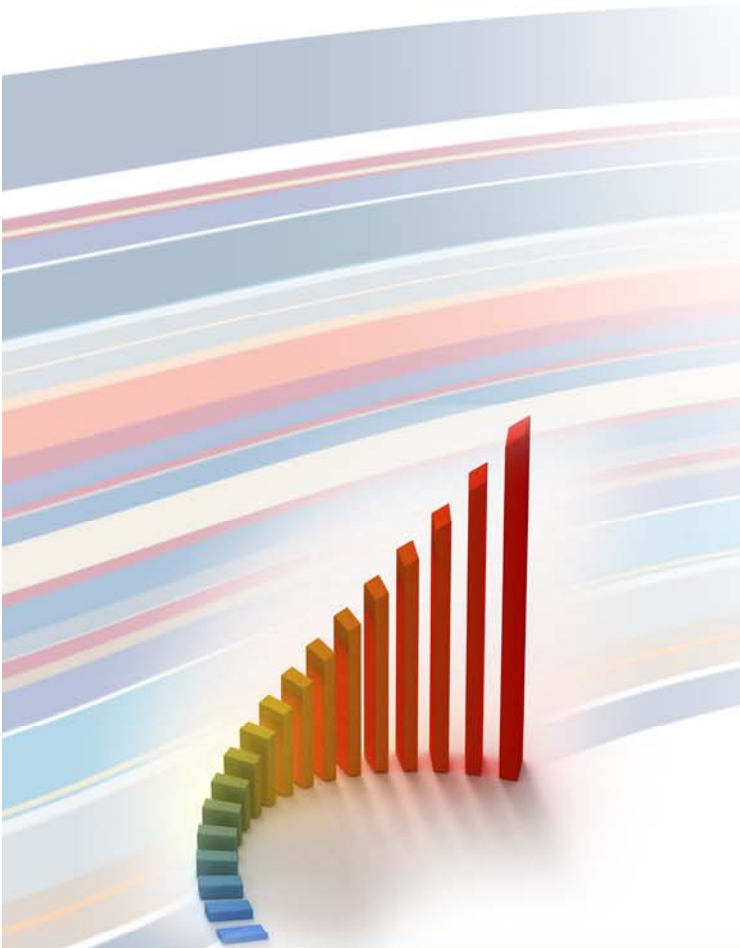
Jill Spencer
Vice President
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The Value of Retention

Let's Agree on Some Assumptions:

- \$700 acquisition cost per member
- 10% annual disenrollment rate
- Average monthly CMS cap payment \$750 per member

The Value of Retention



Total Membership	10,000
Annual Disenrollment %	10%
Loss to Disenrollment	1000
Ave Annual Cap Payment	\$9,000
Impact of Disenrollment	\$9,000,000
Acquisition Cost	\$ 700
Lost Acquisition Costs	\$ 700,000
Total Cost Of Disenrollment	\$ 9,700,000

What Are The Right Retention Strategies?

- Member Communication
- Dual Re-determination Support
- Social Outreach Programs



Communication Strategies

Consider: What is different about the SNP membership than standard MA plan members?

- Target communication at correct literacy levels
- Identify frequency of member interactions
- Integrate communication opportunities across all member touch points
- Personalize messages/reminder services
- Explore automated technologies

Re-determination Support for Duals

- Consult with State to get members' redetermination dates
- Be proactive in supporting members re-application process
- Manage “fall-offs” during grace period to recover dual status
- Re-enrollment strategy into “street plan”

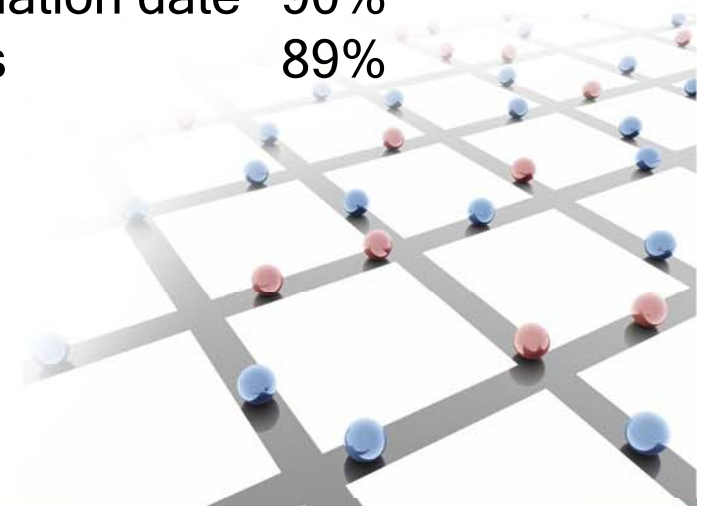
Human Arc Dual SNP Plan Survey

Biggest Plan Challenges

Confirming dual status at enrollment	90%
Managing member's ongoing dual status	70%

Important Services for Plan Members

Member's re-enrollment into Medicaid	95%
Retention & communication strategies	95%
Identification & tracking of redetermination date	90%
Proactive management of dual status	89%



Social Program Outreach

Provide enrollment assistance to community-based programs

- Local, State, and Federal
- Examples: Utilities (HEAP), prescription assistance, rental/housing, etc.

Recognizes holistic, non-medical needs of members

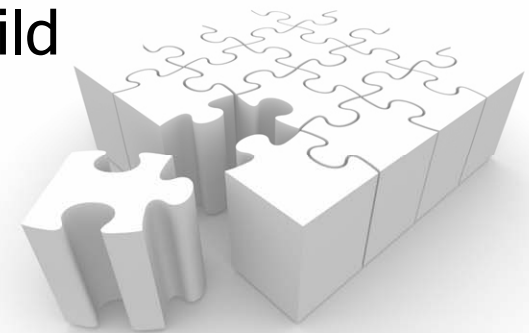
Potential to impact medical utilization as well

- Improving members' lifestyles can impact their health

Evaluate Outsourcing Opportunities

Contract for expertise and technology edge

- Quick to implement
- No opportunity costs
- Minimal investment to build



What's So "Special"?

Congress is looking for the "special" in special needs plans

Future NCQA requirements for MA-SNPs

Brings additional value to your membership





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