A woman with dark hair pulled back, wearing a black turtleneck, is smiling and talking on a smartphone. She is sitting at a desk with papers and a pen. The background is a blurred office setting with a window.

CASE STUDY
Improving Care Management
with Real-time Emotional Intelligence



“It is critical that our clinicians effectively engage with members in each and every phone interaction. When clinicians display empathy and build rapport with members, they are more willing to learn about and participate in treatment programs.”

- Health Insurance Executive

10M

Members

8.5 K

Care Management
Programs Screened

27%

Reduction in
Member Dropouts

\$53M

Projected annual
claims costs avoided

Care management programs provide systematic, preventative care, enabling individuals with chronic and acute medical conditions to live happier, healthier lives. Highly engaging care programs help members avoid disruptive, episodic treatments. By delivering effective programs, health insurance providers can increase member participation, avoid unnecessary claims costs, and continuously reinvest in their members' health.

When members seek help and information regarding their treatment options, they expect a high level of competency, compassion, and engagement from the responding clinician. The trust established between a member and the responding clinician can be the determining factor in whether a member chooses to enroll in and complete a care management program. However, large volumes of member interactions make it challenging for clinicians to maintain high levels of engagement and empathy within calls, leaving members feeling disconnected and apprehensive about their treatment options. Compounding this issue is the emotional and delicate nature of many of these clinician-member conversations. When members decline to enroll in, or drop out of care programs, it puts the member at a greater health risk, and insurance providers incur higher costs dealing with the emergency care expenses that are more likely to occur. Progressive health care insurers have realized that maintaining high levels of clinician and member engagement through more compassionate and empathetic interactions is crucial to increasing enrollments and reducing dropout rates in care management programs.

CHALLENGE

This health insurance provider sought to increase care management program enrollments and reduce member dropout rates through higher quality clinician/member interactions. Initially they invested in clinician coaching initiatives which failed to significantly improve performance. Through member feedback and evaluation of program execution, they discovered that while clinicians were providing accurate information to members, they were failing to establish a trusted bond on calls.



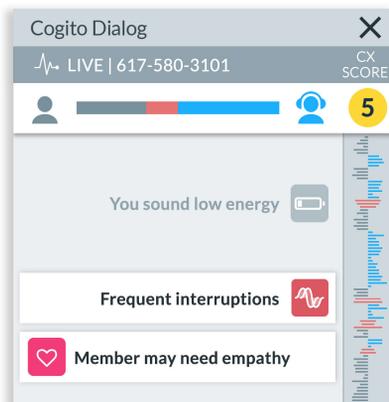
CHALLENGE CONT.

Member's perceived a lack of empathy and personalization in clinician interactions resulted in lower than desired enrollment in programs, as well as high, stagnant dropout rates.

To increase clinician-member engagement, this health insurance provider needed an effective way to improve the clinician's speaking behavior and more effectively measure member experience and clinician performance. They required a solution that would enable them to capture and quantify member engagement and levels of distress in real-time, and empower the clinician to instantly modify their demeanor to provide the best possible experience for members.

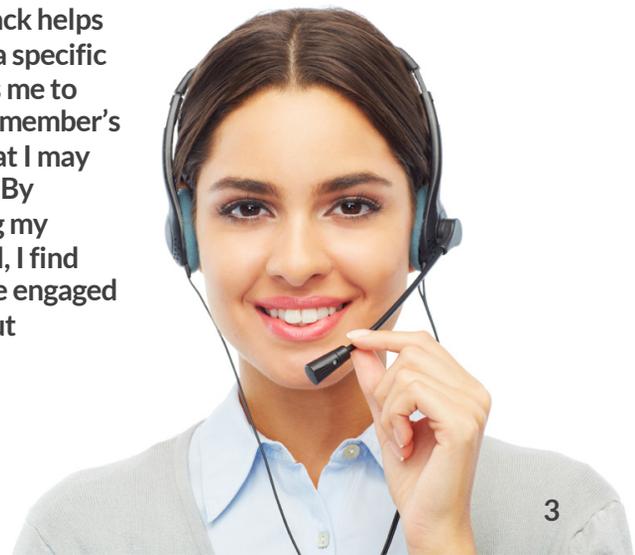
SOLUTION

For the clinicians to which Cogito has been deployed, it has become the key source of in-call guidance for their speaking behavior. Visual cues and real-time alerts have helped clinicians identify high stress levels and anxiety in members, as well as adjust their own communication style to improve rapport in the moment. Clinicians and members are having more engaged, productive conversations which leave both parties satisfied. Clinicians have improved their listening skills and are speaking more confidently and concisely.



“The real-time feedback helps me tailor my style to a specific member. It also alerts me to subtle changes in the member’s speaking behavior that I may not have recognized. By dynamically adjusting my approach within a call, I find members are far more engaged in conversations about applicable programs”

- Clinician



“Coaching clinicians on soft skills was extremely challenging and based on personal intuition. Cogito is helping to change the relationship with my clinicians. I now have an objective measure of their performance and they can review calls directly and see the impact of their soft skills on the member’s level of engagement. We’ve seen an improvement in clinician performance and member engagement in programs.”

- Clinician Team Leader

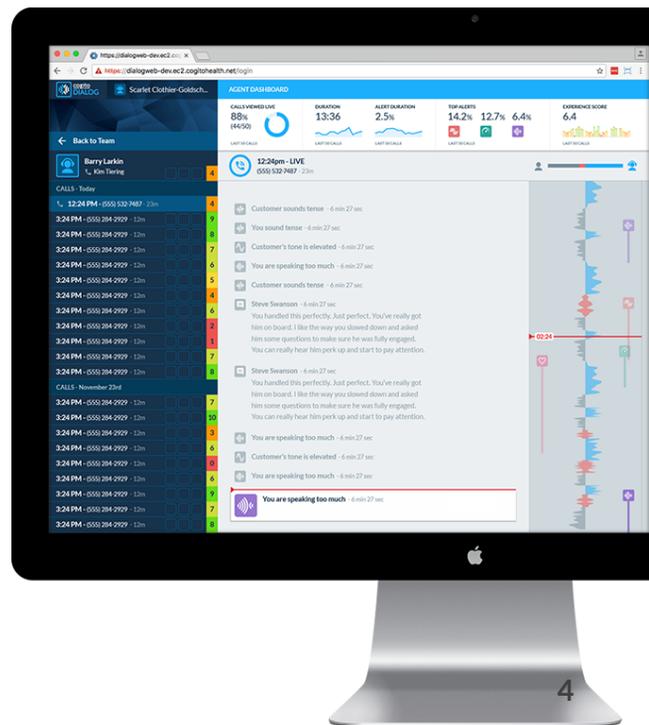
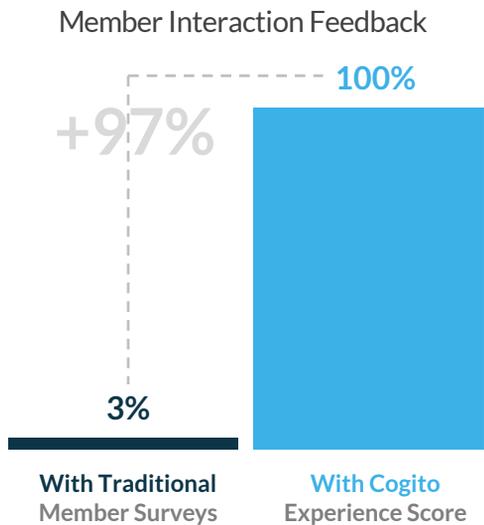
SOLUTION CONT.

Supervisors are using Cogito to gain insight into clinician speaking behavior and member engagement. They are identifying trends and more effectively replicating good behavior. They are sharing best practice calls amongst their teams and increasing the frequency and objectivity of feedback.

Management is utilizing member experience feedback to improve care. Prior to Cogito, member feedback was limited, biased, and time delayed. Supervisors and Executives now have access to robust insights, enabling them to make faster, more informed decisions.

“We were struggling to understand how we could best leverage our phone-based clinician teams to better engage members in care programs. Cogito’s real-time insights helped us gain the understanding we needed to adapt our care delivery – we’ve now enrolled more members and increased completion of beneficial programs.”

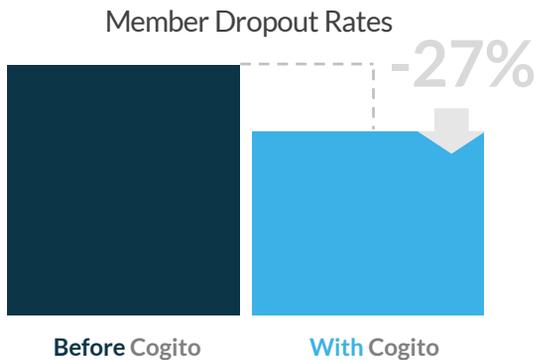
- Health Insurance Executive





RESULTS

By increasing clinician and member engagement on phone calls with Cogito, the health insurer **decreased member dropout rates by 27%**.



This reduction in dropout rates meant more members were completing their programs, and suffering less from disruptive, episodic incidents. As program dropout rates declined, so did claims costs. The health care insurer projected an annual savings of **\$53 million dollars per year in claims costs avoided**.

CONCLUSION

Effective care management programs offer a win-win for members and health insurers. Members that engage in the appropriate plans benefit from proactive programs that help them live healthier lives. Insurers avoid claim costs that they can reinvest in more beneficial programs. Progressive health insurers have realized that effectively engaging their members through phone-based clinicians will increase program completion rates and eliminate unnecessary claims costs.

This progressive health insurer leveraged Cogito's real-time emotional intelligence software to ensure that members were receiving the best possible care, and that clinicians and management had the most robust and complete insights at their disposal in order to adapt their care delivery. As a result, this insurer decreased member dropout rates by 27%, and projected a savings of \$53 million per year in claims costs avoided.

ABOUT COGITO



Cogito enhances the emotional intelligence of phone professionals through behavioral change software. By applying validated behavioral science through artificial intelligence and machine learning, Cogito's in-call guidance helps the world's most successful enterprises improve sales results, deliver amazing customer experiences and enhance quality of care. Backed by OpenView, Romulus Capital and Salesforce Ventures, Cogito is headquartered in Boston, MA.

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