

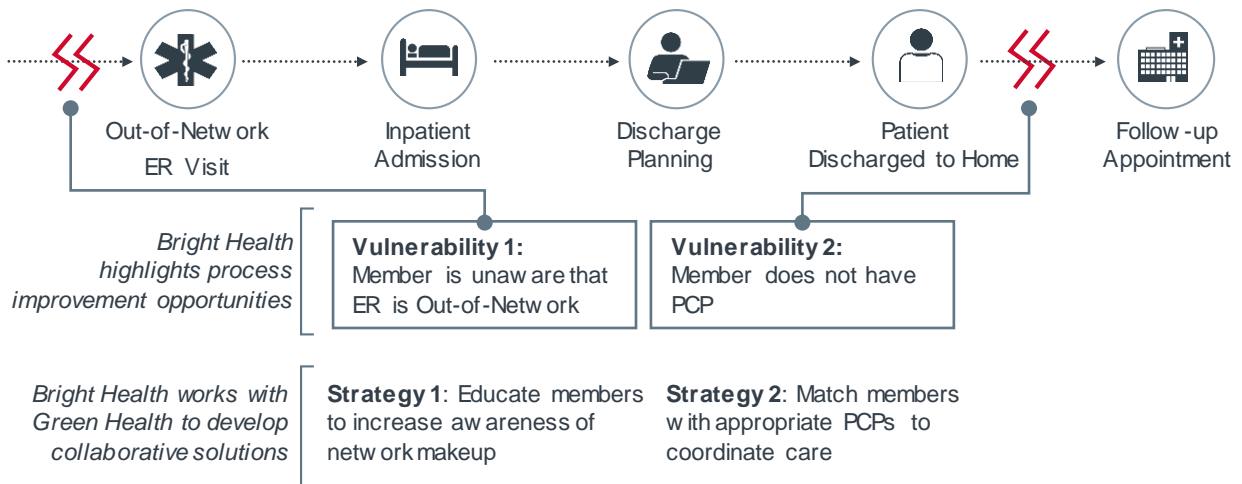
# Use Comprehensive Feedback to Boost Performance

## Bright Health Interviews all Stakeholders that Interact with Members

As part of its tightly integrated and aligned Clinical Model, Bright Health conducts assessments of its Care Partner’s key clinical programs, such as Care Transitions, and other features to identify improvement opportunities. Bright Health’s assessments include expert interviews with key stakeholders, demos and process mapping, and quantitative analysis to identify those gaps in awareness and effectiveness.

For instance, Bright worked with a provider to understand why they had a high out-of-network ER utilization rate for their members. They mapped the patient journey—from when they present at the out-of-network ER facility to their next follow-up appointment. They were able to identify a number of instances where the plan and provider could intervene to prevent the member from choosing the out-of-network facility—interventions as simple as matching the member to an appropriate PCP because they didn’t have one. As a result, they have been able to improve engagement with those high-risk members through education initiatives.

### Green Health System Out-of-Network ER Use Process Map



#### CASE EXAMPLE

### Bright Health Plan

Health plan based in Minneapolis, MN

- Bright Health provides affordable health insurance through its exclusive Care Partner Health Plan model in local communities
- Bright Health currently offers a range of individual, family and Medicare Advantage plans in Arizona, Colorado and Alabama via its website, call center, broker partners and through government websites as well as public health insurance exchanges; the company will be expanding to additional markets in 2019

### Results

- 25%** Improved engagement of high risk members
- 10%** Below market average readmission rate