

EviCore
By EVERNORTH



Engaging patients on radiology site of care
is a quality driver for health plans



Improves member experience
and outcomes, lowers costs

Improving the patient experience with a personalized concierge approach

Personalized concierge patient engagement can differentiate health plans seeking to improve patient outcomes, lower overall and out-of-pocket costs, and improve the member experience. This personalized engagement is critical because member satisfaction in health plans has fallen, mostly due to perceived declines in customer service and communications.¹

Improving the patient experience can positively impact critical measures, including:

- + Centers for Medicare & Medicaid Services (CMS) Star Ratings
- + Healthcare Effectiveness Data and Information Set (HEDIS) performance

Because the need for medical imaging has continued to rise rapidly in the United States, it creates a significant touchpoint for patient engagement.²

The EviCore by Evernorth® personalized concierge approach to site of care management engages patients who are already approved for imaging, including CT, MR and PET scans. The program educates them about alternative sites that may be less expensive and more convenient. It's also an opportunity to expand that existing conversation to check in with patients about any needed preventive care services.

The need for medical imaging continues to rise

>80M

CT scans are performed each year in the U.S., which equates to about one CT scan for every four Americans.³



The challenge with radiology sites of care

60%

of imaging is performed in the hospital setting

Hospital pricing is significantly higher on average, from:

\$ 70%

FOR MR

\$ 208%

FOR NUCLEAR MEDICINE

compared with freestanding imaging center prices.⁴

Imaging costs at hospitals can be significantly higher than those at freestanding imaging centers. Despite this significant cost differential, **majority of imaging is still performed in the hospital setting**, often with no clinical justification why the patient could not receive imaging in a lower-acuity setting.⁵

The reasons this occurs are twofold. First, providers typically refer within their own health systems. At the same time, patients typically don't know to ask for other available options, and they're not aware that non-hospital sites have the same capabilities with lower out-of-pocket costs.

Helping patients manage out-of-pocket expenditures is particularly important because those **costs nearly doubled for imaging between 2000 and 2019**.⁶ Another important consideration is convenience, which patients are just as likely to factor into their decision about where to seek care as cost.⁷

Getting patients to a quality, cost-effective, convenient site of care



Getting patients to a high-quality, cost-effective and convenient site of care for imaging is an effective way to lower health care costs and increase patient satisfaction.

EviCore offers two different levels of management that can be used to reach this goal:

- + Patient outreach and education
- + Medical necessity review

PATIENT OUTREACH AND EDUCATION

Since 2005, EviCore has offered direct patient outreach and education about imaging facility options based on cost and quality as well as through the **SmartChoice** program. This educational initiative empowers patients to choose the option that works best for them.

Significantly higher connection rate than other patient engagement efforts.



The SmartChoice team reaches patients by phone and/or text **within one hour of approval** for an MR, a CT or a PET scan, which is faster than the patient would normally learn of their approval.



Because of the timeliness of the outreach and the fact that patients are expecting notification about their scan, the **SmartChoice team is able to connect with the patient 60%–75% of the time.**

Highly trained SmartChoice team members act as a concierge to the patient, providing information including the availability of same-quality facilities and the cost of services at those facilities, as well as appointment coordination. SmartChoice team members are also able to help the patient find facility locations that are convenient (e.g., near work, home or school), and they share information about which sites are in- or out-of-network.

Once the appointment is scheduled, the SmartChoice team sends reminders to ensure patients follow through with their appointment and get the care they need.

MEDICAL NECESSITY REVIEW

It is also possible to conduct medical necessity reviews to ensure the appropriateness of a particular site of care by applying evidence-based clinical guidelines. EviCore offers this service through the **Site of Care** program.

Medical necessity reviews require a medical reason if a hospital or other higher-acuity setting is requested for imaging services. Providers are given multiple options to select when deciding the best site of care, and if a hospital setting is required for clinical reasons, then the site can be approved. A dedicated support team is in place to help support providers.

The Site of Care program can also integrate SmartChoice's dedicated concierge guidance and scheduling for members, as well as provide facility options outside the radius of the Site of Care program for additional patient choice.

RESULTS OF SMARTCHOICE AND SITE OF CARE PROGRAMS

The results of the SmartChoice and Site of Care programs are significant to both patients and health plans. This is evident through the following results from 2023:

460,000+

Number of procedures that were approved and qualified for patient outreach through one of these programs

\$1,700

Average cost savings per case when EviCore was able to help a patient choose a more cost-effective facility through SmartChoice

\$127.8M

Annual savings for patients and health plans through SmartChoice and Site of Care programs



Opportunities to use patient engagement to resolve critical gaps in care



Because EviCore is able to connect with patients 60%–75% of the time through SmartChoice, this presents a unique opportunity to do more than just schedule an imaging procedure. It's a chance to resolve critical gaps in care for patients through EviCore's **Preventive Care** program.

When a patient is already engaged in planning an upcoming imaging procedure, EviCore can help them understand a variety of **preventive care measures to address potential gaps in their current care plan, including:**

- + Breast cancer and cervical cancer screening
- + Wellness visits
- + Vaccinations

Some of these measures can be scheduled at the same location on the same day, adding to the convenience factor. For example, a patient who is getting a CT scan could also be scheduled for their annual mammogram at the same time. In addition, if a member doesn't have a primary care provider, EviCore can also schedule a wellness visit.

Patient engagement as a quality driver and member satisfaction tool

In addition to cost savings, personalized interactions and positive patient care experiences can help drive quality and member satisfaction for health plans. This is important because delivering a great member experience can help improve CMS Star Ratings and HEDIS performance. In fact, for the 2024 measurement year, one-third of Star Ratings will be based on member experience. Similarly, for HEDIS, one of the six core "domains of care" that are measured includes the "Experience of Care."¹⁰

Direct patient engagement also supports adherence to recommendations and processes, which can help with their overall outcomes.¹¹ For example, if health plans can connect a patient to a more affordable, convenient option for an imaging scan, then the patient is more likely to get that scan. This in turn leads to a more accurate diagnosis and a more effective treatment plan.

Millions of Americans avoid preventative care

due to a lack of awareness of available services and access barriers, such as facility cost or location.⁸

75%

of U.S. health care spending is due to preventable chronic diseases.⁹



Improved member experience in patients' own words

The data clearly show the benefits of personalized concierge engagement through SmartChoice, but hearing from patients directly shows vividly what this support means to them (pseudonyms used for privacy):

“

“I've been going through very tough medical issues. I was very upset and did not believe there was much hope until Joan came along! She really helped me, **took the extra time to research, find me a new facility, and schedule my appointment** before my follow-up with my doctor.”

“Words cannot describe the level of support I received from Meg this afternoon. Meg was very kind and patient; **she helped me save thousands of dollars** and managed to help schedule my appointment earlier than I anticipated! My situation was so much better because of her, so thank you, Meg!”

“Your team saved me \$3,000 for my procedure. You can contact me anytime in the future for savings. **I had no idea there was a difference in cost!**”

“**The SmartChoice team provided all the information I needed** and informed me of more cost-effective options I had no idea I had.”

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To learn more about improving the member experience and outcomes and lowering costs through the Smart Choice, Site of Care and Preventive Care programs, please contact your EviCore Account Executive.

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