



## Case Study: Complex Care Management

**Client: Primary Care Practice**

**Total Patient Count: 36,000**

**Patients Qualified for Program: 13,100**

### PURPOSE

Provide documented detail regarding the effectiveness and efficiency of the Management Central Health's Complex Case Management program implemented for client.

### INTRODUCTION/CHALLENGE

Client was challenged to develop a Complex Care Management campaign/service for their high-risk Medicaid patient population. They were also challenged by the lack of staffing to perform these services. The client was at risk of losing potential grant funding and engaged Management Central Health (MCH) to develop, staff, and perform the Complex Care Management campaign/services.

### MCH PROCESS UTILIZED

- MCH was given access to and trained on the Client's EHR.
- MCH staff utilized Client's system for all email, phone, and translation systems to communicate with patient population.
- MCH provided and managed all technology equipment for MCH's staff.
- The Complex Care Management program consisted of direct patient outreach and engagement to enroll qualified patients into the program utilizing SMS/text, email and MCH's patient outreach staff using a client white label branded approach.
- Once a patient is enrolled, MCH's credentialed and qualified RN staff then engages each patient virtually for up to 1 hour per month, complete identified screeners, send community-based information to patients in need, and schedule on-site visits with regional medical centers, and Primary Care Physicians (PCPs).
- MCH is paid a fee for the campaign, supplied forms, and a performance-based fee for each successful enrollment into the Complex Care Management program and is also paid a Per Member Per Month (PMPM) fee for services provided.

### IMPLEMENTATION

MCH's Complex Care Management program was contracted and implemented in the same month as there was a predetermined expectation by the client to demonstrate positive results before the end of the 4<sup>th</sup> quarter of 2022.

- The program protocols were developed in collaboration with the client by MCH and included links to:
  - Client's systems
  - Interpreter link
  - Client provider locations and staff
  - Communication Matrix
  - MCH team information
  - Scheduling Protocols
  - CCM Care Plans
  - System Documentation Guide for MCH staff

### RESULTS

- Implementation of the MCH Complex Care Management campaign/services began in October of 2022. MCH's service success by the end of the 4<sup>th</sup> quarter allowed the program to be extended and MCH continues to provide these services for the client.



## RESULTS (Continued)

Patient Population Outcomes	2022 Q-4	2023 Q-1	2023 Q-2
Patients Reached vs Available	33%	59%	27%
Patients Enrolled vs Reached	22%	18%	17%
Patients Routinely Seen vs Patients Enrolled**	14%	44%	20%
Patient Passing Audit vs Patients Routinely Seen***	100%	99%	98%
Patients Graduated vs Patients Routinely Seen	N/A	28%	33%

### PATIENT USER EXPERIENCE (UX)

- Patients perceived MCH’s patient outreach staff and RN staff to be the client due to the white label branding approach utilized.
- There was zero incidence of negative customer experience impact.
- There was zero incidence of a beneficiary’s perception that a call was coming from a suspicious source due to the client white label branding approach utilized.

### FINANCIAL SUCCESS OF THE PROGRAM TO CLIENT

- The program delivered by MCH exceeded the requirements identified by the Medicaid plan who paid the client. As a result, a \$500,000 grant award was secured for the Client.
- The realized actual cost of MCH was 33% of the real cost for the client to staff resulting in significant human capital cost reduction.

### ADDITIONAL BENEFITS TO CLIENT

- As MCH had access to the client’s EHR, MCH was able to identify system problems for client.
- MCH identified Provider’s not responding promptly to Behavioral Health referrals.
- MCH identified client front end staff additional training opportunities.

### CONCLUSION

MCH demonstrated a significant ability to implement, effectively schedule and provide Complex Care Management services for this client despite the limited timeframe to develop and implement. Client secured a \$500,000 grant and was able to bill for patient encounters resulting in direct revenue from the campaign/services and ancillary CCM services.

### **About Management Central Health**

Management Central Health (MCH) is focused on optimizing healthcare delivery compliance and revenue while alleviating the operational burdens for providers’ and administrative staff through innovative turnkey solutions. This in turn enables providers to dedicate their focus to patients, creating a more rewarding and engaging experience for every individual involved in the delivery of healthcare. Management Central Health is Headquartered in Castle Rock, Colorado with additional locations in Atlanta, Austin, Denver, Los Angeles, Orlando, Phoenix and Washington, DC.