

Digital Intervention Increases Annual Wellness Visit Scheduling by 10%

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Learning Objectives

- 1) Summarize the importance of the Medicare Annual Wellness Visit as it relates to value-based care
- 2) Describe the advantages of digital patient outreach as compared to other standard forms of patient outreach

Background

- The Medicare AVW was created in 2011 as part of the Patient Protection and Affordable Care Act
- Purpose of AWW
 - to address preventive care needs
 - assess risk factors for illness
 - create personalized care plans
 - educate on how to maintain health outside of acute episodes of care
- AWW completion is associated with better clinical quality outcomes and lower healthcare spending¹
- AWWs are underutilized nationwide
 - 2011 completion rate: 7.5%²
 - 2017 completion rate: 24%³
 - At F&MCW, our 2019 AWW completion rate was 30%
 - Many patients are unaware of the differences between an AWW and other preventive care visits (e.g., physical exam)

F&MCW Outreach

- Our health system engages in outreach via phone calls and letters sent to patients informing them of their eligibility for an AWW
 - Labor and cost-intensive; suboptimal allocation of resources
- We often deploy digital tools to enhance how we care for and interact with patients across a variety of populations and disease states
 - We saw an opportunity to use a digital bulk outreach tool in the electronic medical record (EMR) for AWW scheduling & implemented it in 2020

1. Beckman AL, Becerra AZ, Marcus A, DuBard CA, Lynch K, Maxson E, Mostashari F, King J. Medicare Annual Wellness Visit association with healthcare quality and costs. Am J Manag Care. 2019 Mar 1;25(3):e76-e82. PMID: 30875175.
2. Ganguli I, Souza J, McWilliams JM, Mehrotra A. Trends in Use of the US Medicare Annual Wellness Visit, 2011-2014. JAMA. 2017;317(21):2233-2235. doi:10.1001/jama.2017.4342
3. Misra A, Lloyd JT. Hospital utilization and expenditures among a nationally representative sample of Medicare fee-for-service beneficiaries 2 years after receipt of an Annual Wellness Visit. Prev Med. 2019 Dec;129:105850. doi: 10.1016/j.ypmed.2019.105850. Epub 2019 Oct 17. PMID: 31629799.

Contact Information

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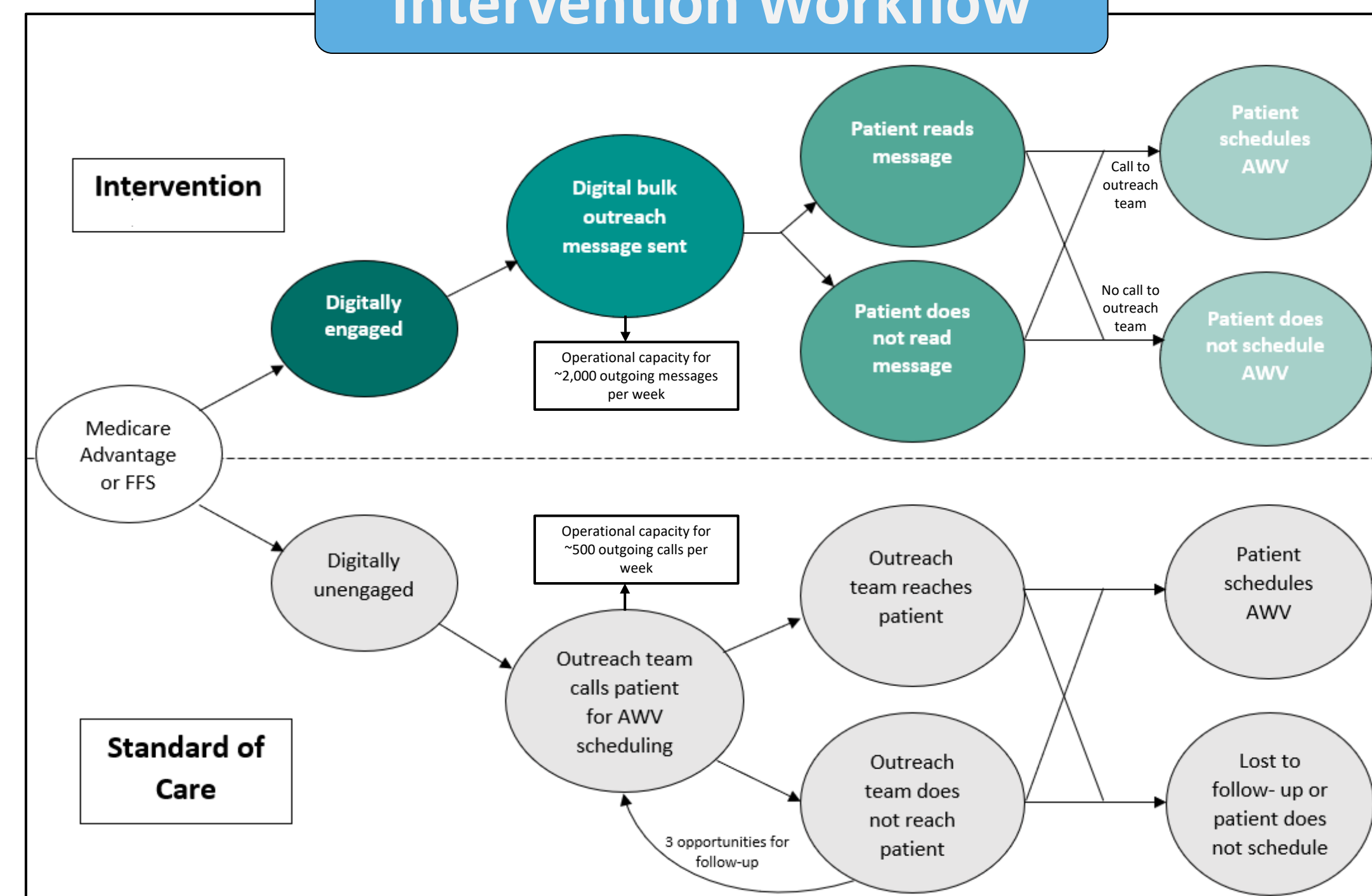
The Problem

Across the nation, Medicare Annual Wellness Visits (AWV) are heavily underutilized. Our health system – Froedtert & the Medical College of Wisconsin (F&MCW) - also experiences suboptimal AWV utilization, which was further compounded by the halt in non-essential health care visits due to the COVID-19 pandemic in 2020.

What We Did

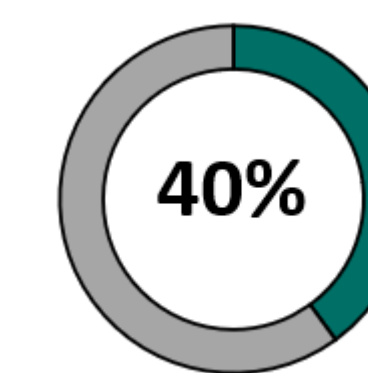
- Patient Population: Medicare Advantage and Fee For Service patients within our clinically integrated network
- Timeline: Bulk outreach messages sent weekly between August 30, 2020 – September 27, 2020
- Digital Bulk Outreach: We sent digital messages in batches of ~2,000 to the EMR inbox of patients eligible for an AWW in 2020
 - Patients received digital message to schedule if they were considered digitally engaged with the EMR
 - Patients received phone call or letter reminder to schedule (standard of care) if they were considered digitally unengaged with the EMR
- The Digital Message: Explanation of the AWW, its benefits, and how to schedule an appointment (patients required to call outreach team to schedule)

Intervention Workflow

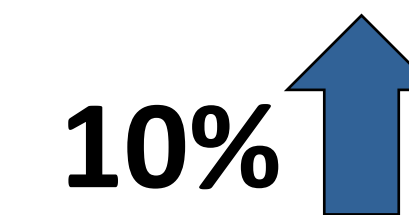


Results

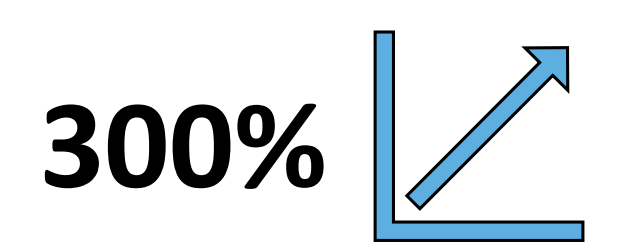
- 75% of patients who received the message read it
- Patients who read the message were more likely to be white, have fewer comorbidities, and have a higher income



Patients who read the message were 40% more likely to schedule an AWW



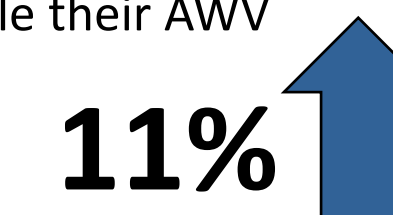
Increase in AWW scheduling for entire patient population following the digital intervention compared to 2019



Increase in AWW scheduling for Black patients in the 4 months following the digital intervention compared to 2019

New in 2021

- Implemented self-scheduling link in the digital outreach message
 - Improved the ease and speed with which patients could schedule their AWW



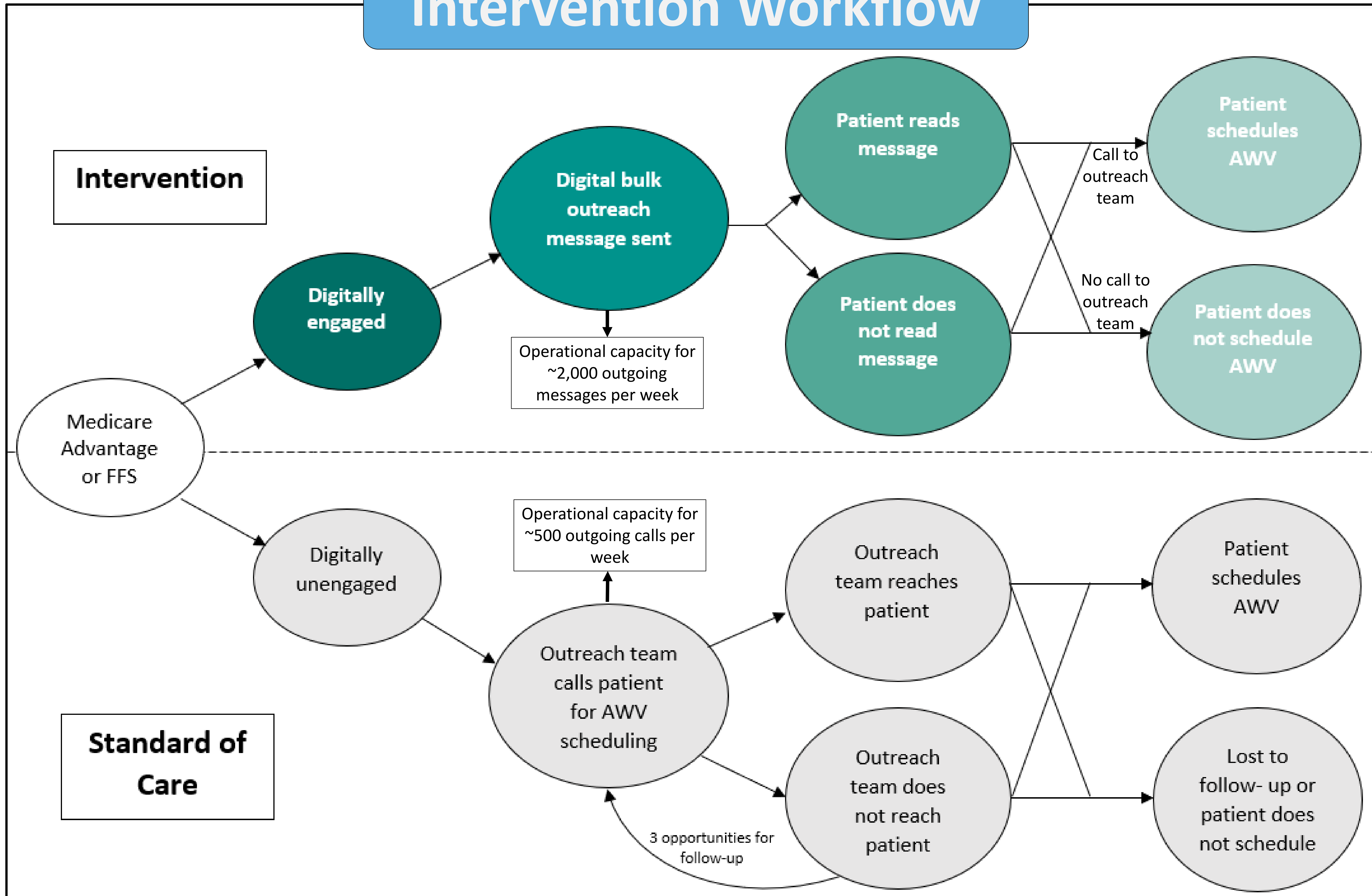
Increase in AWW scheduling for entire patient population following self-scheduling link implementation compared to 2020

New in 2022

- Using a linear probability model, we developed a prediction model to determine how likely patients are to respond (i.e., schedule) to both digital outreach and standard of care outreach.
- With this model, we are personalizing how and when we outreach to patients for AWW appointments in an effort to further increase our scheduling rate.

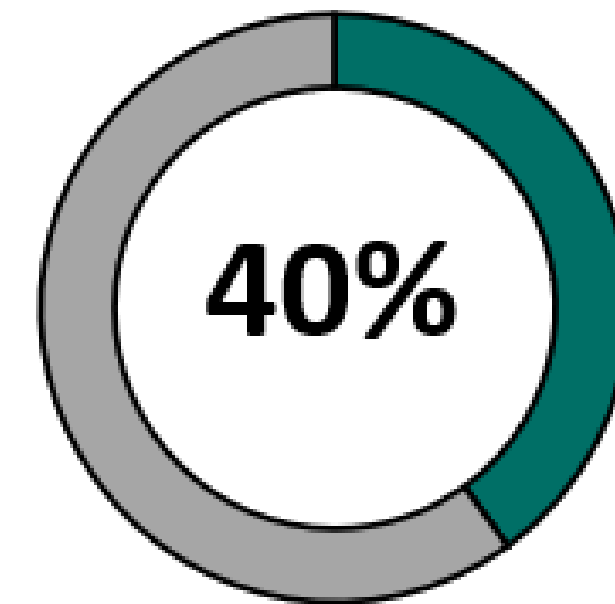
The authors have no relevant financial relationships to disclose.

Intervention Workflow

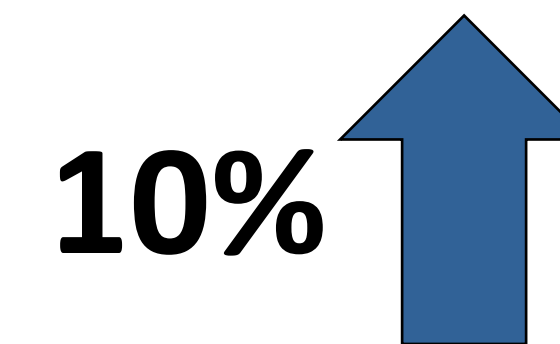


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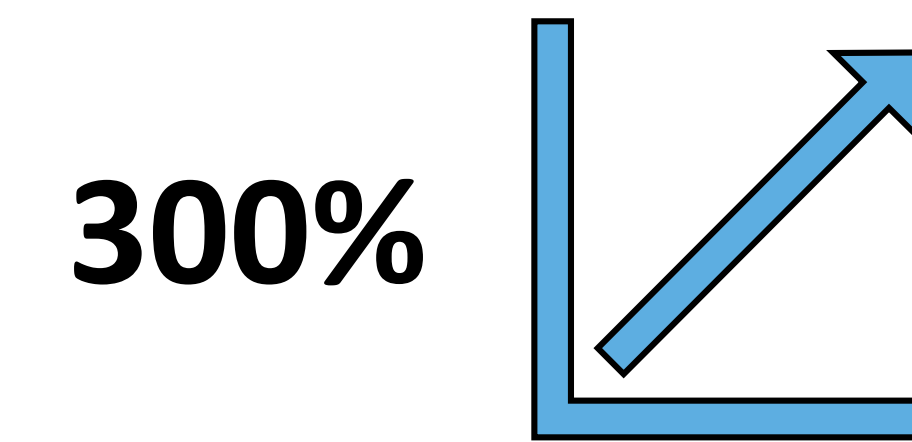
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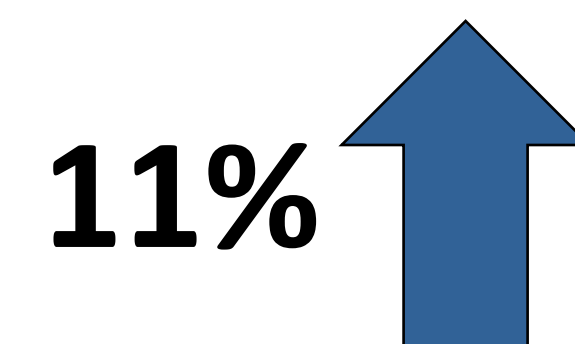
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