

Superior HealthPlan Sees Nearly 500% Closed-Loop Referral Increase through Findhelp's Diaper and Care Seat Fulfillment



About Superior HealthPlan

Since 1999, Austin-based Superior HealthPlan has been providing health care to members across Texas. Today, they support nearly 1.7 million Texas members by transforming the health of their community, one person at a time. Superior's Findhelp platform is a resource to their members, community, and Care Managers, who connect members to local services (including Superior's Value-added Services). From 2015 through 2021, the Superior CARES platform saw a total of 30,690 users and 33,842 connections.

About the Start Smart for Your Baby® Program

Superior offers its members a Value-added Service called Start Smart for Your Baby®. Through this program, expectant moms can complete educational classes about self-care and baby-care during and after pregnancy. Members who complete this educational program are eligible to receive a free car seat and diapers.

**Restrictions and limitations may apply*

Since 2015, Texas-based Superior HealthPlan has been promoting a branded version of the Findhelp network to their members and supporting them with case management referrals to social care services. In 2020, their Findhelp partnership expanded to include support for one of Superior's Value-added Services, Start Smart for Your Baby®. Starting February 1, 2021, Findhelp began fulfilling orders of car seats and diapers for qualifying expectant moms.

In the first year of this project:

 3,255

Expectant mothers received car seats and diapers

 481%

Increase in Superior's closed-loop referral rate

Challenges: a Time-Consuming and Inefficient Workflow

To administer the program and deliver supplies to members, Superior's Obstetrics Case Management Supervisor and Director of Product Development followed a very manual process. After confirming that a member had completed the required courses, a Care Manager emailed an eligibility form to the Director. The Director reviewed the form, determined which supplies the member qualified for, and ordered the supplies from a 3rd-party retailer. The Supervisor also reviewed orders for accuracy and follow-up.




While this process met the needs of Superior's members, it was time-consuming and inefficient; they needed a scalable way to automate steps and save time for other strategic initiatives.

Expectant moms can complete educational classes about **self-care and baby-care during and after pregnancy.**



Collaborating with Findhelp to Support Moms & Babies

Superior's Director of Partnerships worked closely with Findhelp's Research and Customer Success teams to brainstorm solutions and determine the scope of the partnership. Together, they mapped out existing processes and determined how Findhelp could support a better, more efficient workflow. Working together, Superior and Findhelp identified several improvement opportunities:

-  **Findhelp added Start Smart for Your Baby®** as a listed program on the Superior CARES platform for easy access by care managers.
-  **Superior manages the program on the platform.** Superior added a custom digital screening form to gather the required member information and automatically determine eligibility. This screener can be updated and modified in real-time, e.g., to add notes if a mom is expecting twins.
-  **Superior and Findhelp trained the Obstetrics Care Management team to access the program,** complete the eligibility screener, and send a referral to Findhelp to order the supplies.

“Providing care managers a way to submit orders through the Superior CARES site allows the **ordering responsibility to be shared across the team,** instead of just one person.”

Robyn Bruening

Supervisor, Obstetrics Member Relations, Superior HealthPlan

The Improved Start Smart for Your Baby® Workflow

Switching over to the new process was simple, thanks to the functionality of Findhelp's platform.

STEP 1

An expectant Superior HealthPlan member attends classes to **learn both self-care steps for a healthy pregnancy and postpartum actions** to support the baby's growth and development.



STEP 2

An Obstetrics Care Manager completes the Start Smart for Your Baby® eligibility screener on behalf of the member. The form includes logic to **automatically determine the member's eligibility** and notify both the member and Care Manager about the next steps.



STEP 3

Findhelp receives the incoming referrals, places the **member's order to be delivered to her house**, and invoices Superior on a monthly basis.



STEP 4

The member benefits from both the knowledge she gains from the classes offered by Superior and by receiving a **free car seat and / or diapers** to support her growing family.



“Prior to February 1, 2021, I was spending 25 hours a week on activities related to managing the Start Smart for Your Baby® program. Now, I spend less than an hour a week - **Findhelp has saved me so much time!**”

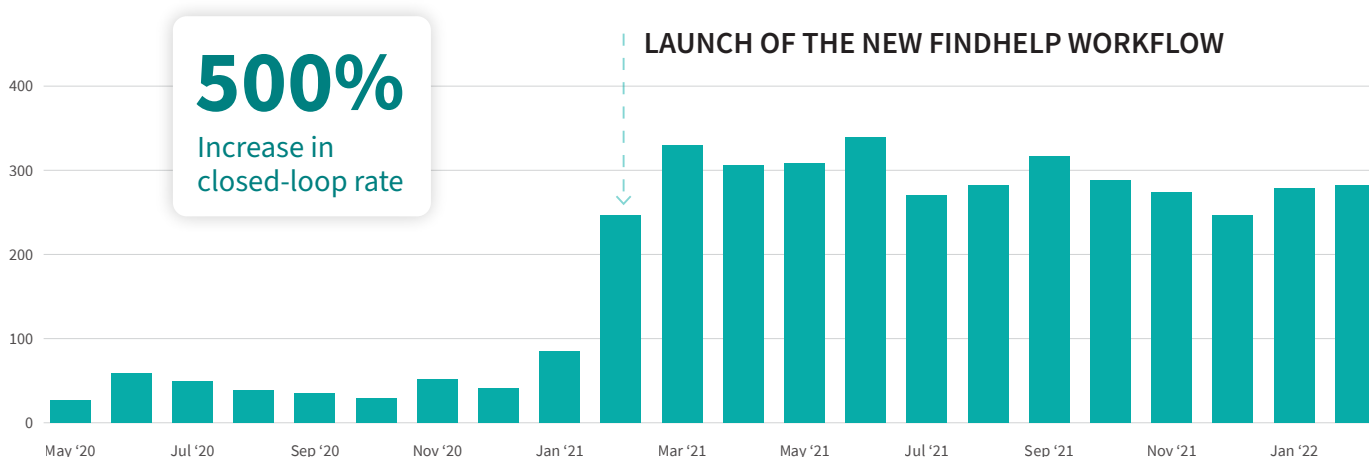
Nicole M. Hoffman

Director, Product Development, Superior HealthPlan

Results of Partnering with Findhelp

This new process has produced many positive outcomes. The initial goal of the partnership was to free up time and energy for Superior’s Obstetrics Care Management team, their Supervisor, and their Director. As highlighted below, the end results exceeded expectations.

A secondary goal was to increase the number of digital referrals made via Superior’s Findhelp platform. As a direct result of the new process, **average monthly referrals increased 550%**, Superior’s **closed-loop rate jumped almost 500%**, and their **“Got Help” rate grew 3,240%**. The Superior CARES platform is now an essential part of the Obstetric Care Management Team’s workflow and, most importantly, Superior and Findhelp connected more than 3,255 members to baby supplies in just one year.



Referrals made on the Superior CARES Findhelp platform, May 2020 to February 2022

Findhelp keeps the person in need at the center of everything we do. One Superior member gave birth unexpectedly early and her car seat wasn’t scheduled to be delivered for a few weeks. She communicated this update via Superior’s Findhelp platform, and our fulfillment specialist hand-delivered a car seat to the member’s front door.



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