



Health Plans Use Case

Executive Summary

Findhelp works with more than 100 health plan customers, varying in size, specialty, geography, and line of business (commercial, Medicare, Medicaid, dental, and more). From small regional specialty plans serving a few counties to national Commercial plans, **we help case managers connect their members to local services and track social care outcomes.**

Health plan work doesn't stop at administering benefits and paying medical claims; they **provide additional services like case management and specialized support to address members' social needs.** For example, a payer may have a dedicated team that works with pregnant members to connect them to prenatal care and baby supplies, or a plan may provide case management to support the foster care population in their coverage area. The goal of these programs is preventative care -- to help members stay healthy and stable to prevent expensive medical treatments and emergency room visits.



Payers also have a presence in the communities they serve, and will often **employ external-facing teams of community health workers and/or community relations representatives to build awareness of the plan and increase membership.** In addition, plans may be subject to government requirements or regulations related to social determinants of health (SDoH). In the case of Medicaid, State offices may require benefits like transportation assistance, and regulate SDoH-related value-added benefits.

Typical Health Plan Users

Navigators

Generally all clinical and member-facing teams will be trained on navigation and making referrals. Typical examples include:

- Care / Case Managers
- Care Coordinators
- Community Health Workers
- Community Outreach team
- Call Center Workers / Customer Service Representatives

Reporting & Analytics

Teams that incorporate member social needs into larger data sets and plan strategies. Typical examples include:

- Quality Management
- Healthcare Effectiveness Data and Information Set (HEDIS) team



Executive Sponsors

Plan leaders responsible for oversight of the overall findhelp implementation and expansion. Typical examples include:

- Chief Medical Officer (CMO)
- CEO / COO
- VP of Marketing
- VP of Population Health
- VP SDoH Initiatives

Unique Ways Health Plans Use the findhelp Platform

Health plans have many incentives to innovate and improve member care -- a handful of our unique payor partnerships are outlined below.

Provider Incentive Programs

Some health plans have set up additional findhelp platforms to support Provider Incentive Programs. Essentially, in-network healthcare providers are compensated by the plan to make and track social care referrals for the plan's members. The provider works directly with the member to determine their need(s) and make referrals to needed resources, and the provider is then compensated by the payer plan for these completed actions.



Value-Added Benefits

Payers may offer special extra or expanded benefits to their members. These can include a free gym membership, free cell phone, free transportation to medical appointments, and much more. Health plans can list these Value-Added Benefits (VABs) directly on their findhelp platforms and feature them as member benefits. Members (and navigator) can then search for and connect to these benefits.



Ordering Social Goods & Services

Our Marketplace project allows case managers and/or members to order social goods and services directly through the findhelp platform. For example, care managers for one of our payer customers make referrals through their platform for one of the plan's Value-Added Benefits for pregnant mothers. The navigator makes the referral, a findhelp representative receives the referral, and findhelp ships the car seat and diapers to the eligible member. A different plan customer uses Marketplace to order food and housing services from local community organizations -- the orders are tracked and fulfilled via the platform, and claims are generated on behalf of the community organization that provided the services ([learn more](#)).



Impact of findhelp on Payers / Research Findings

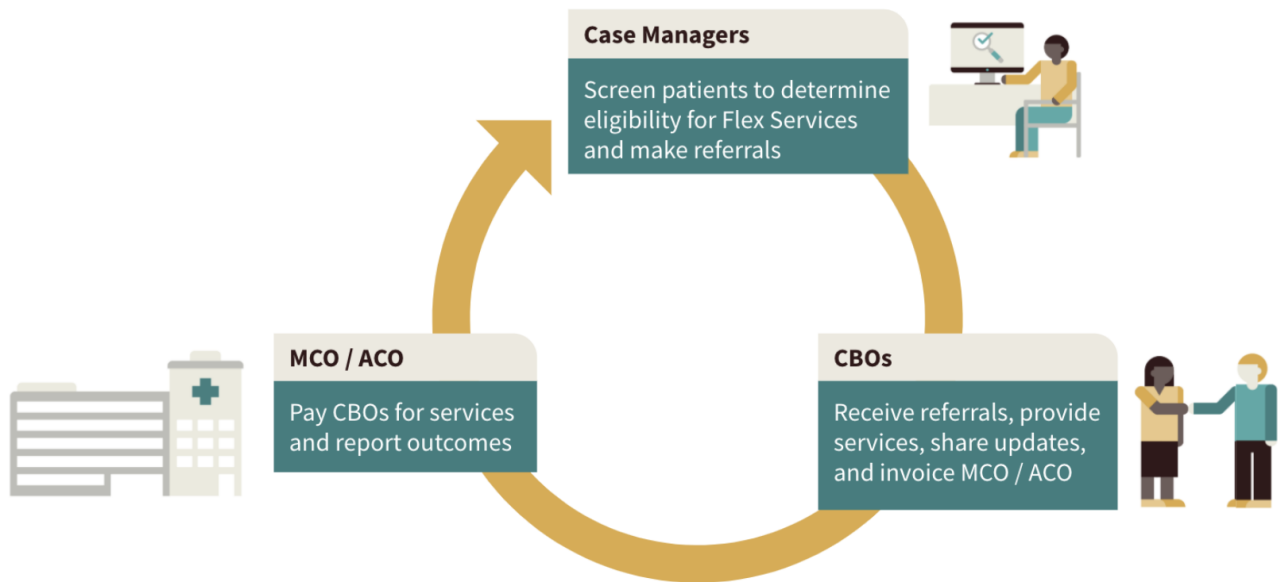
Indiana's Pregnancy Promise Program

Findhelp's functionality and nationwide network provide the foundation for collaborative approaches to social care among regional payers. For example, in Indiana, all four Managed Care Entities are required to use their findhelp platforms to refer pregnant members with opioid use disorder to needed social care resources, as part of the Indiana Pregnancy Promise Program (IPPP) grant awarded by CMS to the state of Indiana. Along with findhelp's dedicated Community Engagement team, these plans train local community organizations on how to use the platform to accept and respond to IPPP-related referrals.



The Future of Health Plan-findhelp Partnerships: 1115 Medicaid Waivers

1115 Medicaid waivers are becoming more and more common throughout the country. These waivers enable states to use federal Medicaid and CHIP funds in new ways, such as paying for an increased variety of social care services for members. Plans can use their findhelp platform to fulfill 1115 waivers, by making referrals to social care providers who can in turn bill the plan for services rendered. As these requirements become more prevalent, findhelp will continue to expand our services and support to ensure a seamless delivery of goods and services to members, while providing analytics to track outcomes and report back to the state.





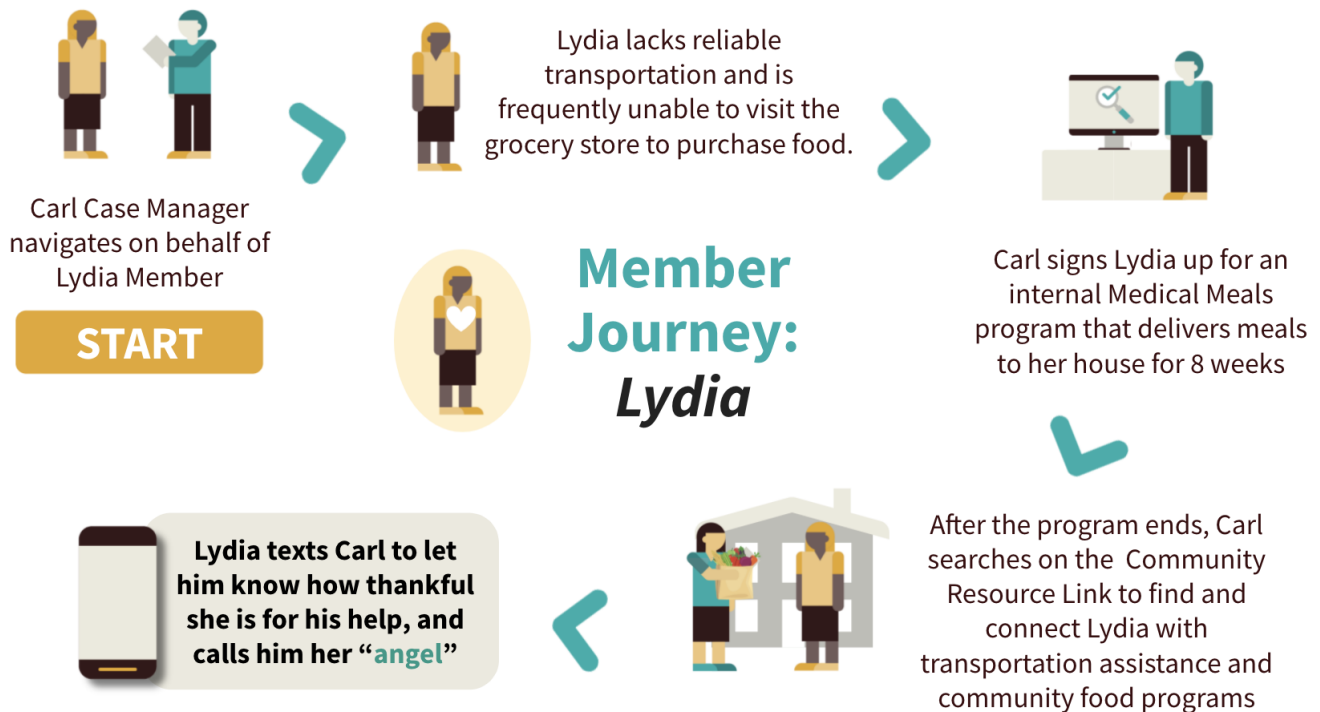
Typical Workflow

A typical workflow for a case manager or care coordinator is as follows:

1. Screen the member for SDoH needs using a built-in social needs assessment
2. Use findhelp's highlighted search (based on assessment results) to identify helpful programs
3. Refer the member to programs
4. Associate referrals with goals based on needs identified by the assessment
5. Track updates on the member's profile within the platform

Member Success Story

This is a real (anonymized) member success story from one of our customer health plans:



Want to learn more?

[Schedule a demo](#) with one of our team members to see how findhelp can benefit your organization!

Proprietary

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