



4 STEPS
TO IMPROVE YOUR
ORGANIZATION'S

ADVOCACY
STRATEGY

The right path to advocacy

If your organization is like most, you've used a variety of healthcare strategies to help your employees become healthier and happier while reducing costs at the same time — but you're still not seeing the impact you want.

To improve both the experience and expenses of employee healthcare, your strategy must enable them to make the best decisions at the best time.

Read on for the top four ways to improve your strategy so your employees get the healthcare support and personalized advocacy they deserve.



A photograph of a woman with curly hair, wearing a white and blue striped button-down shirt over a white t-shirt. She is gesturing with her right hand while speaking. In the background, the profile of a man's head is visible.

1

Address the whole person and the whole population

To keep your employees as healthy as possible, you need to focus on everyone, not just the sickest few.

Taking a whole-person approach means getting to know people beyond their conditions. What drives them to make healthcare decisions? Do they know how to find an in-network provider? What is their emotional state or financial situation? Are they ashamed to ask for help?

Nearly two-thirds of an employer's high-cost population this year wasn't categorized as such last year. One-third of them were likely even considered low-risk.¹



Contextual errors related
to a patient's daily life
issues are seven times
more costly on average
than biomedical errors.²

Contextual = \$231 per visit
Biomedical = \$30 per visit

The list of competing priorities and emotions goes on and on. Understanding those emotions can help someone comply with a provider's treatment plan and ongoing care guidance.

Learning life context and applying it to each person's individual circumstances builds trust and keeps them coming back to their trusted advisors for guidance.

Over time, they know where to go with health and benefits questions and begin making better healthcare decisions.



2

Connect employees with an independent team of advocates

One simple way to personalize your employees' experience is to provide them with a dedicated team to help navigate the system on their own terms — and at no additional cost to them.

In a world where providers do not have time to get to know their patients, personalized health assistants are the independent, trusted and consistent voice.

81% of consumers are unsatisfied with their healthcare experience.³



Health assistants offer unbiased guidance, prioritize employees' specific needs and remove barriers. They provide continuity before, during and after care as people transition across settings or providers, which eases anxiety and confusion.



80% of surveyed consumers find it valuable to have a single trusted resource for help with healthcare needs – such as selecting benefits, understanding treatment options, and finding providers.⁴

An independent team of nurses, doctors and clinical specialists ensures access to the right care, at the right time and in the right setting.

The healthcare system is complex, and people are busy in their jobs and in their lives. When they know they have one point of contact for all health and benefits questions, they can get the information they need — when and how they need it.

“

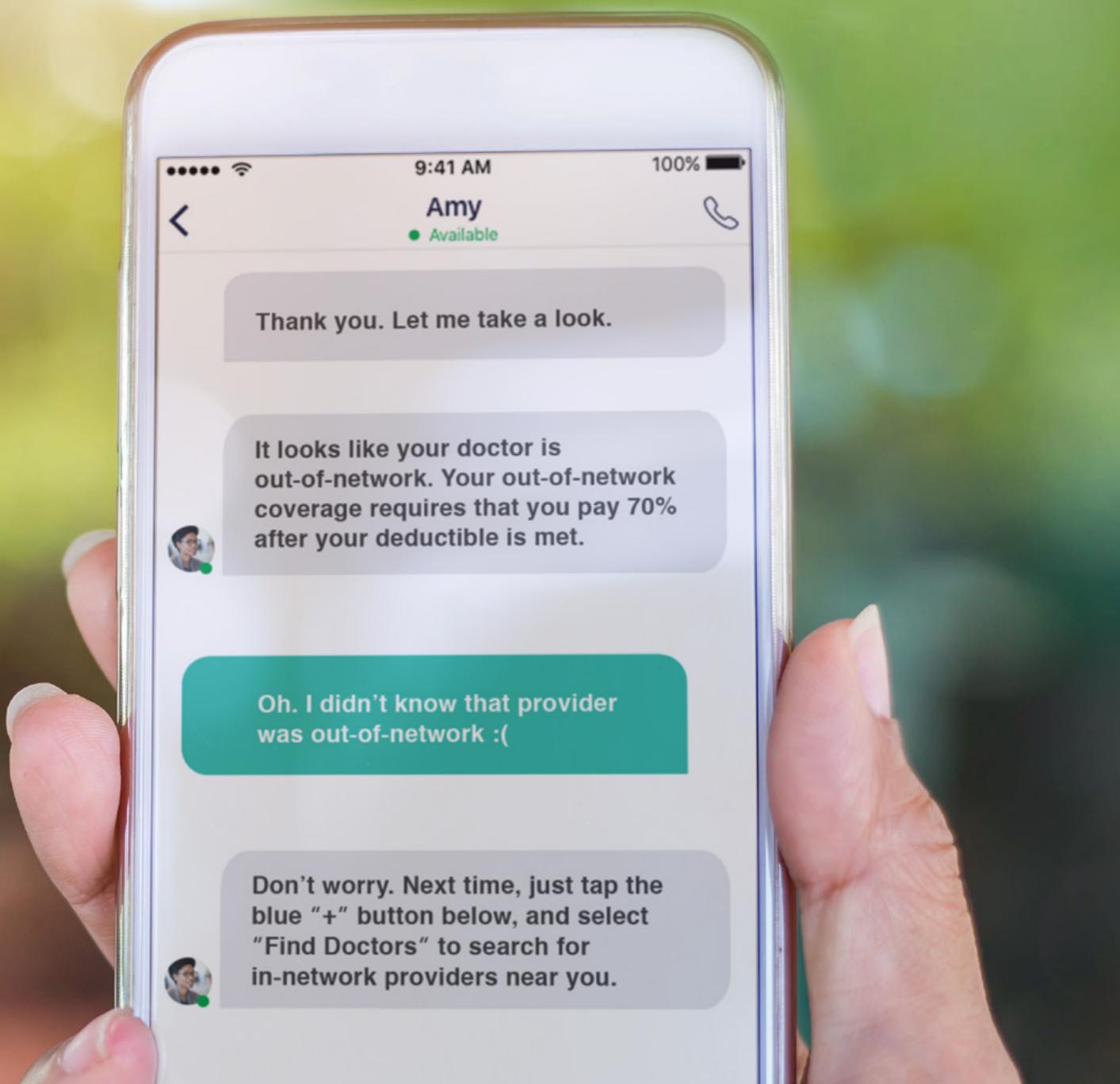
Compassionate, understanding, sympathetic, great listener, awesome feedback; a Health Assistant makes you feel like you're talking to a family member who can help navigate you to a solid resolution.

— Accolade member



3

Engage early and engage often



Everyone is in a different stage of health, on a different path with a unique experience.

That's why successful advocacy strategies get in front of decisions before a health event becomes a crisis.

Connecting early to meet employees wherever they are in the process promotes better use of the healthcare system. While other approaches meet people once they need care, personalized advocacy prepares people for good decisions and good health before that need arises. The result is a decrease in medical admittances, inpatient days and ER usage.

The right decisions at
the right time make a
tremendous difference
in a patient's care,
outcomes and costs.



Behavioral health is an area where it is especially important to reach people early. Those with a behavioral health diagnosis have two to three times higher overall medical spend than those without.⁵

Unfortunately, stigma around mental health well-being can prevent people from seeking care. If they have access to a health specialist who supports and encourages them to see depression as an illness that requires treatment, it can greatly impact their willingness to get help.

Getting someone into treatment early for their condition not only improves their emotional well-being, but it also increases their ability to take care of their physical conditions.



4

Combine rich data with human support

10:30
93 MG
DL

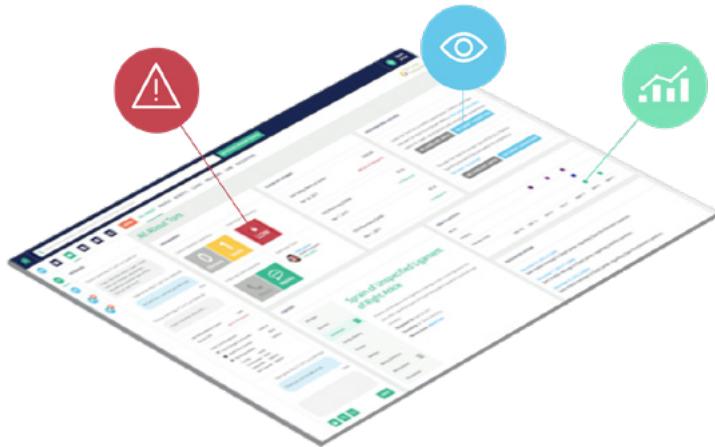
140
—
90



It takes more than compassionate coaching to empower your employees to make better healthcare decisions. The ideal solution applies machine learning to a rich set of personal health data to precisely segment populations and engage the right people at the right time.

This combination of intelligent technology and trusted support is the critical — and often missing — key to a successful advocacy program.

54% of employers use data to identify specific segments for targeted outreach on health and well-being programs.⁶



An advanced personalized advocacy solution should analyze personal health data, extract valuable insights, and build whole-person data profiles that differentiate the individual within a specific population.

When your independent clinical support team has access to a comprehensive view of an individual, they can uncover unmet health needs even before a patient actively seeks care, which helps prevent them from becoming high-risk patients.

Intelligent data can help determine when patients need to see a primary care doctor, enroll in a case management program, work on modifying their behaviors and much more. And because technology alone won't reveal a person's growing anxiety about their healthcare concerns, compassionate listening from a trained health advisor plays a vital role in discovering contextual barriers to care.

To build trust, influence decision-making and change behavior, you need human compassion and technology working in unison.



Bring it all together

Now it's time to integrate everything into a holistic clinical program that spans every member — and every risk level.

Ready to discover the impact of advocacy on your business?

We can help you find the solution that works best for you.

Set up an advocacy evaluation with our team of experts today!

INQUIRIES@ACCOLADE.COM



Sources

¹ Accolade and EBN. 2016. Why a whole-listic approach can bend the healthcare cost curve. Retrieved from <http://info.accolade.com/bend-healthcare-cost-curve.html>.

² Weiner et al. 2013. Patient-centered decision making and health care outcomes: an observational study (as cited in Accolade and EBN, 2016).

³ GE Healthcare Camden Group and Prophet. March 2016. The Current State of the Patient Experience. Retrieved from <https://www.prophet.com/patientexperience/the-current-state-of-the-patient-experience.html>.

⁴ Harris Poll on behalf of Accolade. September 2015. Accolade Consumer Healthcare Experience Index. Retrieved from Accolade.com.

⁵ Melek, S. P., Norris, D. T., and Paulus, J. April 2014. Economic Impact of Integrated Medical-Behavioral Healthcare Implications for Psychiatry. Retrieved from <https://www.psychiatry.org/File%20Library/Psychiatrists/Practice/Professional-Topics/Integrated-Care/Milliman-Report-Economic-Impact-Integrated-Implications-Psychiatry.pdf>

⁶ Willis Towers Watson. January 2018. 2017 22nd Annual Willis Towers Watson Best Practices in Health Care Employer Survey. Retrieved from <https://www.willistowerswatson.com/en-US/insights/2018/01/2017-best-practices-in-health-care-employer-survey>.



accolade.com