

Closing Chronic Care Gaps in Hard-To-Reach Populations During Rapid Contract Growth

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Key Issues and Approach to Replicate Success Amid Rapid Growth

Challenges & Goals

- Difficult to engage members with complex care needs, coupled with inaccurate our outdated contact information
- Build on 2024 results,
 - 29% average care task closure rate attributed to vendor intervention
 - 10% completed diabetic eye exam
 - 19% completed A1c screening
- Scale to meet growing membership in 2025
 - ~900 eligible members in 2024 vs ~2300 eligible members in 2025, a 156% increase in eligible population
- Improve Star ratings for EED, GSD, & KED

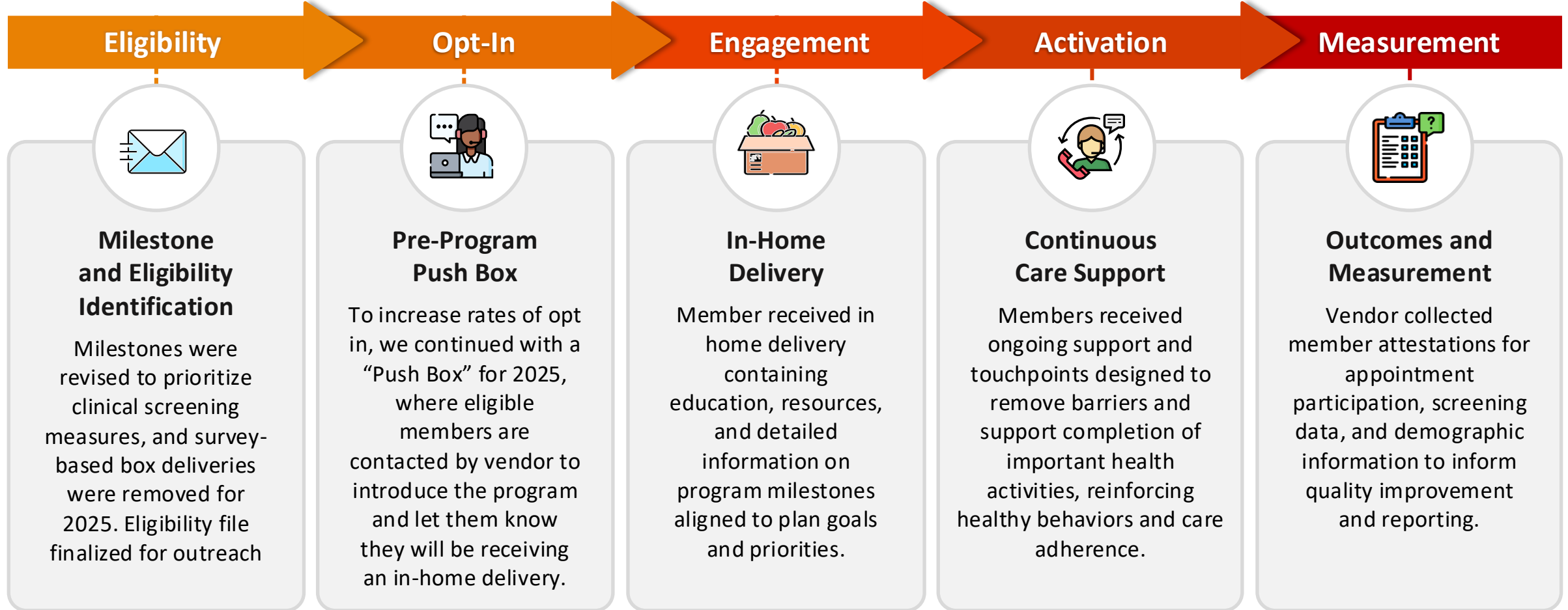


Solutions

- Create an engaging member experience to inspire care task completion while obtaining relevant contact information
- Adjust program run time to better accommodate those with disabilities or complex care needs & avoid holiday season
 - 2024 program run time Oct-Dec
- Balance growth and budget, selecting quality measures that deliver the greatest value to the plan
 - Hemoglobin A1c Screening (A1c)
 - Diabetic Eye Exam (EED)
 - Kidney Health Evaluation (KED)*

**Kidney health evaluation, KED, not evaluated in 2024 program*

Member Engagement Plan Focused on High Value Metrics and Continuous Connection



Member Experience Designed to Drive Action and Reinforce Education

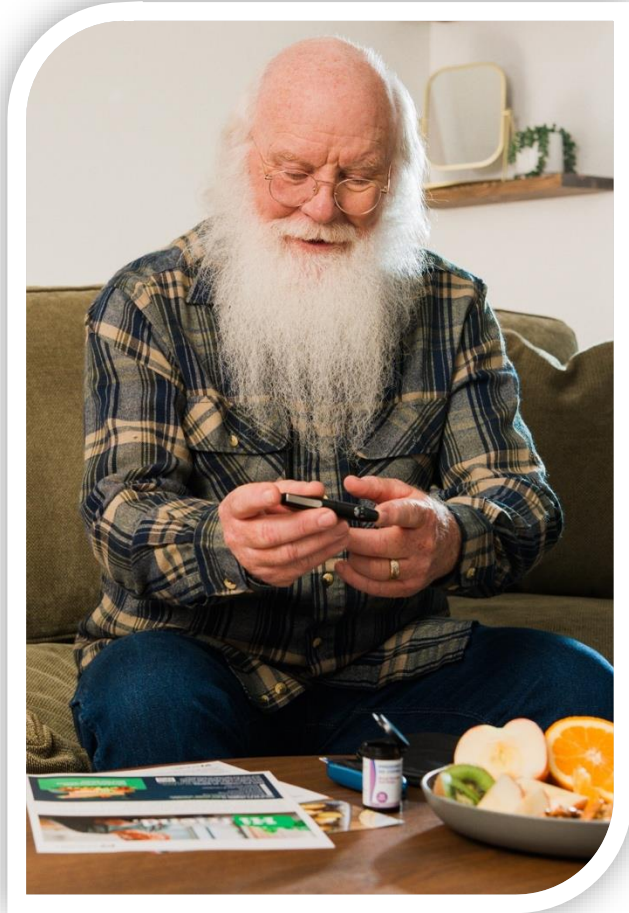
Engaging content supporting health literacy, designed to drive members through key diabetic screenings.

About the member materials

- Clear, concise materials provided guide members through program milestones and support care task adherence
- Comprehensive booklets with health education, practical tips, easy recipes, and important health plan information
- Tailored to be linguistically appropriate and aligned with intended reading grade level
- Cobranded with health plan to promote member trust and recognition



Highlighted Results for 2025



1,458

Total Care Tasks Completed

Addressing critical components of diabetic management (A1c, eye exam, kidney health)

38%

Average Care Task Closure Rate

9 point increase over 2024 average of 29%

25%

Members Completed All Assigned Tasks

Members complete all open care gap activities

3.9%

Rate of Address Correction

Engaged members provided updates to their mailing address

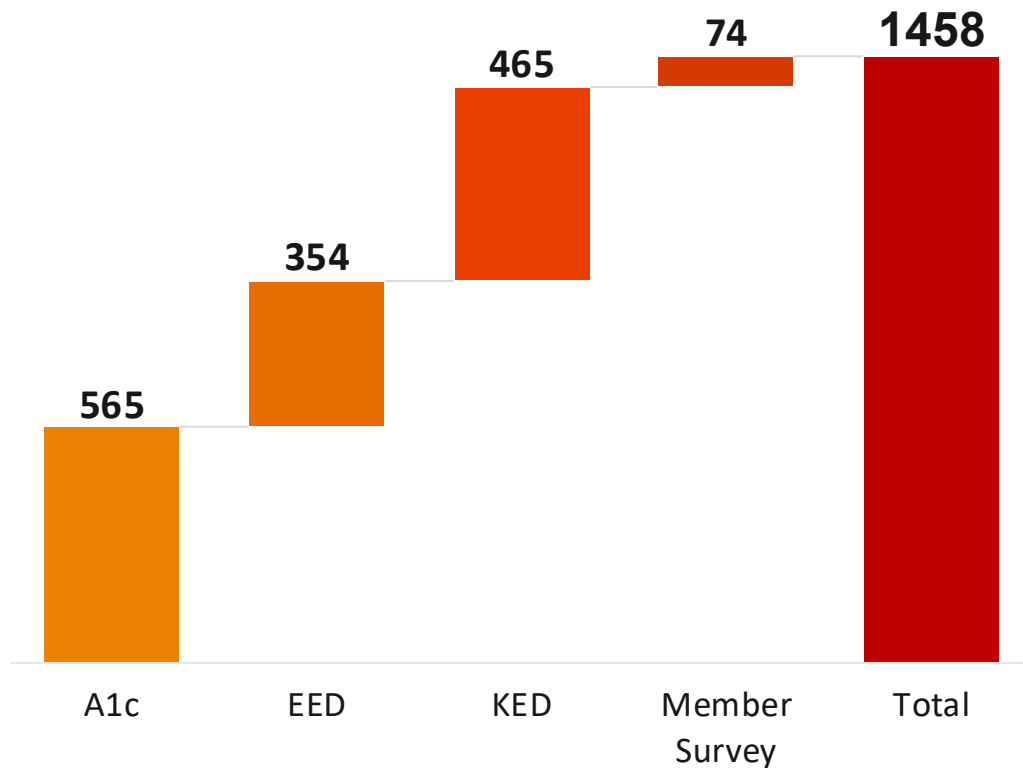
99%

Successful Delivery Rate

With 68K lbs more produce delivered vs 2024

1,458 Care Tasks Completed with an Average Task Closure Rate of 38%

Total Care Tasks Completed During Program Duration
June 2nd – November 12th, 2025



44%

Obtained an A1C Screening

Providing insight into diabetic management and adherence

32%

Received a Diabetic Eye Exam

Providing early detection in diabetes related eye health

39%

Kidney Health Evaluation

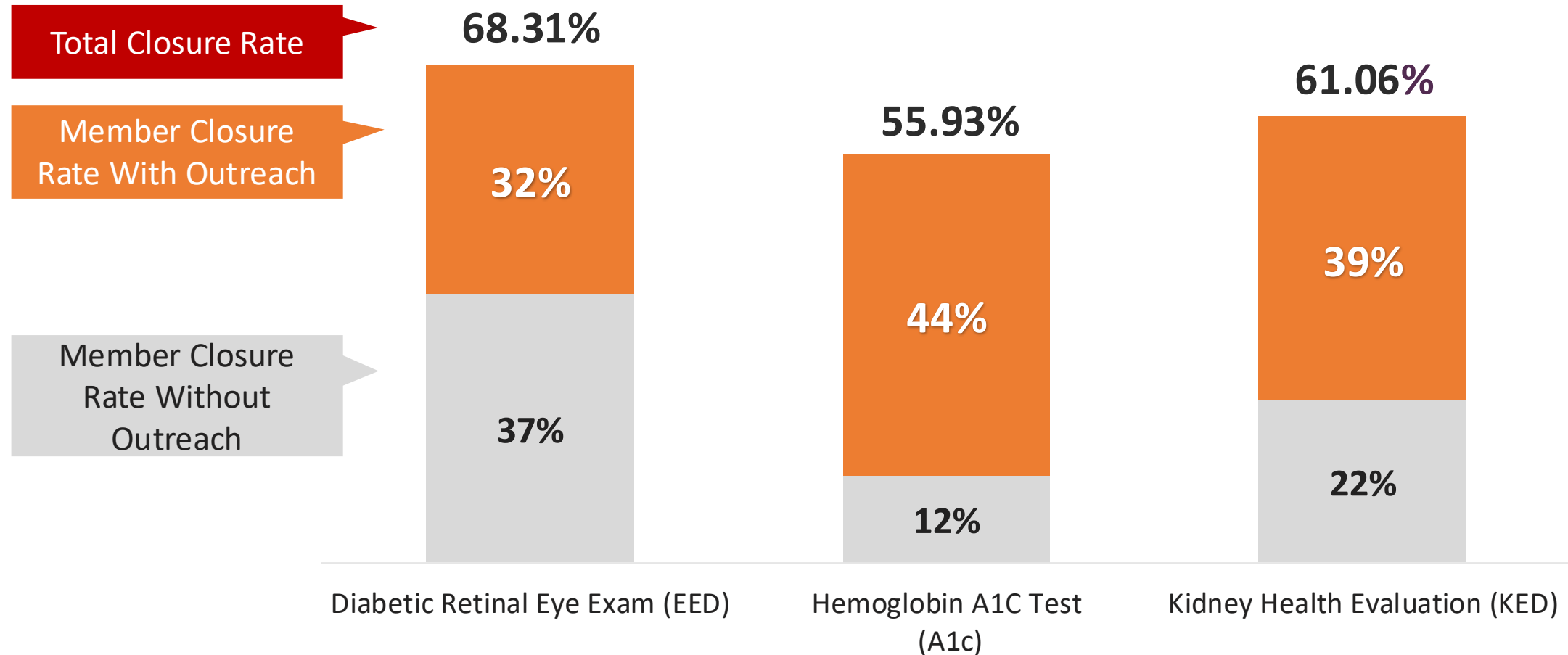
Promoting early detection in diabetes related kidney health

4%

Completed a Member Survey

Among members who elected to opt-in to the program

Outreach-Driven Closures Accounted for Majority of Overall Task Completion Success

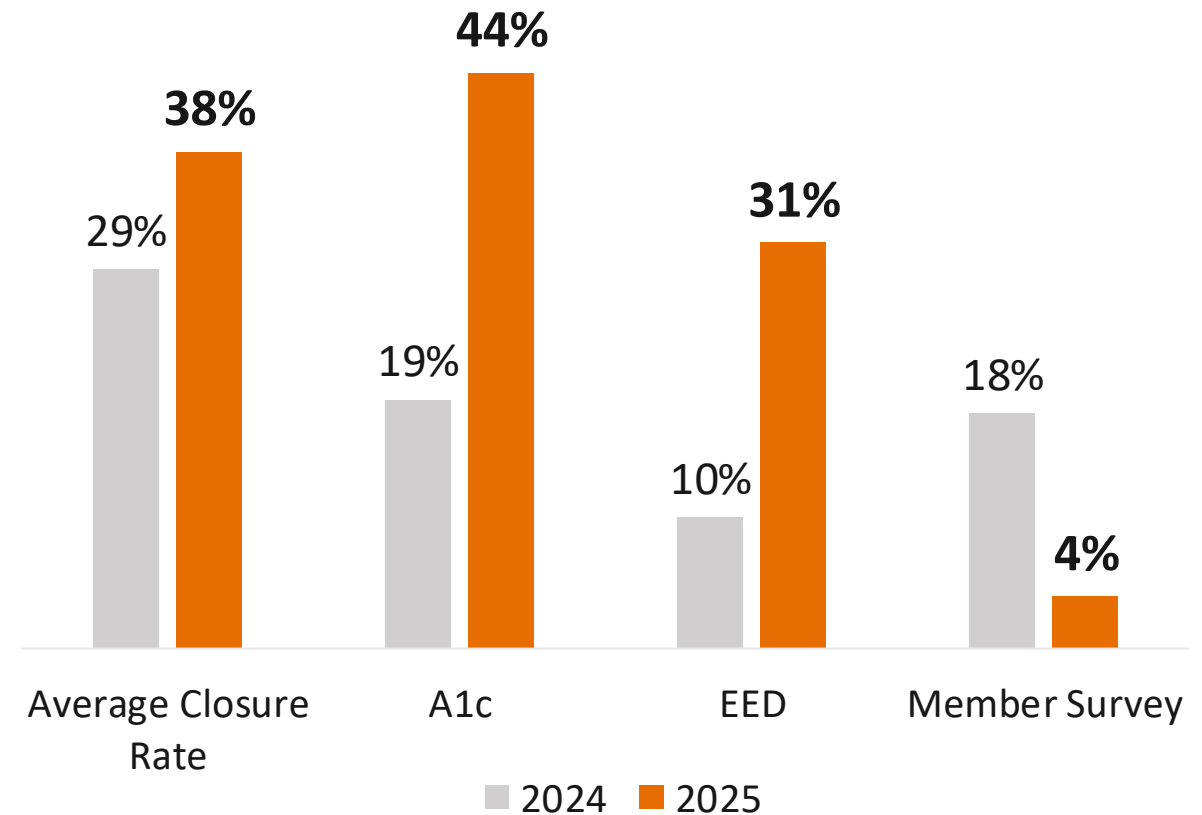


Year-Over-Year Improvement Demonstrated Across Diabetic Care Tasks

Program Results for Eligible Members

- 9 point increase in average gap closure rate compared to 2024
- 25 point increase A1c care task completion compared to 2024
- 21 point increase in diabetic eye exam completion compared to 2024
- Surveys represented lowest level of completion
 - Potentially due to removal of survey completion box in 2025 to prioritize clinical tasks
 - Outreach began in December, when holiday schedules may reduce response rates
 - Length of survey questions may have deterred member from responding

2024 vs 2025 Task Completion Rates



Member Attestation vs Gap Closure Rate

- Members who attested to completing required care activities were largely successful in closing HEDIS gaps across measures reviewed
- Attested Members with remaining open gaps were due to:
 - Lab being out of range
 - Completed test but no result
 - Eye exam didn't contain result, or not diabetic eye exam

Lessons Learned

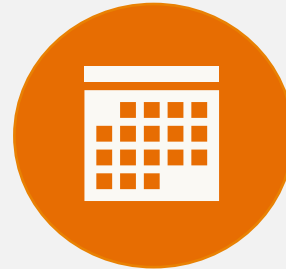
**Reassess Your
Strategy Early and
Often**



**Don't Be
Afraid to Narrow
Your Focus**



**Be Intentional
With Timing &
Program Length**



**Understand Your
Member
Population**



THANK YOU



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