

A fulfilling partnership to enhance the member experience

Simplifying the complex process of ensuring the right members receive the right health education—to boost both member and care manager satisfaction



Krames did a phenomenal job integrating into our care management system. For care managers, the process is easy. They access the material via single sign-in to see folders with approved education.

Current client,
Manager, disease management,
population health solutions, for
managed care provider

At the core is Krames content. It follows guidelines and updates every two years or as needed. When new topics come out, Krames is right on top of it. Education is illustrative and easy to read.

A premier health care enterprise focused on government-sponsored health care programs

It proudly provides high-quality, affordable health care to its more than 25 million members across all 50 states, supporting them on their journey to well-being.

A healthy need

Even in the digital age, there are times when nothing works quite like print. While care managers for this managed care provider use Krames On-Demand® to virtually educate and empower members to take control of their health, they understand print has the power to help reach populations who have less access to or are uncomfortable with digital formats and reinforce their guidance. The organization must provide health education to members to meet Medicare and Medicaid requirements but strives to provide consistent messaging across all communication channels to improve member experience—to help reduce ER visits, meet NCQA requirements, and boost CAHPS scores and star ratings.

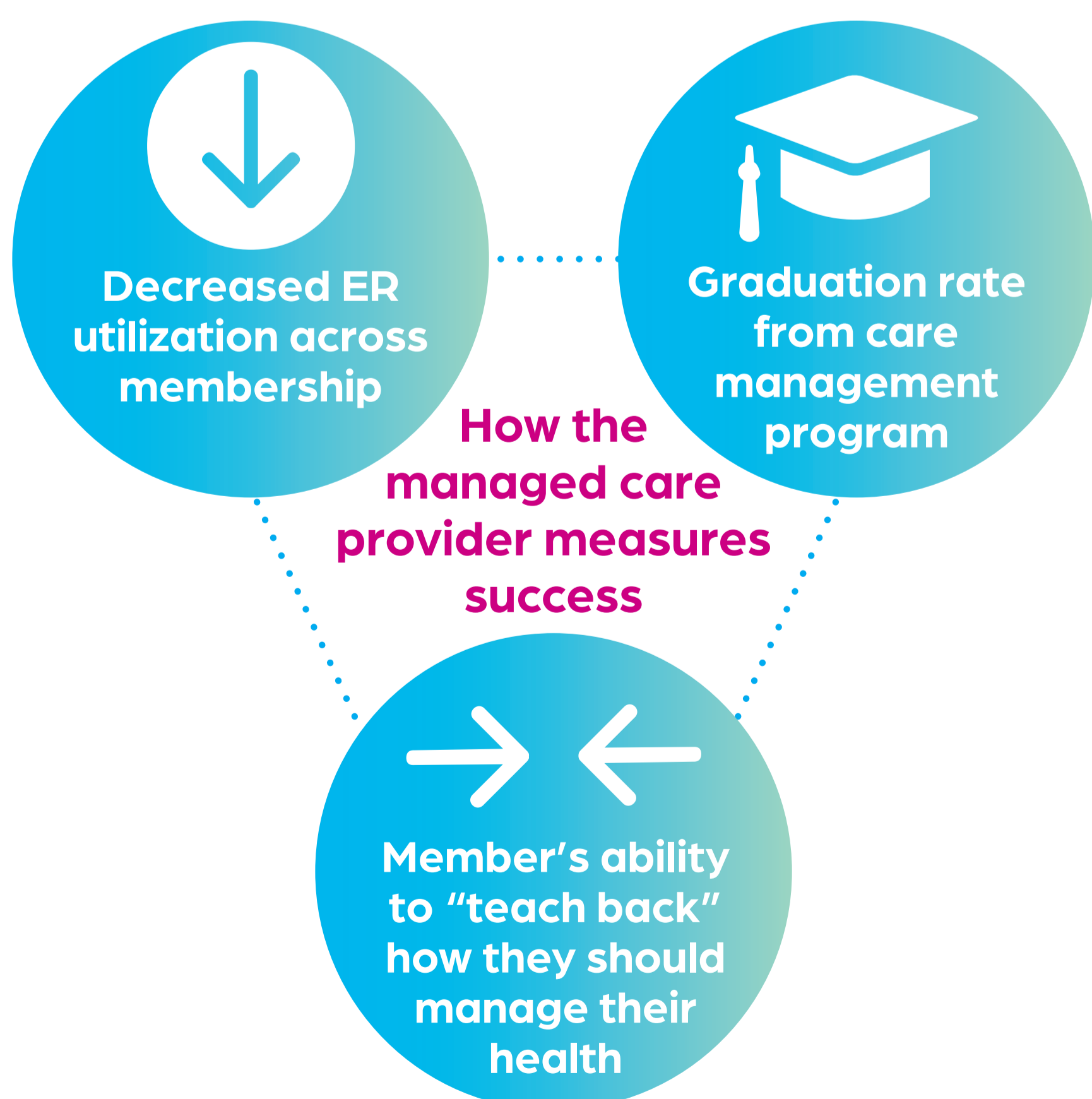
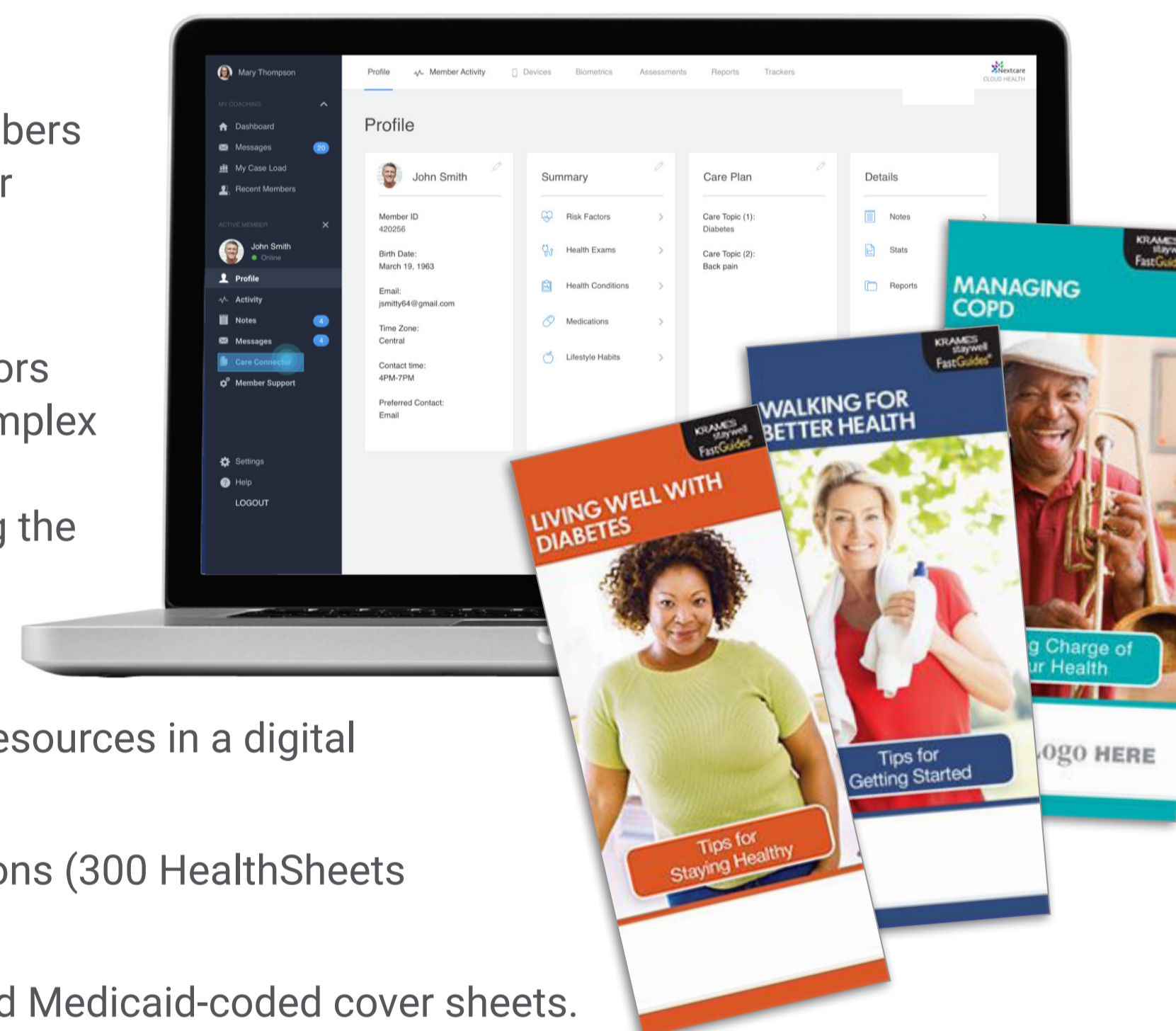
To keep from inundating their staff with the burdensome administrative workload of stuffing envelopes with health education to mail to members, and tracking which resources were sent to whom, the organization called on Krames—their fulfillment partner since 2008. What began with fulfillment of Krames' off-the-shelf booklets and brochures has evolved to printing and mailing of HealthSheets™. By fully managing their fulfillment operation, Krames enables the organization's clinical staff to focus on what matters most—caring for members.

A rewarding solution

The Krames fulfillment operation has multiple use cases based on the member risk stratification. Members enrolled in care programs receive printed HealthSheets to reinforce care instructions, translated to their preferred language. The organization also sends lower-risk members—more than 30,000 per month—FastGuides featuring disease and condition management program information.

Krames understands Medicare and Medicaid requirements for fulfillment services as opposed to vendors who simply print and ship. On the organization's behalf, Krames manages this time-consuming and complex process of ensuring the right members—based on their risk profile—receive the right education, and it's reported back. These resources improve both the member and care manager experience by simplifying the process and ensuring consistent messaging.

- Care managers use the same content for their verbal sessions with members.
- They access education during the telephonic session—choosing education from a folder, placing resources in a digital shopping cart, and sending the order virtually for fulfillment directly from Care Connector.
- Education is tailored to meet unique requirements of multiple lines of business, including translations (300 HealthSheets translated into other languages).
- Care managers know they're providing members with the right education, proven by member ID and Medicaid-coded cover sheets.
- Once education is sent, the member's profile is updated with a scanned image of the education, along with date and time sent—to enable the care manager to see specifically which resources the member received. This documentation helps eliminate the risk that members will receive duplicates of the same education and supports NCQA accreditation.
- Reporting back improves cost efficiency.



Healthy returns

Consider a member discharged from the hospital after multiple admissions for congestive heart failure. The organization's care manager calls the member to engage them in a care management program. They use Krames On-Demand education to coach the member over several calls in understanding causes for the hospitalization (diet and weight gain) and warning signs (shortness of breath). Education is used in the teaching moment. After the session, the member receives a printed HealthSheet to reinforce care instructions, translated to their preferred language, via mail. Lower-risk members receive FastGuides, with easy-to-understand health guidance and opportunities for additional support.

Krames helps the organization's care managers deliver the right education to the right members, right when it's needed. It's a time-tested partnership that continues to deliver improved efficiency and outcomes, for a healthier bottom line.



From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit [krames.com](https://www.krames.com) to learn more.

