

Innovative Communications that Deliver ROI

Why Try Something New?

A large retail client struggled with the high costs of covering so many inappropriate Emergency Room visits – costing on average \$2,168, though as much as \$73,000 or more¹ – and partnered with Best Doctors to help them solve their problem.

Best Doctors proactively identified ER misuse and delivered timely interventions and engaged with these members to give them a better, less expensive alternative to the ER, allowing Best Doctors to improve outcomes for members and reduce unnecessary spending for the client.



“Best Doctors made me feel less helpless and lost. It has made a big impact on my life, and I will honestly be forever grateful for this experience.”

— Best Doctors member employed by the client

How Does the Program Work?

Each month, the client’s insurer sent Best Doctors ER claims data. Using specifically designed algorithms and advanced analytics, Best Doctors identified members with certain health risk indicators that were most prevalent in these visits and “high flyers,” or members who used the ER most often, and created and ranked a list of members to receive outreach.

With the data, Best Doctors engaged members in many different ways to get the best results. Each adult member received a letter from Best Doctors’ chief medical officer explaining the expert second opinion process, and for minors, the letter was sent to their parents or guardians. Simultaneously, Best Doctors contacted those members with the highest risk via phone.

Results

Thousands of employees received letters or phone calls, and dozens of cases were opened with Best Doctors. Members received an in-depth medical review by world-leading expert physicians, and the Best Doctors experts found many members received incorrect diagnoses or underwent ineffective or inappropriate treatments or surgeries in the ER.

1. *The Atlantic*, 2013; *Washington Post*, 2013

One campaign utilizing mail and phone generated 28 in-depth medical reviews and delivered cost avoidances of more than \$410,000.

www.BestDoctors.com

Best Doctors identifies and solves the most complex, critical and costly problems in health care by combining data analytics and top clinical talent with our highly personal methodology across a global network. Founded in 1989 by Harvard Medical School physicians, Best Doctors helps members take control of their health. Through our various services, Best Doctors complements the care members receive from their own physicians, providing expert medical advice so they can make the best possible medical decisions.

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