



zakipoint Health



Real Client Stories

Through this eBook, you will learn how our platform and member outreach app will enable you to take actions in a personalized and relevant manner and easily understand data to pinpoint and reduce healthcare cost drivers. Our clients were successfully able to close member gaps in care, reduce ER usage, and increase mail-order Rx utilization.

Problem #1: Gaps in care

We were approached by a company from the Midwest who did not have clarity around chronic conditions of members in their book of business.

They were having difficulties with the following:

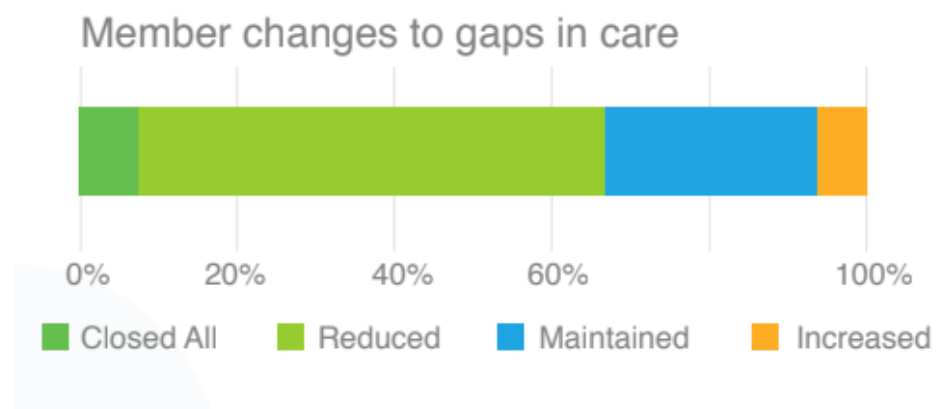
- A large prevalence of high-risk multiple chronic comorbidities.
- A historically low level of employee engagement.

Solution

- **Personalized communication** using member-level data on gaps in care and chronic conditions.
- Text and email outreach campaign with directed **action steps**.
- **Phone outreach** from the wellness program in place.

Impact

Nearly **3/4** of members contacted using **zConnect** closed **1 or more gap in care** during the campaign period.



Takeaway

Personalized, relevant, and timely communication drives action and outcomes.

Problem #2: High ER utilization costs

We were approached by a university who needed some transparency around their healthcare costs.

They were having difficulties with the following:

- **300** employees had increasing costs over time.
- They lacked transparency in what was driving costs.

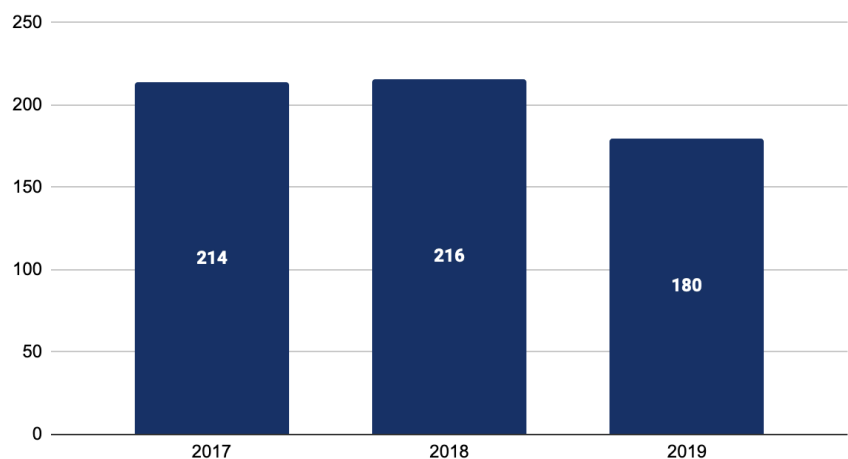
Solution

- Using **zAnalytics**, the client was able to identify the ER as the most significant cost driver.
- **Communication campaigns** were used to encourage members to utilize urgent care instead of the ER when possible.

Impact

ER utilization **fell by 17%** in the subsequent year.

ED Utilization per 1000



Takeaway

Data and insights can align all the stakeholders, including members, to prioritize a problem and motivate change.

Problem #3: Low mail order Rx utilization

We were approached by a group who needed some transparency around their healthcare costs.

They were having difficulties with the following:

- Only **1%** of medications for chronic conditions went through mail-order pharmacy.

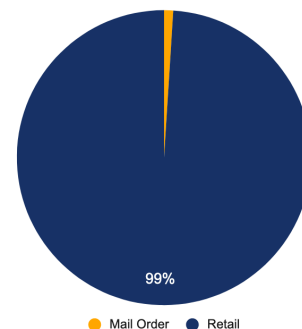
Solution

- Through **zConnect**, we ran a communication campaign to encourage members to utilize mail-order pharmacy.

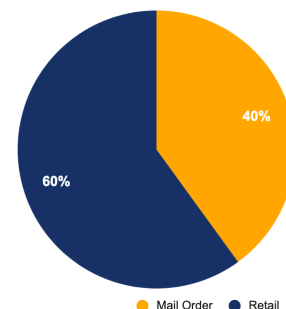
Impact

40% of medications for chronic conditions went through mail-order pharmacy after the campaign was sent out.

Q1 2019



Q1 2020



Takeaway

Communicating the right message to the right member at the right time motivates behavior change.

We Give You a Plan That Ends in Success

1. Schedule a free consultation to discuss your healthcare challenges.
2. View a personalized demo.
3. Receive a customized solution plan with agreed-upon success metrics.
4. Celebrate lower healthcare costs, reduced risks, and healthier, more engaged members.



As a diabetes care management program leader for self-funded health plans, integrating diverse datasets from multiple sources was always a challenge. ZPH has been user-friendly, created efficiencies, and has been supportive while willing to work with my team in integrating those datasets and turning them into visual success stories. I appreciate the ability to drill-down to details of each patient's diagnoses, utilization, biometrics, gaps in care, and medication regimen.



Ron DeVizia

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