

For brokers and producers only

Date: June 25, 2020

Market: All (except Medicare Supplement)

Expert Consult Program Marketing Campaign

As part of the current Care Support Programs, members have access to an Expert Consult second opinion. Along with Best Doctors, CareFirst has offered this service since 2013. Through this relationship, the program has resulted in a 61% improved diagnosis and a 51% surgical avoidance for engaged members in 2019. Additionally, this resulted in average savings of \$10,600 per case and an ROI of approximately \$2.20 for every dollar spent.

As a result of its on-going success, the program will be enhanced.

Beginning this July, we are launching a campaign to engage members whose claims analysis indicates they are considering an elective orthopedic surgery within the next 12 to 18 months. The goal of the campaign is to engage these members in a discussion about their treatment options before they make the decision to have elective orthopedic surgery, which is expensive and includes a long recovery period.

A sample [email, letter and mailer](#) is available for your reference. Direct outreach will begin in July for risk accounts and August for self-insured.

The **Expert Consult Program** provides an in-depth, virtual second opinion on a member's diagnosis and/or treatment plan by a team of industry-leading medical experts. The core program includes three options:

- **Ortho consults** for members with orthopedic conditions related to certain elective surgeries (back, neck, hip, knee pain) who do not have complex comorbid conditions
- **Complex consults** for stable members with clear symptoms who have an unclear diagnosis, multiple hospitalizations/ED visits, multiple specialists or medications
- **Critical care consults** for members who need immediate attention for an acute medical event resulting in admittance to a trauma unit, ICU or NICU

As of 11/1/19, ortho consults are offered at \$2,000 per case (paid in claims), a significant reduction from the previous \$5,000 per case. There will be no member cost share for this enhancement. (*Members with a high deductible health plan are excluded from this campaign.*)

For more information

If you have any questions, please contact your broker sales representative.