

Improving Medical Program Adherence Through Financial Incentives Management

Challenge

Health Plans and Health Systems alike face significant challenges in managing Medicaid and Medicare populations when it comes to ensuring patient adherence to medical programs. Similarly, specialized care management solutions are essential in addressing rising risk and complex care populations at scale, but inevitably fail without effective patient engagement and activation, leading to poor outcomes and rising cost. The predominant factors contributing to low adherence are a varying combination of anxiety, mistrust, confusion, and financial insecurity, which are complex issues to resolve and often beyond the capabilities of plans and providers.

Solution

CMS field-tested research has shown that Financial Incentives paid to patients, effectively paired with digital tools and omnichannel outreach, drive significantly higher adherence to care journeys. Reciprocity's TheraPay[®] Solution is a fully managed adherence acceleration system that includes a team specialized in decision science, communications expertise and a customized digital app that integrates clinical programs with financial rewards and a gamified platform. Available on iOS, Android, and the web, TheraPay[®] provides patients with a personalized to-do list tailored to their specific care program. The app encourages ongoing participation through digital nudges and persistent encouragement delivered to their TheraPay Rewards[®] card.



Omnichannel Messaging

Hyper-personalized outreach, continuous encouragement, nudges, and reminders.



Digital Connectivity

Interactive features such as care roadmaps, resource repositories, and a reward center.



Decision Science Expertise

Financial incentives tailored to motivate patients, with continuous testing and optimization.



Ongoing Program Support

The Reciprocity Team stays involved in program optimization and addressing new priorities.

Results

TheraPay has demonstrated remarkable success in driving higher patient engagement, better health outcomes and higher ROI on clinical programs. The full benefit of the TheraPay platform is achieved when implemented as a full population rewards program (for preventive care or HEDIS gap closures) and then layering in additional specialized care rewards programs for targeted populations like diabetes, SUD, maternal health or other condition-specific priorities. A sampling of representative results include:

Higher Enrollment: Replacing a legacy MCO rewards program resulted in a 10x jump in monthly enrollment over first 12 months.

Higher Adherence: In one Diabetes program, TheraPay members showed 48% improved adherence over standard programming.

Financial Impact: Clients have seen an ROI over 3.5x from quality improvements, cost savings, and efficiency gains.

Improved Outcomes: One Medicaid MCO (140,000 members) saw 178% more PCP visits, 264% more cancer screens and more.

Improved Retention: Decreases in formal grievances, higher NPS and Customer Satisfaction scores contribute to reduced churn.



Why Choose Reciprocity Health and TheraPay[®]?



Proven ROI and Health Outcomes

TheraPay's financial incentives and user-friendly platform have been proven to significantly improve patient adherence and health outcomes, translating into substantial cost savings and efficiency gains for health plans and health systems.



Customizable and Scalable

TheraPay is designed to be flexible and scalable, catering to various care programs and populations. The platform is currently utilized in multiple states across diverse use cases, demonstrating its versatility and effectiveness.



Comprehensive Managed Service

Reciprocity Health offers a turnkey and fully managed solution, responsible for every aspect of the program from design and compliance review to customer support and ongoing performance monitoring. This managed-service model ensures seamless integration and operation with no training requirements for your team.



Expertise and Support

Our team comprises seasoned professionals with extensive experience in behavioral economics, decision science, healthcare technology, cybersecurity, and regulatory compliance. We partner closely with your organization to ensure the success of the TheraPay[®] program.



Join Us in Transforming Healthcare

Partner with Reciprocity Health to enhance patient engagement, improve health outcomes, and achieve a higher ROI.
Contact us today to learn more about how TheraPay[®] can benefit your organization.