

# Case Study: The Efficacy of BeneLynk's Veteran Services for a Regional Southeastern Health Plan



**A regional southeastern health plan partnered with BeneLynk to identify Veteran members and retrieve their health records from Veterans Affairs.**

## The Challenge

Most Medicare plans don't know who the Veterans are in their current membership – despite the fact that Veterans are a large and important constituency for those plans. Approximately 1 in 5 members is a Veteran and 5 % of a health plan's total membership is receiving care at the VA - care that is completely hidden from the plan. The lack of systematic communication between the VA and MA plans presents a significant challenge in healthcare coordination. This gap in information exchange can lead to fragmented care, hinder effective collaboration between providers, and potentially compromise the overall well-being of Veterans enrolled in these programs.

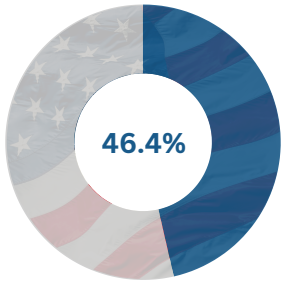
## The Opportunity

The retrieval of a Veteran member's VA health record allows the Medicare Advantage plan to have a more comprehensive understanding of their member, identify all Hierarchical Condition Categories (HCCs), enhance the member experience, close gaps in quality metrics, and identify conditions that need follow-up or potential in-person visits.

## The Solution

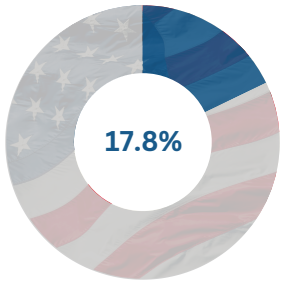
BeneLynk's *Veteran Lynk* service uses custom-developed algorithms to identify members likely to be Veterans and conducts human-to-human outreach to verify their service and understand their use of VA Healthcare. We then secure written authorization to retrieve the Veteran's medical records from the VA. After the medical records are collected, we deliver them to you, their Medicare Advantage plan, to paint a complete picture of all the care they are receiving.





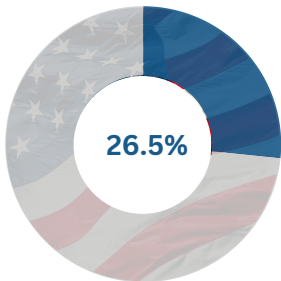
## Engagement Rate

Leveraging a multifaceted approach encompassing outreach by both phone and mail, BeneLynk achieved an engagement rate of **46.4%** within the regional health plan's member population to ascertain their Veteran status. This exceptional level of engagement underscores the effectiveness of personalized outreach strategies in eliciting responses from this demographic.



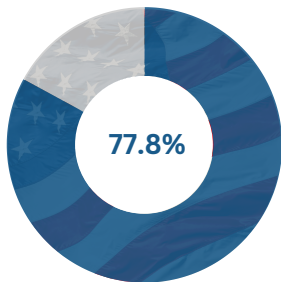
## Identified as Veterans

Among the engaged population, a notable **17.8%** identified themselves as Veterans. This significant level of self-identification not only provides valuable insights into the Veteran population within the healthcare industry but also emphasizes the importance of health plan initiatives tailored to meet the unique needs of Veterans. Before outreach was performed by BeneLynk, the plan did not know that these members were Veterans.



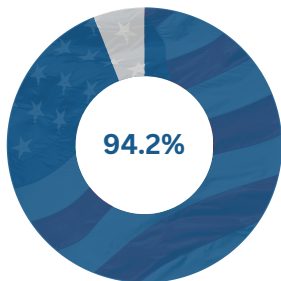
## VA Utilization

**26.5%** of the identified Veterans said that they utilized the VA for some or all of their healthcare needs. Importantly, care received at the VA is not disclosed to the member's Medicare Advantage plan. The lack of communication between the VA and MA plans potentially hinders the comprehensive understanding of a Veteran's healthcare needs and may cause a myriad of future problems for both the member and health plan.



## Charts Requested

Following BeneLynk's educational efforts regarding the significance of sharing VA care information with their MA plan, a considerable number of members expressed interest in communicating their records with their health plan. Among Veterans utilizing the VA for care, BeneLynk successfully obtained written authorization from **77.8%** of VA utilizers to access their medical records.



## Charts Received

Once authorizations were provided to the members' respective VA facilities, BeneLynk received **94.2%** of all requested charts. These charts were then delivered to the regional Medicare Advantage plan as-is. On average, MA plans are able to identify two HCCs previously unknown to the plan with charts received from the VA. This translates to a return on investment (ROI) of nearly **\$1,000** per chart.

## About BeneLynk

BeneLynk is a national social care vendor for managed care companies. We engage members to understand social care challenges and provide professional advocacy to access benefits. BeneLynk helps to remove barriers to allow members to live their healthiest lives.

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