CASE STUDY

Activate Care

AETNA'S LABOR UNION PARTNERSHIPS
International Alliance of Theatrical Stage Employees

In New York City, the International Alliance of Theatrical Stage Employees (IATSE) Local One union represents 6,000 entertainment workers who construct, install, and set the stage for Broadway, Radio City Music Hall, Madison Square Garden, Carnegie Hall, The Metropolitan Opera, Lincoln Center, and the many television studio sets at CBS, NBC, PBS, and FOX.

Local One members do it all: lights, sound, video, scenery, rigging, and special effects. Their work is physically demanding. Their shifts include long and odd hours. Due to the nature of this work, Aetna knows these members are often hard to reach and difficult to engage. The historical engagement rate for Aetna's disease management programs is less than 5% among this population.

First, Local One co-located nurses as on-site Healthcare Coordinators at the union hall who can help members navigate the healthcare system - especially members with

chronic conditions or complex health and social needs. Next, they deployed Activate Care's CareLink platform for member-centric care coordination.

Inside CareLink, the union's care team receives a daily worklist of tasks and interventions for a dynamic, prioritized cohort of members. Leveraging data from Aetna's internal systems, Activate Care identifies members who are going through medical challenges or experiencing gaps in care. This helps the nurse identify and engage with the patients who may need help, and who may be more receptive to that connection during their time of need.

With community-based care coordination, Local One's member engagement rates have skyrocketed to 70%. With this improved engagement, Aetna and their satisfied labor union customer have saved millions of dollars in avoidable healthcare costs over the years.

Stagecrew members typically work long hours and odd shifts, which means they can be hard to engage in their own healthcare. Traditional telephonic approaches don't elicit high levels of response and dialogue with members. This ultimately leads to higher health care costs among cohorts of unengaged and hard-to-reach members.

Aetna's approach to combining Activate Care's software tools with event-based triggers for nursing support helps members manage chronic conditions, builds trust between members and their health plan, and results in significant cost savings for the self-administered health plan:

Member engagement
rates improved

5% → 70%

Patient care cost
savings average

$1,500

per member per year.

Two-year savings
amount of

$1.4M

with more than 900 members
meaningfully engaged
in just one program.

All-in-One Platform for SDOH Care

CareLink is a complete solution for effective community care management. Our platform efficiently streamlines client care with a single view into services, programs, and referrals. Each client has an individual community care record to track, monitor, report, and, with client permission, share outcomes.

Our closed-loop referral system enables seamless coordination and tracking of bidirectional referrals across the community, enhancing communication and shared decision-making and fostering mutual trust in community health programs. Through workflow automation, team-based tasks and goals, non-medical billing, and integrations, CareLink makes facilitating care easy so you can focus on what matters.

Key Features

Admission, Discharge,
and Transfer Alerts

Secure Communication

Gaps in Care Notifications

Program Analytics

Member Engagement Tools

Activate Care

For more information about how Activate Care's CareLink Platform can support your organization, visit activatecare.com.