

Case Study:

“MyEleanor” Facilitates Member Engagement To Detect Underlying Medical, Behavioral Health, and SDOH Issues



Background

As the number of seniors aging in place continues to rise in the United States, payers, providers, and community-based organizations are looking for efficient ways to remotely engage, support, and monitor their members’ health and well-being. Detecting clinical and behavioral changes, assessing risk for falls or other complications, and monitoring social determinants of health (SDOH) have a direct impact on outcomes, utilization, and costs.

Heights and Hills, a Brooklyn, New York, nonprofit CBO, helps at-risk seniors access nutritious food and safe and affordable housing, and offers the social support they need to prevent loneliness and isolation. In January 2020, Heights and Hills partnered with MyndYou—a health-tech company that helps Medicare Advantage health plans increase member engagement and remotely monitor the clinical, behavioral, and social health of older adults in their homes—to assess its AI-powered virtual assistant, MyEleanor.

MyEleanor calls members on the phone to conduct customizable, dynamic verbal questionnaires, developed by clinicians, for gathering information about their health and well-being in an engaging, conversational tone. (Participants often say they feel like they’re talking to a real person.)

Meanwhile, MyndYou’s analytics engine is working in the background, using advanced AI algorithms, machine learning, and natural language processing to detect subtle changes in what members say—and how they say it—that could indicate an underlying medical or behavioral health problem. Then the platform collects, analyzes, and reports those findings to the care management team.

Personalized Outreach

Prior to the program, Heights and Hills care managers called clients about once every eight weeks. When COVID-19 hit New York State in early 2020, outreach became even more critical as the risk of social isolation grew and access to food, basic healthcare needs, and other services became more difficult under stay-at-home orders.

During the three-month program of MyEleanor, Heights and Hills increased the frequency of contact to once a week. Care managers used the information gathered during the calls to determine which clients were most in need of an immediate in-person contact, maximizing managers’ efficiency and resources.

Over the course of the program, MyEleanor’s weekly calls to 21 seniors covered topics of physical and emotional health, self-care management, and social support. The participants, ages 62 to 93, all had one or more health issues, with the two most common being chronic pain and hypertension.

“I think of her as an extended friend. Somebody who drops by occasionally or gives you a little call to see how you’re doing.”

– MyndYou three-month program participant

During phone calls, MyEleanor checked for social concerns such as personal loss and lack of support, asked seniors about chronic condition management, assessed ability to get groceries and medications, and flagged medical events such as hospitalizations and dizziness, which might indicate a risk for falls. When the pandemic hit, the flexible, scalable program allowed the care management team to add questions about coronavirus symptoms and to offer tips for staying safe.

As part of the project protocol, case managers received actionable daily reports outlining detected deviations in individuals' baselines. "It's a way to stay abreast of any significant changes in our clients' lives that warrant attention and case management intervention," said one Heights and Hills case manager.

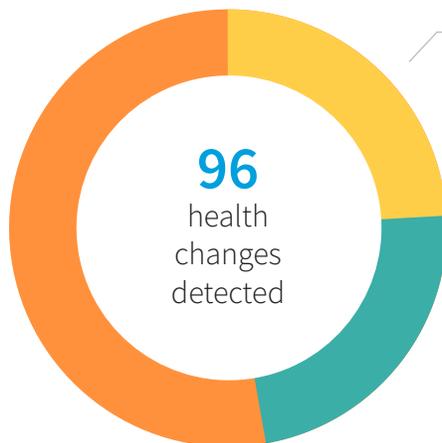
The program demonstrated that MyEleanor engages seniors, helps combat loneliness and isolation, and detects physical and mental deterioration, allowing care managers to triage their clients more effectively.

Results

Of 307 calls, 96 detected changes in health status that were elevated to the care team.

53%

Changes in physical condition: early symptoms of COVID-19, concerns about chronic conditions, and risk of falls.



24%

Alerted care team members to lack of access to food, medications, home heating, or at-home support.

23%

Emotional issues, such as loneliness and isolation, stress and anxiety, lack of social support, and loss and grief.



~90% of participants said the calls with MyEleanor provided an additional source of support; 71% said the calls with MyEleanor helped them feel less lonely.



~94% said the MyEleanor calls comforted them, knowing someone was checking in and making sure they were well.



90% said they'd like to continue to receive calls from MyEleanor after the program ended.

Summary

A high-tech and high-touch solution, MyEleanor conducts regular check-in calls that facilitate meaningful conversations and triage members so the care team can focus their time where it's most needed, maximizing productivity and effectiveness, saving money, and improving health outcomes. The automated, customizable, and scalable virtual assistant increases member reach and the frequency of touchpoints which, in turn, will positively impact Consumer Assessment of Healthcare Providers and Systems (CAHPS) member experience scores and customer retention. For health plan members, the MyndYou solution promotes health and well-being by providing a sense of connection and continuous support.

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