

Member Engagement

Guiding Members to High-Quality, Cost-Effective Care

What Is Member Engagement & Navigation?

Innovative Care Management's Member Engagement and Navigation services help plans ensure that members access the right care, in the right setting, at the right cost.

Health benefits can be complex, and members often struggle to understand their coverage, provider networks, and care options. Without guidance, members may choose providers or sites of care that lead to unnecessary costs, out-of-network utilization, or avoidable coverage disputes.

ICM's navigation services provide members with clear guidance on their benefits and care options while helping plans promote high-quality, cost-effective healthcare utilization. By connecting members with preferred providers, identifying lower-cost sites of care, and coordinating with vendors and providers, ICM helps plans protect plan assets while improving the overall member experience.

Service Options

Integration Support

ICM aligns precertification workflows, member support processes, and vendor coordination with your plan design. Customized integrations help streamline operations and ensure that member navigation supports plan cost-management strategies.

External Vendor Coordination

Many healthcare services involve multiple vendors. ICM coordinates communication between providers, vendors, and the plan to ensure consistent information and smooth processes. During precertification and care planning, opportunities for redirection or cost optimization can be identified and coordinated across vendors to ensure accurate and timely communication.

Member Navigation

ICM's navigation team guides members toward high-quality, cost-effective providers and care settings. Nurse navigators support complex clinical cases, while tools and quality data help identify providers and facilities that deliver strong outcomes at lower cost.

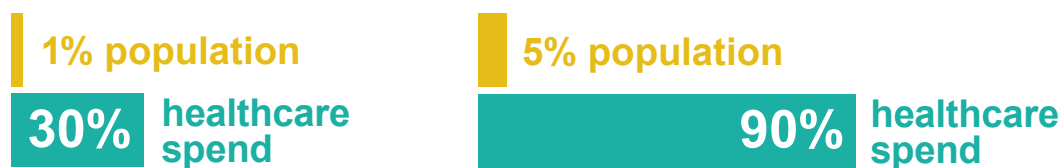
Concierge

Plans seeking a higher-touch member experience can offer a single point of contact for member questions regarding benefits, preauthorizations, provider searches, and claims. This concierge model helps reduce confusion while ensuring that members are guided toward appropriate and cost-effective care options.

Through coordinated navigation and clear communication, ICM helps plans improve member satisfaction while supporting more effective use of plan benefits and lower overall healthcare costs.



Did you know that 90% of a plan's healthcare expenditures can be driven by just 5% of the member population? That's why smart care navigation is essential.



Case Study: Guiding a Member to a Preferred Provider

A member required a surgical procedure and initially planned to schedule the surgery with a provider outside of the plan's preferred network, which would have resulted in significant out-of-pocket costs and higher plan spend.

Through ICM's navigation services, the member was guided to a preferred provider within the network who specialized in the same procedure. The navigation team helped coordinate the transition and ensured the member understood the coverage and provider options available.

As a result, the member was able to receive the surgery from a preferred provider with zero out-of-pocket costs, while the plan benefited from network-aligned pricing and avoided unnecessary expenses.

Case Study: Redirecting Infusion Therapy to a Lower-Cost Site of Care

A member receiving infusion therapy was scheduled to receive treatment at a hospital-based infusion center, a setting associated with significantly higher costs.

During the navigation process, ICM identified the opportunity to redirect the treatment to a home infusion provider. The team coordinated with the prescribing physician, infusion vendor, and the member to transition care safely to the home setting.

The member was able to receive treatment from the comfort of home without the need for hospital visits, improving satisfaction and convenience. At the same time, the shift in site of care generated substantial cost savings for the plan while maintaining appropriate clinical oversight.