

Quartz

A woman in a dark jacket and leggings is running on a wooden pier. A dog is running alongside her. The pier has a metal railing and extends into the distance. The background shows a body of water and a cloudy sky.

| CASE STUDY

Impact of Kiio on
Medical Utilization and Spend

kiio[®]

BACKGROUND

The Quartz Health Solutions family of entities is a leading health plan provider servicing 350,000 members in Wisconsin and parts of Illinois, Iowa, and Minnesota.

In analyzing claims data, Quartz identified low back pain as a consistent driver of both medical utilization and cost.

Quartz's medical leadership had the vision to expand beyond traditional care to provide an evidence-based, member-centric option for medically appropriate members struggling with back pain.

Quartz partnered with Kiiro to pilot Kiiro for Low Back Pain, customized to Quartz and white-labeled as MobileBack_{SM}. The pilot was structured to rigorously examine Kiiro's impact on member outcomes, medical utilization, and cost of care.



“We believe that the health insurance industry should do far more than just provide access to doctors and cover or administer claims. The way we see it, health care plans should help people live healthier. Which is exactly what makes us different. As a health plan management and administrative services company, we're leading the charge on everything from expanding network physician and provider options to creating innovative approaches to wellness, prevention and community well-being. That's because at Quartz, we're a company committed to good health.”

QUARTZ HEALTH SOLUTIONS



“Back pain has consistently ranked in our top three for both claims prevalence and cost. We had the vision to try something unique and innovative.”

ELAINE ROSENBLATT, MSN, FNP-BC

Director of Quality and Care Management | UW Health / Quartz Health Solutions

POPULATION AND PROGRAM

MobileBack was launched February 2017 as an invite-only pilot offered to Quartz members with a history of low back pain and residing in a limited geography in south-central Wisconsin.

Potential participants had multiple visits for low back pain in the past three years and had not seen physical therapy within the last year.

MobileBack was offered free of charge via a single MyChart invitation issued by the health plan. Health plan members enrolled on a completely voluntary basis, with no incentivization other than the desire to try something new to reduce their pain.

Prior to enrolling, interested members completed Kiiio's online screening to gather baselines and confirm eligibility. Members not eligible to participate for medical or other reasons were directed

to appropriate in-network care as part of Kiiio's customized care path optimization.

Eligible members were provided access to the digital care program, including three progressive levels of exercise specific to the member's type of low back pain, virtual coaching, and access to 1:1 contact with Quartz Health Coaches. Post-pilot, pain education materials and additional engagement features were added to the program.





“What really excited me about this program is how member-centric it is. What we heard is that it really meets members where they are. This is significant for them.”

ELAINE ROSENBLATT, MSN, FNP-BC

Director of Quality and Care Management | UW Health / Quartz Health Solutions

RESULTS: MEDICAL UTILIZATION & SPEND

The data analysis period was February 27, 2015 through July 21, 2018, for a total of 41 months.

After completing the online screening, 515 plan members were eligible to participate in the digital care portion of the program. For analysis purposes, eligible participants were split into two groups: the Kiio group (those who engaged with the program for long enough to advance beyond level one), and the reference group (those who did not engage long enough to progress past level one or who did not engage at all).

Results clearly demonstrate the added value of the Kiio program on medical spend and utilization of urgent care and more aggressive diagnostics and treatments.

Low-back-pain-related medical spend decreased 53% in the Kiio group, not including pharmacy. There was no use of ED and Urgent Care in the Kiio group post-enrollment; in the reference group, ED/Urgent Care claims *increased* 47%. And the Kiio group was 1.7 times less likely to have an MRI and 1.8 times less likely to have a spinal injection as compared to the reference group.

KIIO GROUP RESULTS

MEDICAL SPEND



ED/URGENT CARE VISITS



INJECTIONS



MRIs



RESULTS: PRESCRIPTION MEDICATION

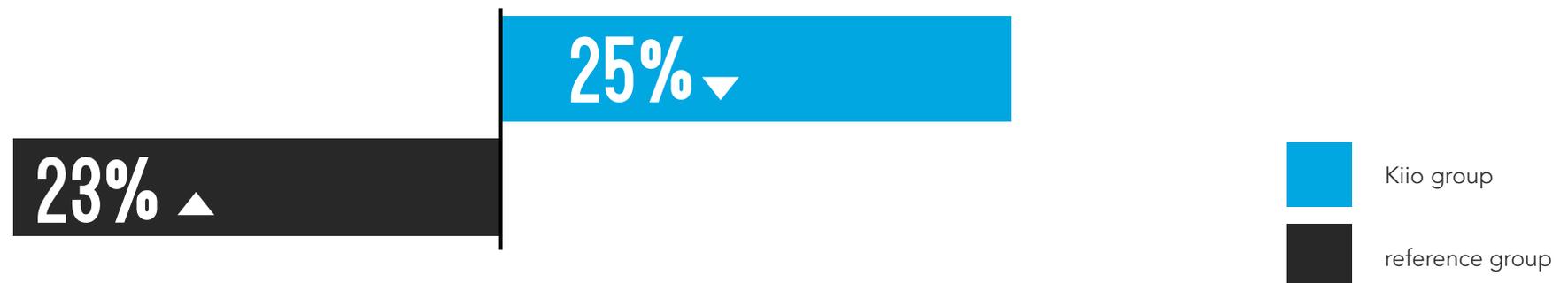
The Kiio group filled significantly fewer opioid prescriptions post-enrollment compared to the reference group over the same time period. Use of non-opioid prescription medication also decreased in the Kiio group but increased in the reference group (non-participants).

FILLED PRESCRIPTIONS

OPIOIDS



NON-OPIOID PRESCRIPTION MEDICATIONS





“Our goal was to provide an evidence-based, member-centric program to improve members’ quality of life and ease members’ access to care. The decrease in the cost of care was a notable result.”

MARY PAK, MD

Medical Director | Quartz Health Solutions

WHAT QUARTZ MEMBERS ARE SAYING ABOUT KIIO

In addition to benefiting from significant pain reduction, Quartz members have been extremely satisfied with their experiences.

86%

of Kiiio group participants learned to better manage their pain

85%

of Kiiio participants would recommend to a friend

“ I would like to continue using Kiiio. It is very helpful in controlling my pain. ”

QUARTZ MEMBER

“ I’ve done PT before, and I’m doing this more regularly because of the access. ”

QUARTZ MEMBER

“ The accountability is great, and the exercise instructions are clear. ”

QUARTZ MEMBER

MOVING FORWARD TOGETHER

Based on these positive results, Quartz is moving forward with a full rollout of MobileBack. Quartz is also working to integrate MobileBack into primary care. Kiiro and Quartz will continue to collaborate on data analysis and will monitor program impact as MobileBack expands.



“MobileBack aligns with our strategic initiatives around wellness, member experience, community health, and opioid reduction. We are extremely excited by the potential to have a broader impact.”

ELAINE ROSENBLATT, MSN, FNP-BC

Director of Quality and Care Management
UW Health / Quartz Health Solutions

