

For Immediate Release



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New Research Reveals Impact of Real-Time Caregiver Engagement Tools

Outdated communication tools used by most health plans to engage clinical caregivers and family members introduce risk of poor patient outcomes, lower satisfaction scores and costly complications.

PALM BEACH, FL, November 18, 2020 – Care Heroes, a caregiver collaboration and incentivizing platform, announced today the results of a new Porter Research study the company commissioned to better understand the impact outdated communication tools have on patient outcomes, costs and care team satisfaction. A summary of the research results can be found at www.joincareheroes.com/research-realtime.

“As more of today’s care moves to the home, family members and homecare providers are playing a bigger role in the ongoing care of patients,” said Chiara Bell, CEO of Care Heroes. “However, this research confirms that most health plans aren’t equipped to communicate effectively with these resources who are often the closest to the patient’s day-to-day status and environment. Our solution empowers health plans to engage in real-time with paid caregivers such as home health agencies and home aides as well as family members, resulting in more proactive and effective care management of members.”

Care Heroes works with leading health plans to not only connect care managers with caregivers of all types, but also to incentivize family members and personal caregivers with rewards for the important work they do. The system also uses artificial intelligence to monitor communications to help alert care managers of potential issues and facilitate proactive interventions.

Key Research Findings

Conducted by Porter Research in October 2020, the new study of 100 care managers employed by Managed Medicaid and Medicare Advantage plans revealed that 88% of respondents were not fully satisfied with their system’s ability to effectively communicate with in-home caregivers. This comes at a time when 76% of care managers report an increase in their patient-to-care manager ratio (125-1), leading to high levels of stress and inability to keep up with member status and care needs.

These findings indicate that care managers have limited time to monitor the care and concerns of their members receiving care in the home, resulting in missed opportunities to provide better,

less expensive care for millions of their members. By equipping teams with the right communication and collaboration tools, health plans and caregivers can act as one cohesive care team to positively impact patient outcomes.

The survey also found that the most common communication methods used by care managers today are phone (53%), email (14%) and fax (12%). These outdated capabilities often fail to immediately address urgent issues that lead to adverse events and frustrated caregivers.

When asked what the most important collaboration capabilities were, care managers reported:

- Real-time communication of adverse events
- Better connectivity between care managers and members for self-directed care
- Ability to measure home care provider network

Respondents felt that with the top benefits of investing in real-time collaboration solutions would include better member support, improved member satisfaction and retention, and reduced per member per year costs.

A more detailed analysis of the research study can be found at www.joincareheroes.com/research-realttime. A more detailed demonstration of the Care Heroes platform can be found at www.joincareheroes.com.

About Care Heroes

Care Heroes delivers an innovative software solution that better connects all key stakeholders in a patient's care with a particular emphasis on acknowledging and incentivizing home-based care providers who often have the most accurate day-to-day information and influence on a patient's condition. Leading health plans use Care Heroes to empower their care management teams to more proactively monitor and address the needs of members who need assistance, which ultimately helps eliminate gaps in care, reduces costly complications and improves care team member satisfaction. For more information on Care Heroes, visit www.joincareheroes.com.

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