Health Ticket Increases PPO and Prescription Network Penetration, Driving Utilization and Savings

This workers' compensation MANAGED CARE COMPANY uses VIIAD's Health Ticket in conjunction with their nurse triage program. When injured workers call the line, they're not only connected to a nurse who can help them decide on the appropriate course of care, but they also receive a VIIAD Health Ticket to help them navigate the system and get the care they need.

"As part of our nurse triage program, we create and send the VIIAD Health Ticket to the injured worker. It has all of the information they need, plus all of the information their provider needs for referrals and pharmacy benefits," says the company's Chief Operating Officer. "Health Ticket makes it much easier for the injured worker to navigate the system and get the appropriate level of care at the provider and pharmacy, as well as with any follow-on care provider such as for physical therapy or imaging."

The company's adjustors can also create Health Tickets for injured workers, and some clients participate in a special program in which every claim the MANAGED CARE COMPANY receives automatically generates and sends a Health Ticket to an injured worker.

"When the Health Ticket is automatically triggered by a claim, it ensures that an injured worker gets the information within a couple days of the injury being reported to us," he says. "This helps injured workers connect to the right providers and get the right level of care, so it really makes things easier."

Health Ticket is really important to their program from a direction of care perspective.

"If a provider is going to prescribe physical therapy, Health Ticket shows which phone number to call and where to send the injured worker so that services are in-network," says the COO. "It's a great tool that allows providers to understand who owns the claim and what they would like to happen with the claim. From our perspective and the perspective of our clients, Health Ticket helps drive both PPO and pharmacy penetration when it is given to an injured worker."

They see a significant increase in PPO penetration with the product.

"On a standalone basis, we have seen about a 2% increase in PPO penetration with Health Ticket, and it's higher when we combine it with some of our other products," he says. "Getting the information on Health Ticket into the hands of injured workers drives penetration, which drives utilization and savings."

The company is also impressed with the service they receive from VIIAD.

"We chose VIIAD because they provided us with the highest level of service compared to other vendors we had used," he says. "VIIAD's products are obviously great, and the level of service they bring is also a true differentiator. They do an amazing job."