



Medicare Health Plan Lowers Inpatient Admissions and Boosts Medication Adherence with Wellth



Problem

A regional health plan serving a predominantly Medicare population was seeking new ways to improve outcomes for members managing chronic conditions while containing rising medical costs. Like many Medicare plans, they faced persistent challenges with:

- Low medication adherence, particularly for chronic conditions like diabetes, hypertension, and high cholesterol — all tied to STAR performance
- Rising inpatient hospitalizations, which drive a significant portion of total medical spend
- Difficulty engaging high-risk members through traditional outreach alone

They needed a solution that could seamlessly integrate with their population health efforts and meet members where they are — without requiring major behavior overhauls or complex technology.



Low medication adherence



Rising inpatient hospitalization



Difficulty engaging high-risk members

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Solution

The health plan partnered with Wellth, a digital health platform that uses behavioral science to drive daily member engagement. Through gentle reminders and financial rewards, Wellth helps members build consistent, small habits — like taking their medications and attending primary care visits.

The program launched in August 2023, targeting high-risk Medicare Advantage members with multiple chronic conditions. Members who enrolled received:

- Daily nudges via smartphone app or SMS to complete simple health
- check-ins
- Incentives for actions such as medication adherence and primary care engagement
- A member support team to assist with onboarding and ongoing engagement

Wellth members were matched against a control group of non-engaged Medicare members to evaluate differences in adherence, utilization, and cost outcomes.

Outcome

In just 6–12 months post-engagement, Wellth members demonstrated statistically significant improvements compared to the matched non-Wellth group:

1-4%

Greater YoY improvements in Medication Adherence across all three STAR measures

12.8%

Expected decrease in inpatient admission rate (=36 fewer hospitalizations / 1,000 members)

\$86

PMPM savings for the Wellth population



“Wellth rewards really works. I have astonished myself by not forgetting to take my meds for more than 300 days. For me that is just astonishing and my blood pressure is now well under control.”

Deidre, Wellth Member

Wellth reaches and motivates individuals struggling to adhere to care plans, rewarding them for healthy behaviors. To learn more, visit wellthapp.com