

Contact: Mark Helton, Director of Consulting
Phone: 770.709.5069
mark.helton@continuoushealth.com

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COUNTY MUNICIPALITY CLOSES REVENUE SHORTFALL WITHOUT REDUCING SERVICES

Dependent Eligibility Audit yields 98.6% Response Rate in 6 Weeks of Verification

June 7, 2011 – With a July 1 plan renewal, a county municipality in Tennessee faced the transition to the Health Care Reform provisions later than many other government bodies. Since the provision required that all plans be compliant by their first plan renewal after 9/23/2011, the joint government and school system had nine months to study the implementation of the mandates by other county systems. Watching other organizations paid off: by February, it was clear that a [dependent eligibility verification audit](#) (DEVA) was a fiscally responsible addition to plan maintenance before applying the new health regulations.

The municipality chose ContinuousHealth and its DA² Solution for a dependent eligibility verification audit service. The DA² Solution identifies ineligible dependents by educating and assisting employees as they interpret the health care plan descriptions. This sheds light on an exposure risk that can total millions for a client the size of the county municipality, since ineligible dependents regularly make up 5-12% of group plan participants. With less than three months until the start of open enrollment, the government needed to start a project as soon as possible. ContinuousHealth had delivered results for similar government- and education-based clients in as few as 7 weeks, so the project was a perfect fit.

In addition to the quick execution, the DA² Solution appealed to the leadership because it offered total customization. The municipality was able to modify all communication pieces to best fit the tone they wanted to convey to all 28 offices in the county. ContinuousHealth even customized employee communication to emphasize the mail system, since leadership believed this effort would boost employee response. Leadership selected the start date based on the project completion date needs, an end date that was just nine weeks from the first call with ContinuousHealth. The project customization paid off: in three weeks of planning and six weeks of verification, the ContinuousHealth DA² Solution achieved a 98.6% employee response rate.

In addition to this industry-leading DEVA response rate, the project achieved significant fiscal return for the government. Over 8% of the dependents covered on the group plan were found to be ineligible for coverage, and removing ineligible dependents eliminated an exposure risk of over \$7.1 million. Leadership saw an immediate 20.7 to 1 return on investment. This substantial savings allowed the government to close their revenue shortfall without reducing services to the county. The ContinuousHealth Dependent Eligibility Verification Audit minimized business disruption while maximizing return on investment for both the municipality leadership and the county residents.

[ContinuousHealth](#) is an independent organization located in Atlanta Georgia that uses proprietary technology to help employers optimize their investments in employee benefits programs. ContinuousHealth has performed over 200 Dependent Eligibility Verification projects. ContinuousHealth distributes its products through an exclusive network of certified Brokers and Consultants. For more information, visit www.continuoushealth.com.

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