**Aetna's
Labor Union Partnerships**

*International Alliance of
Theatrical Stage Employees*

❤ aetna™

Activate Care

Aetna Case Study

In New York City, the International Alliance of Theatrical Stage Employees (IATSE) Local One union represents 6,000 entertainment workers who construct, install, and set the stage for Broadway, Radio City Music Hall, Madison Square Garden, Carnegie Hall, The Metropolitan Opera, Lincoln Center, and the many television studio sets at CBS, NBC, PBS, and FOX.

Local One members do it all: lights, sound, video, scenery, rigging, and special effects. Their work is physically demanding. Their shifts include long and odd hours. Due to the nature of this work, Aetna knows these members are often hard to reach and difficult to engage. The historical engagement rate for Aetna's disease management programs is less than 5% among this population.

First, Local One co-located nurses as on-site Healthcare Coordinators at the union hall who can help members navigate the healthcare system - especially members with chronic conditions or complex health and social needs. Next, they deployed Activate Care for member-centric care coordination.

Inside Activate Care, the union's care team receives a daily worklist of tasks and interventions for a dynamic, prioritized cohort of members. Leveraging data from Aetna's internal systems, Activate Care identifies members who are going through medical challenges or experiencing gaps in care. This helps the nurse identify and engage with the patients who may need help, and who may be more receptive to that connection during their time of need.

With community-based care coordination, Local One's member engagement rates have skyrocketed to 70%. With this improved engagement, Aetna and their satisfied labor union customer have saved millions of dollars in avoidable healthcare costs over the years.

Community health outcomes that last

Activate Care helps IATSE Local One members get well and stay on the job.

Stagecrew members typically work long hours and odd shifts, which means they can be hard to engage in their own healthcare. Traditional telephonic approaches don't elicit high levels of response and dialogue with members. This ultimately leads to higher health care costs among cohorts of unengaged and hard-to-reach members.

Aetna's approach to combining Activate Care's software tools with event-based triggers for nursing support helps members manage chronic conditions, builds trust between members and their health plan, and results in significant cost savings for the self-administered health plan:

Member engagement rates improved **5% ➡ 70%**	*Patient care cost savings average* **$1,500** *per member per year.*	*Two-year savings amount of* **$1.4M** *with more than **900 members** meaningfully engaged in just one program.*

Activate Care™ Key Features

🔔 Admission, Discharge, and Transfer Alerts

👥 Secure Communication

📋 Gaps in Care Notifications

📈 Program Analytics

📱 Member Engagement Tools

All-in-one platform for SDOH care

Imagine if our healthcare system seamlessly coordinated care around all of our physical, behavioral, and social needs. With Activate Care this is the new standard of care.

The Activate CareHub™ offers everything communities need to manage high-quality care coordination and community resource referral networks in your community. Hundreds of organizations across the country rely on Activate Care to improve community health outcomes and address the social determinants of health. **Join us.**