

Scalable Strategies Increase Patient Activation and Close Care Gaps



RESULTS

- Engaged **>150K patients** in closing care gaps. **14 percent higher** average open rates than industry benchmarks.

PRODUCTS

- Upfront by Health Catalyst®

EXECUTIVE SUMMARY

Postponing preventive care can lead to poorer health outcomes and higher costs. This health system recognized that traditional mass outreach often failed to engage patients, particularly those who were healthy but disconnected from care. The organization implemented the Upfront by Health Catalyst® suite, using data-driven insights and psychographic segmentation to personalize outreach. By understanding patient motivations and tailoring engagement strategies across email, SMS, and phone, the organization proactively guides patients to close care gaps, improving overall health, enhancing the patient experience, and supporting more effective, targeted care delivery.

RISING RISKS FROM DELAYED CARE

More than a third of insured adults delay care, which worsens health outcomes and increases expenses.¹ The health system recognized these delays as a critical challenge for keeping patients healthy and connected to care.

ENGAGING DISCONNECTED PATIENTS

The health system recognized the cost of disconnection and delayed care. Preventive screenings declined post-pandemic, particularly among healthy, disengaged patients. The organization understood that one-size-fits-all outreach often failed to close the care gap. It needed a new solution to engage its patients in closing care gaps to improve health.

CLOSING CARE GAPS WITH PERSONALIZED OUTREACH

The organization implemented the Upfront by Health Catalyst suite to move beyond traditional mass outreach, using a personalized, behaviorally intelligent, data-driven, and automation-enabled solution to provide its patients with proactive care guidance. Upfront provides the health system with real-time insights that help it identify care gaps, predict patient behaviors, and refine engagement strategies.

The organization leveraged Upfront's psychographic segmentation to understand patient motivations and barriers, classifying patients into segments based upon motivations, preferences, and engagement habits. The health system targeted its outreach to patients who needed an annual physical examination, those with a diabetes care gap, and individuals who required a mammogram.

It developed and deployed unique activation strategies to address the underlying motivations of each psychographic segment. The organization started with email outreach. Based on patient responses, engagement channels were expanded to include SMS and phone, and then graduated to quarterly, automated, omnichannel outreach, featuring easy visit scheduling options, to boost engagement and close care gaps.



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Upfront's combination of behavioral science, data-driven personalization, and automation allows us to close care gaps at scale while freeing care teams to focus on patients who need more complex support.

Director of Communications

RESULTS

The health system's personalized, data-driven analytics solution produced impressive results, improving patient engagement and care gap closure. It actively engaged more than 150K patients in closing care gaps, without creating additional patient outreach work burden for care teams. Using Upfront resulted in 14 percent higher average open rates than industry benchmarks (average of 37 percent open rate), facilitating the closure of care gaps, including:

- **41 percent of patients in need of an annual exam closed their care gap within 90 days of outreach.**
- **36 percent of patients with diabetes closed their care gap within 90 days.**
- **23 percent of patients needing a mammogram received one within 90 days.**



The organization enhanced the patient experience, fostering trust and loyalty, supporting network providers so they could focus their time and efforts on patients needing extra support, and improving contract incentive performance.

WHAT'S NEXT

The health system will continue to use Upfront to engage and guide patients. It has expanded using the Upfront analytics solution to manage high emergency department utilization and plans to improve its campaigns by integrating social determinants of health data.



Our patient engagement strategy and partnership with Upfront is about more than reminders—it's about creating a proactive system of health that aligns with our mission of whole-person care.

Director of Communications

REFERENCES

1. Littrell, A. (2025). Insured but skipping care: 38% of Americans delay treatment over costs, study finds. *Medical Economics*. Retrieved from <https://www.medicaleconomics.com/view/insured-but-skipping-care-38-of-americans-delay-treatment-over-costs-study-finds>

ABOUT HEALTH CATALYST

Health Catalyst is a leading provider of data and analytics technology and services that ignite smarter healthcare, lighting the path to measurable clinical, financial, and operational improvement. More than 1,000 organizations worldwide rely on Health Catalyst's offerings, including our cloud-based technology ecosystem Health Catalyst Ignite™, AI-enabled data and analytics solutions, and expert services to drive meaningful outcomes across hundreds of millions of patient records. Powered by high-value data, standardized measures and registries, and deep healthcare domain expertise, Ignite helps organizations transform complex information into actionable insights. Backed by a multi-decade mission and a proven track record of delivering billions of dollars in measurable results, Health Catalyst continues to serve as the catalyst for massive, measurable, data-informed healthcare improvement and innovation.

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