



# LIFE LINE SCREENING OUTREACH, ADHERENCE AND GAP CLOSURE

Health Plan Bulk Kit Orders and Reminder Calls

## OVERVIEW

Life Line Community Healthcare (LLCH) is a leader in improving patient adherence and closing care gaps through structured outreach programs. By leveraging its team of Nurse Practitioners (NPs) and call center capabilities, LLCH ensures that patients receive necessary health screenings and follow up on results.

## THE CHALLENGE

Many health plans struggle with ensuring patient compliance with recommended screenings, such as a noninvasive, effective and affordable test kit that detects abnormal DNA and blood in stool. Delays in returning kits or failing to follow up on positive results can lead to adverse health outcomes and increased medical costs.

## OUR SOLUTION

### At Home Screening Kit Orders and Adherence Calls

- Life Line Nurse Practitioners, licensed in all states, write kit orders for contracted partners.
- LLCH NPs manage communication for positive test results, contacting patients directly via phone outreach and mailing notices. In select cases, patient Primary Care Physicians (PCPs) are also notified.
- Life Line call center agents conduct outreach to approximately 52,000 patients per month, reminding them to return their kits or informing them that their kit is on the way.
- Life Line call center agents capitalize on uniquely developed strategies and scripts with helpful hints to increase adherence.

## RESULTS AND IMPACT

- **Increased Screening Compliance:** Higher kit return rates lead to earlier detection and intervention.
- **Enhanced Patient Engagement:** Consistent and personalized outreach builds patient trust and follow-through.
- **Improved Health Outcomes:** Timely screenings reduce the risk of late-stage diagnoses, benefiting patients and healthcare providers alike.
- **Scalable and Efficient Process:** Proven methods and structured workflows support ongoing expansion and new initiatives.

## BROADEN INITIATIVES

### Life Line Screening & LLCH - Call Center Adherence Outreach

- Executes multi-channel outreach to approximately 416,666 patients per month (5 million annually).
- Contacts patients who have not returned their kit 45+ days after receipt using approved scripting.
- Provides follow-up reminder calls two weeks later with the same call center agent to build patient relationships.
- Uses specific outbound cadences, call branding, and top-performing agents to optimize results.

### Rescreening Project: Targeting Customers for Repeat Testing

- A full-service solution for contacting customers from a molecular diagnostic company that specializes in the detection of early-stage cancers who are eligible for another test kit (post 3 years since last kit).
- Engages patients through outreach, verifies eligibility, updates demographic data, and uses LLCH NPs to write kit orders and follow up on positive results.
- Leverages proven processes from existing partnership work.
- A large-scale initiative targeting 2,000,000 patients, launching in March 2025, following a successful 200,000-patient pilot completed in February 2025.

### Event Sponsorship: Introducing Test Kits to Life Line Customers

- Engages Life Line customers eligible for upcoming Life Line events through targeted mail inserts and outbound phone calls.
- Provides face-to-face test kit introductions at sponsored Life Line events.
- Supports patient engagement with follow-up emails and texts.
- NP orders and follow-up for positive results included.
- The project is set to launch across six teams in February 2025.