

RESEARCH STUDY

MEMBER SURVEY: RAISING WELL

What factors affect whether members enroll in or drop out of a pediatric obesity program?

Target Population

70 parents/caregivers of children from Centene health plans in four states (28 from NH; 21 from FL; 15 from LA; and 6 from MO).

Research Partners

- > New Hampshire Healthy Families (NH)
- > Home State Health Plan (MO)
- > Sunshine Health (FL)
- > Louisiana HealthCare Connections (LA)

Research Timeline

March 2016 - Q3 2016

Study Details

OBJECTIVE

Qualitative research to explore the acceptability, feasibility, and appropriateness of Raising Well, a pediatric obesity telephonic coaching program that works with eligible youth and their families to foster healthy lifestyle habits for weight management.

DESIGN

Researchers conducted semi-structured interviews by phone with parents/caregivers from four categories: active Raising Well participants, former participants who had dropped out, eligible families who declined to participate, and eligible families who were not successfully reached by the program.

KEY RESULTS

Of 70 interviewees, 34 were currently enrolled in the program, 22 had declined participation, 6 had enrolled but dropped out, and 8 were not successfully reached by the program.

Status	Coaching Status By State			
	No. of Participants			
	NH	LA	FL	MO
Enrolled	10	7	11	6
Declined	9	3	10	0
Dropped	3	3	0	0
No Contact	6	2	0	0
Totals	28	15	21	6

Interviews centered on program engagement, members' perspectives on the usefulness of the program, and opportunities for improvement.

	Participant Responses
Program Content / Coaching Advice	<ul style="list-style-type: none"> > Mixed satisfaction with the following: <ul style="list-style-type: none"> > Extent to which coaching experience felt personally tailored > Quality of program content > New information provided by coach > Whether members set goals with their coach
Frequency of Calls	<ul style="list-style-type: none"> > Overall satisfaction <ul style="list-style-type: none"> > Calls every few weeks to once a month were considered appropriate
Ease of Scheduling	<ul style="list-style-type: none"> > Mixed satisfaction <ul style="list-style-type: none"> > Coach not calling at right time or missed calls were cited as a reason to drop from program
Other Priorities	<ul style="list-style-type: none"> > Food insecurity > Childcare > Safe play areas

(continued)

KEY RESULTS *(cont'd)*

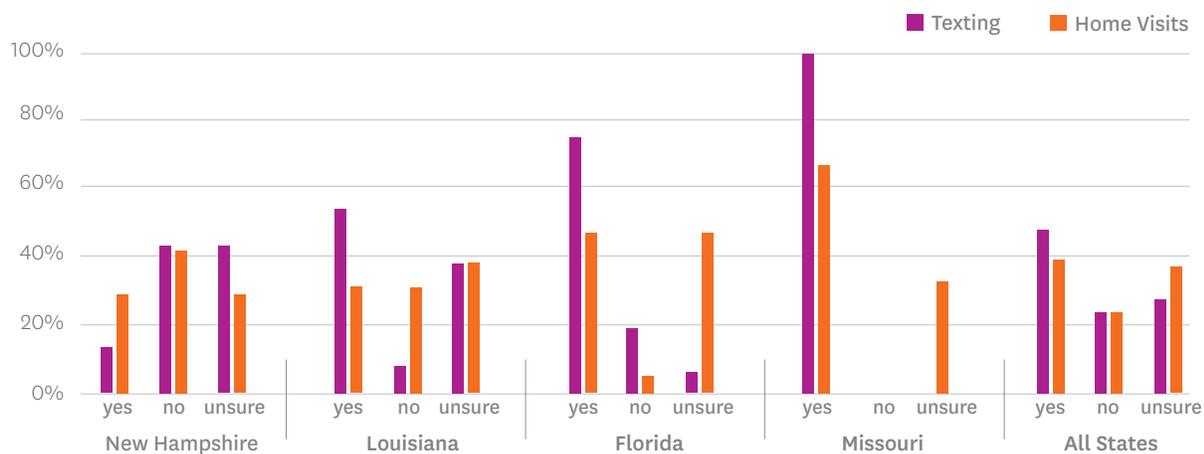
What Members Want

- > Information that is useful and tailored to their situation
- > Mailed/mailed content with child-friendly recipes or healthy food substitution tips
- > Questions limited to those necessary to understand their family circumstances
- > Child to speak with coach when appropriate
- > Other ways to connect with coach (in-person, texting, email, applications)

PREFERENCES FOR OTHER COACHING COMMUNICATIONS CHANNELS

Participants' interest in connecting with their coach via text or in-person varied by state as shown below.

Texting and Home Visit Preferences by State



Application of Findings

Ease of scheduling, scheduling flexibility, and the opportunity to connect through various communication channels are key to program engagement. Moreover, it is critical that the coaching experience feels individually tailored to participants, which will promote engagement and the retention of useful information. Members who were able to recall strategies for healthy eating and activity, techniques for addressing barriers, or other health information that their coach provided during their coaching sessions were more likely to stay in the program. Based on these and other noted findings, program changes are being made.

Additionally, an investigation of coaching methods that help address unmet lifestyle barriers is ongoing. The Centene Center is examining whether peer coaching can help support Raising Well members' basic needs and increase program engagement. Also, a basic needs pilot based on research from another study is scheduled for Q2 2018. Results from these studies will impact all of Centene's care management programs.

ONGOING

- > Health coaches talk directly with children when appropriate
- > Coach trainings on program educational material
- > Enhancements to member educational materials

PLANNED

- > Text message appointment reminders (Q1 2018)
- > Text messaging support for members enrolled in coaching (Q3 – Q4 2018)