

Community Health Plan of Washington Empowers Medicaid Members to Optimize Their Health

Key Goals



Engage Medicaid members inside and outside the clinic

The Affordable Care Act is making a big impact on the Medicaid market, introducing new competition to the playing field, changing payment models and placing greater emphasis on preventive care. Community Health Plan of Washington is experiencing the shift firsthand and moving quickly to respond.

The Challenge: Creating a Connection with Members

Community Health Plan of Washington serves approximately 300,000 Medicaid members—one-third under the age of 10. Through its community health network, the plan touches a total of 700,000 Medicaid, Medicare and uninsured individuals and families.



Prevent chronic conditions like diabetes and asthma

These consumers can be difficult to reach. Community Health Plan of Washington wanted to create a stronger connection with its members and their families—extending beyond the four walls of the clinic—and empower them to optimize their health.

“We want to identify people at risk of chronic conditions and help them avoid long-term health problems,” says Dennis Cannelis, senior executive consultant for Community Health Plan of Washington.



Build brand affinity to support member growth

The CaféWell Solution

Community Health Plan of Washington worked with Welltok to implement the CaféWell Health Optimization Platform™. The solution integrates content from CaféWell Connect partner Health Nuts Media, engaging single moms and their children with easy activities, games, videos and quizzes. Members can also get help by connecting with health coaches through the CaféWell platform.

Addressing Medicaid Issues

To help families prevent childhood obesity, Community Health Plan of Washington launched a 5-2-1-0 campaign on the CaféWell platform. The nationally recognized campaign recommends:

- Five or more servings of fruits and vegetables
- Two hours or less of screen time
- One hour or more of physical activity
- Zero sugary drinks

CaféWell reinforces the 5-2-1-0 message through a Personal Health Itinerary™, targeted activities, kid-friendly educational content and focused marketing campaigns.

“I feel our relationship is a true partnership, a two-way conversation that helps to benefit each organization and the plan member.”

Jan Sheeley, director of marketing and communications,
Community Health Plan of Washington

Targeted Approach to Engagement

CaféWell is an integral part of Community Health Plan of Washington’s member outreach strategy, combining population health initiatives and provider care coordination in a central spot. The CaféWell platform supports a targeted engagement strategy, with family-friendly programming through the channels that work best with a Medicaid audience:

- Mobile devices
- Text messaging
- Health centers
- Email

When Medicaid members visit a community health center, they are encouraged to register on the CaféWell platform, where they are guided toward relevant activities and programs. Recognizing that members may not have computers at home, community health centers provide kiosks for CaféWell access. Plan members also receive special benefits for becoming CaféWell members.

