



CASE STUDY

Creating value through a tailored solution for incontinence management

CONTRIBUTED BY:
Network Operations
Representative, Provider
Contracting & Services

Customer: New Jersey's largest HMO

- » Over 854,000 enrollees.
- » Major provider in NJ's Managed Long Term Services and Supports (MLTSS) program for Medicaid-qualified individuals over 65.
- » The HMO's goal: Expand access while enhancing care for Medicaid recipients, including enrollees in the NJ FamilyCare program, which gives low-income working families access to healthcare coverage.

Challenge: Significantly improve incontinence management

- » As an MLTSS provider, the HMO found itself in a new role:
 - The HMO, as opposed to nursing and LTC facilities, was now responsible for the cost of incontinence management supplies and management of over 40 suppliers.
- » Critical pain points:
 - Inconsistency in service and pricing.
 - Handling claims and payment for over 40 suppliers.
 - Reducing medical supply utilization and waste. Tracking and managing overall utilization.
- » Related issues:
 - The HMO's case managers were challenged to select the most appropriate products from a long list that varied in quality and price.
 - Several incontinence products did not meet the HMO's quality standards.

By the numbers

\$10.4M

savings in
incontinence supplies
over 3 years

37%

increase in enrollees
with incontinence
since 2014

35.6%

reduction in annual
incontinence
supply expense

Purchasing efficiencies

Leveraging manufacturer-direct purchasing to create efficiencies

	2014	2015	2016	2017
Members Served	9,846	11,378	12,466	13,533
Annual Savings with Medline	\$2,135,523	\$2,527,048	\$2,654,542	\$3,047,572
Total Savings Since 2014 \$10,400,000				

Consolidating with Medline

- » To maximize quality of care and efficiency, the HMO decided to transition to a single-source provider (Medline) for incontinence products.
- » Key decision drivers:
 - Single point of contact
 - Higher product quality and knowledge; manufacturer-direct pricing

Close working partnership

- » Medline representatives worked closely with the HMO to update formulary guidelines, roll out product education to case managers and establish new ordering procedure utilization.
- » Minimized the costs associated with switching thousands of patients, providing samples and collaborating with case managers.
- » Quality of service was maintained because of Medline's local distribution center and frequent visits by company representatives to ensure a smooth transition.

Improved clinical and financial outcomes

- » Since consolidating its supply needs with Medline, incontinence management has become simpler.
 - The HMO now has an effective and concise formulary that reduces confusion and product overlap.
 - Single-source ordering means the HMO now has just one process to follow, not dozens.
 - Product quality and service has improved product utilization and member engagement, and reduced waste.
 - Case managers' workload has been lightened.

“We are serving 3,600 more incontinent enrollees than we did in 2014, yet we’re spending nearly \$900,000 per year less—and we’re providing better care.”



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