



Unable to reach doesn't mean unreachable.



Every plan carries a list of high-risk members who've moved, changed numbers, or don't answer calls they don't recognize. A Wisconsin Medicaid plan handed that list to Reema Health, whose Community Guides are hired from members' own neighborhoods to find them and bring them to care.

33%

fewer BH inpatient
admissions

24.6%

lower total cost
of care

17%

lower ED spend

The members who need the most help are the hardest to find.

Care management only works when members can be reached—and those who are hardest to reach are often the ones most likely to end up in the ED or hospital. In one study of more than 43,000 high-risk Medicaid members, 61% never engaged with the care management programs offered to them.¹

61%

of members identified
for care management
never engaged¹

Wisconsin showed what can happen when that barrier is removed. The savings above didn't come from members using less care, but from using more of the right care. Once Community Guides connected with them, engaged members used more outpatient behavioral health care than matched members. As consistent, proactive care replaced crisis care, behavioral health hospital admissions and ED spending fell.

Reema turns hard-to-reach members into lasting engagement.

Find

Community Guides know these neighborhoods firsthand: how to reach people when a phone number stops working, which local resources actually have room, and where members feel comfortable meeting in person.

Engage

Guides start with what the member wants help solving, and together they agree on next steps. When members see progress on something that matters to them, Guides earn the trust to keep the conversation going.

Support

When a ride falls through or a benefits question stalls care, members have someone familiar to call. Guides help solve practical barriers, coordinate with care teams, and notice when something has changed—addressing small problems before they become missed care or a crisis.

Independence

Each time a problem comes up, Guides show members how to handle it next time, from booking their own ride to knowing who to call before a hard day turns into an ED visit. The goal is members who can navigate their plan with confidence long after Reema steps back.

You pay only when engagement is real.

Reema contracts as an in-network provider and bills through claims. Each month, you're billed only for members who had a real conversation, an agreed next step and progress on that step.

Every plan's list looks different.

We'll walk you through the full Wisconsin study and what it could mean for your members.

[Learn more](#)

¹ Lo et al. J Am Board Fam Med. 2024;37(3):418–426. [Study](#).
*Reema Health. Wisconsin Medicaid Affordability Analysis. April 2026.