

Empowering Consumers, Elevating Care: How Aeroflow Health Drives Superior Service for Health Plans

Aeroflow Health, a personalized health partner providing patients with easy access to insurance-covered medical equipment & supplies, has partnered with a large Medicaid Managed Care plan in Ohio (the “health plan”) to enhance access to continence care for their members.

25 million Americans are living with incontinence. Continence issues are deeply personal and can be uncomfortable to talk about, even with a physician. As one of two leading continence supply providers in the U.S., Aeroflow Urology understands the importance of finding the right products and support to meet patients’ unique needs. Our commitment to patient satisfaction and care helps deliver on the health plan’s mission of better health outcomes at lower costs.

Partnering with Aeroflow Health has significantly improved our ability to deliver exceptional care to our members experiencing incontinence. Their focus on supportive, personalized patient care and communications has increased member satisfaction and improved adherence to treatment plans.

Health Plan Partner, Ohio U.S.

The Challenge: Why Case Management Teams Trust Aeroflow Health

The Health Plan’s case management team faced challenges with their previous incontinence care vendor, including patient complaints and delays in responsiveness. Gaps in service, such as slow support and insufficient engagement, led to frustration for both patients and providers, impacting satisfaction and outcomes. The vendor’s inability to meet expectations was creating frustration not only for patients but also for the case management team, who sought a partner capable of delivering a better experience.

Aeroflow Urology emerged as the ideal partner, not only due to our proven track record but also because of the unique capabilities we offer. Within just 90 days of initiating our partnership, we implemented dedicated care pathways tailored to their needs. These pathways were designed to provide a seamless and consistent experience for members, addressing every aspect of care, from product selection to ongoing support.

What truly set Aeroflow apart was our commitment to patient engagement and service speed. We offer a patient response time of less than four seconds to connect members to a live



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98%

of patients report our communications met their needs and preferences

96%

of patients said we met or exceeded expectations

**Source: Aeroflow Urology survey of 230 patients. 2025*

representative, ensuring that no patient is left waiting. Additionally, we meet patients where they want to be, offering a variety of communication options—including text, email, phone, and ordering apps. Monthly reminders are sent directly to patients, keeping them on track with their care plan.

The speed, reliability, and variety of communication modalities offered by Aeroflow not only ensure a better patient experience but also optimize adherence and satisfaction. With a 96% customer satisfaction rating and a 4.9-star Google rating, Aeroflow is the trusted partner that drives real, measurable results. By choosing Aeroflow, case management teams can be confident in a partner that delivers on its promises and exceeds expectations.

When compared to other DMEs, a majority of case managers surveyed believe our personalized patient care and attention, user-friendly portal for referrals and tracking, and streamlined processes are differentiators. Case managers especially valued our simplified referral process.

The Solution: Aeroflow Urology's Comprehensive Approach

Aeroflow provided a seamless solution when added to the Health Plan's existing preferred vendor list. As a national in-network provider with over 80% of insurance coverage across the U.S., integration into the health plan's preferred list was both simple and effective. Our wraparound care model not only delivers high-quality supplies but also offers best-in-class service to both existing and new members. By offering a dedicated support channel, we alleviate the administrative burden on case managers, allowing them to focus on higher-priority tasks.



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The Aeroflow Difference: For Patients

- **Personalized Care:** High-quality products and tailored solutions meet each member's unique needs.
- **Concierge:** Best-in-class, personalized concierge customer service ensures members feel valued and supported.
- **Dedicated Support:** A dedicated care specialist creates a consistent, reliable member experience.
- **Simple Navigation:** Clear, easy-to-understand resources help members navigate their insurance benefits without confusion.
- **Free Delivery & Service Reminders:** Discreet, free product delivery along with monthly reminders ensures patients stay on track with their care.
- **Easy Qualification Process:** An easy, 3-step qualification process streamlines access to necessary supplies.
- **Community & Social Support:** An online community fosters a sense of connection and comfort, allowing members to feel safe and supported throughout their care journey.

The Aeroflow Difference: For Payors

- **Streamlined Integration:** Flexible, seamless implementation into existing health plan models, with minimal disruption.
- **Customized Solutions:** Tailored services that meet plan coverage requirements, ensuring full alignment with health plan objectives.
- **Better Utilization Management:** Care specialists simplify member onboarding and guide selection, adhering to health plan-defined quantities and maximums while enabling member selection.
- **Enhanced Member Satisfaction:** Proven track record of improved patient outcomes and higher member satisfaction rates.
- **Commitment to Collaboration:** A dedicated team of medical professionals and care specialists that prioritize both patient care and partnership support.



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The Impact: Key Successes and Benefits

- Proven utilization management solutions deliver cost savings of up to 38%.
- 97% Urology Retention Rate: Strong patient retention highlights the effectiveness of our care model.
- 14,000+ 4.9-Star Google Reviews: Evidence of exceptional customer satisfaction from thousands of patients.
- 4.9 Google Rating: Double the average competitor rating, showcasing Aeroflow's commitment to excellence.
- 81 NPS Score: A strong Net Promoter Score, reflecting high levels of patient satisfaction and likelihood of recommendation.
- Improved Ease of Use: A simplified care experience makes it easy for patients to navigate their care journey for greater adherence and satisfaction.
- Seamless Engagement Through Dedicated Teams: Care specialists ensure seamless communication and engagement with patients for a stress-free experience. This collaborative approach delivers consistent, high-quality service at every touchpoint.

Through our proven solutions, Aeroflow Urology has transformed incontinence care for both patients and payors, delivering high-quality products, personalized support, and improved outcomes.



Choosing an Incontinence Product

Aeroflow  Urology

