

Fall Risk Mitigation

The program

Best Buy Health uses data and ongoing evaluations to identify fall risk across a population and deliver customized interventions, including tailored digital exercise and strength-building programs, wellness coaching, and engagement tools designed to support members.



The benefits

Save costs

by reducing fall-related hospitalizations, emergency room visits and long-term care costs.

Improve outcomes

by helping to prevent falls and improve quality of life.

Boost HEDIS and CAHPS scores

through enhanced safety, engagement, and satisfaction.

Foster proactiveness

through personalized coaching and digital engagement tools that drive program adherence to exercise and strength building.

The impact

Best Buy Health and Brigham & Women's Hospital conducted a Fall Risk Mitigation pilot which saw:

.25

Number of falls prevented per member per year

\$3,600

Cost savings per member per year

20%

Increase in step count

86%

Program completion rate

Why it matters

Falls among members are common, costly, and often preventable:

- 3 million emergency department visits among older adults in 2021 where a result of falls
- The cost of treating fall injuries in older adults is projected to increase to over \$101 billion by 2030