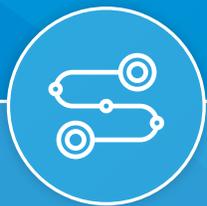


How to Improve Vendor Selection During a Request for Proposal

A guide to finding the right member engagement solution to achieve the next stage of plan performance.



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Selecting a Digital Health Partner With a Request for Proposal

A request for proposal (RFP) is a formalized process of evaluating the ideal digital health partner for health plans to overcome significant regulatory, industry and clinical challenges. RFPs use a question-and-answer format that provides a clear side-by-side comparison.

Streamlining vendor selection through the RFP process allows health plans to efficiently review multiple vendors:

- Industry experience
- Company profile and leadership
- Regulatory knowledge
- Price and cost reductions
- Capabilities
- Services
- Reliability
- Reputation

RFPs present vendors and suppliers with the opportunity to share new solutions and services directly to health plans interested in investing in the next stage of healthcare innovation.



RFP Challenges

Developing RFPs and reviewing multiple new vendors takes vital resources, time and staff away from ongoing quality improvement initiatives. Any roadblocks during the RFP process risks delaying time-sensitive and critical member interventions.

Factors that delay RFP reviews:



Unclear objectives



Restrictive requirements



Fluctuations in budgets



Leadership changes



Difficulties finding the right stakeholders and subject matter experts



Lack of internal coordination



Shifting project milestones

What to Look for in a Digital Health Partner

Investing in a new digital health partner should not come at the expense of operational efficiency. An efficient RFP selection process will evaluate a potential partner's capabilities across key areas to ensure a streamlined project development, implementation, and execution.



Industry knowledge and experience



Member-centric solutions



Supportive account management



Performance measurement and reporting



Technical infrastructure and security



Industry Knowledge and Experience

The ideal digital health partner has experience within the healthcare industry and understands the regulatory and compliance requirements that health plans must comply with.

When reviewing a vendor's experience, health plans should focus on:

- What is the company's profile and history within the industry?
- How are thought leaders and subject matter experts distributed across the organization's structure?
- Does the vendor have history working with similar lines of business?
- What technical and industry certifications has the vendor secured?
- How well does the vendor understand state and federal regulatory requirements?
- Can the vendor provide reviews and endorsements from current and past clients?
- What is the quality of products and services that have gone to market?

AT HEALTHMINE

Industry experts with experience working in government and commercial health plans design and support member-friendly digital solutions. We have a **100% client retention** across multiple lines of business, including Medicare Advantage, Medicaid, Affordable Care Act, Commercial and Federal Employee health plans.



Member-Centric Solutions

A vendor's ability to align their products and services with a project's specifications will define the long-term success of the partnership. Clearly defining a project's requirements within an RFP allows health plans to determine if a new solution addresses all regulatory, market, clinical and quality needs.

When evaluating a vendor's solution, health plans should ask:

- How does the vendor collect, analyze and action member data?
- What innovations does the vendor provide to improve clinical and quality performance?
- How does the vendor monitor clinical, quality and financial performance?
- Can the vendor track performance in alignment with industry standards of success, including governmental, CAHPS, HEDIS and quality measures?
- Can the vendor communicate with members across multiple channels based on member preferences?
- How does the vendor's solutions comply with regulatory standards for reward administration, personal health information and member communications?



AT HEALTHMINE

Our member engagement and rewards technology solutions provide **a seamless member experience** that guides members on their health journeys with omnichannel outreach.

Performance Measurement and Reporting

Defining basic reporting standards within the RFP will offer insight into a vendor's ability to measure and report project performance. Stakeholder and project leads deserve assurance that an investment in a new vendor is supported by detailed reports on project success.

Sample questions to help identify a vendor's reporting capabilities:

- What data is collected from members?
- What security protocols and privacy policies does the vendor use to protect member data?
- How does the vendor measure program and intervention success?
- Does the vendor have a method of collecting and responding to member feedback?
- Does the product include real-time dashboards for monitoring project performance?
- Can the vendor provide regularly scheduled meetings to discuss performance reports?



AT HEALTHMINE

Health plans can access **easy-to-use, real-time dashboards** to monitor registration rates, survey results, and quality measure performance, with the option to drill down into member-level data.

Supportive Account Management

A strong partnership is defined by the ability to effectively communicate project needs with vendors. Establishing a clear line of communication with a dedicated account manager ensures a smooth transition from solution implementation to execution, as well as a quick resolution for project delays.

The RFP should identify a dedicated account manager who will provide insight into:

- Vendor operations
- Implementation process
- Platform training
- Product strategy
- Coordinating technical support
- Member support and outreach
- Program performance



AT HEALTHMINE

Our Professional Services team acts as a single point of contact to oversee program operations and **provide health plans with continuous support.**

Technical Infrastructure and Security

The technical infrastructure and security protocols for a new solution must meet all regulatory requirements and compliance criteria to ensure that member data is protected by the highest privacy standards.

Digital health partners should be vetted for:

- HIPAA compliance
- Data encryption processes
- Protocols for accessing and amending member data
- Security protocols for third-party subcontractors
- Ongoing risk assessments
- Established programs in case of business disruptions



AT HEALTHMINE

Our platform and supporting infrastructure meet the **HITRUST CSF® v9.3 certification criteria.**



Connect with Healthmine during your RFP process to find out how we can meet your business and member requirements.

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The Checklist for Effective Member Engagement

Curious how your member engagement program stacks up against your peers? Or maybe you're in the process of evaluating a member engagement vendor to support your goals. This checklist contains everything you'll need to ensure your member engagement initiatives are coordinated, scalable, and impactful.



STRATEGY

Use digital tools and technology to create a seamless member experience

Deliver a personalized experience for every member, which is scalable across your entire population, at an affordable price

Connect with members through a branded mobile app and online portal with single sign-on

Use a smart and efficient rewards methodology with tailored and regionally relevant incentives to motivate members to take the right actions for their health

Map each healthy activity back to specific HEDIS® measures, Star and quality ratings goals for care gap closure to increase plan performance

Surface digital surveys, including mock CAHPS, NPS®, member satisfaction and health outcomes to collect real-time member feedback on what is important to your members

Use an NCQA-certified digital Health Risk Assessment (HRA) to collect self-reported data

Incentivize HRA completion for maximum compliance rate

Show summary of risk by level (high, medium, low) for each health category, such as diet, exercise, tobacco cessation and alcohol use, based on HRA responses

Present members with health education articles and videos to improve health literacy

BONUS

TECHNICAL ENABLEMENT

Build a full picture of a member's health with the addition of self-reported data, including social determinants of health (SDOH), environmental factors and barriers to care

Enrich member contact information by collecting emails, language preferences and communication preferences during account setup and with digital surveys

Protect your members' information through secure data storage and thoughtful execution of member engagement activities within a HITRUST CSF® Certified technical environment

Allow members to track and accomplish their health goals by syncing wearable devices and trackers, such as smart watches, fitness trackers and glucometers, to record steps, sleep, calories, weight, blood glucose and more

REWARDS & INCENTIVES

Automate end-to-end reward redemption and fulfillment, requiring no manual effort from your team, with digital gift cards delivered in 24 hours or less (1-2 hours on average)

Allow members to choose physical or digital gift cards

Offer merchandise as rewards, such as FitBit®, Apple Watch, exercise equipment and small kitchen appliances

Allow members to select automatic delivery of a chosen reward upon completion of an action

Give members options for self-attestation of a completed action through an online member portal, mobile app, over the phone with customer service or through the mail



The Checklist for Effective Member Engagement



MEMBER COMMUNICATIONS & MARKETING

Deliver coordinated omnichannel engagement for scalable, cost-effective outreach

Print/direct mail

Email

Text messaging

Mobile app push notifications and in-app messaging

Use a contact center for live agent phone and IVR outreach

Build member outreach lists instantly through a platform with real-time filters, such as demographics, geography, SDOH, measure compliance and health action eligibility, to reduce manual work and increase timely access your data

Contact members based on their preferred communication channel and in their preferred languages, with up to 170 languages supported

Consolidate member communications into a single platform to avoid member abrasion and uncoordinated outreach efforts

PERFORMANCE MEASUREMENT & REPORTING

View all activity and performance for member engagement initiatives through a plan-facing dashboard

Track population-wide and member-level rewards activity, including total dollars earned and redeemed, delivery method and merchant selection

Track campaign performance by single outreach, such as email metrics, and compare against measure and program goals over time

Get digital survey results through a real-time feedback loop, including HRA completion and compliance, response data for each question, and member-level activity

Access member-level participation and activity exports in an encrypted file delivered monthly

Does your member engagement vendor check all the right boxes?



Choosing a technology partner can make or break your member engagement strategy. Using this checklist, you can confidently review a vendor's qualifications to ensure they can deliver an effective business solution and a streamlined member experience. If you're unable to tick all the boxes or have areas where you need to supplement your current infrastructure, **Healthmine can help in building a strong engagement strategy and tactical execution proven to get results.**

Partner with Healthmine to empower members to take the right actions to improve their health.

To learn more about our solutions, visit www.healthmine.com

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