

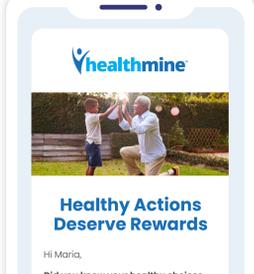
Accelerate Annual Wellness Visit Performance

Improve Annual Wellness Visit (AWV) compliance, capture risk adjustment data and help seniors build relationships with their doctors when you implement a comprehensive engagement strategy. Use data-driven, omnichannel outreach to increase preventive care for Medicare populations throughout the year.

Five Steps to Increase AWVs

Mobilize members to complete AWVs with the support of ongoing, omnichannel outreach, relevant rewards and multi-lingual communications.

01 Develop an Outreach Plan



Deliver the right message at the right time with the guidance of a comprehensive and contract-specific engagement calendar.

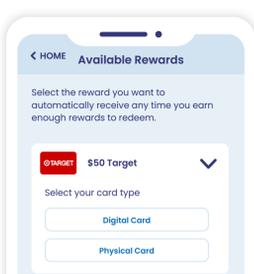
02 Communicate Effectively

Conduct outreach with multi-lingual, CMS-compliant materials written in appropriate reading levels and distributed through preferred channels.

Translate materials into over 170 different languages with Healthmine.



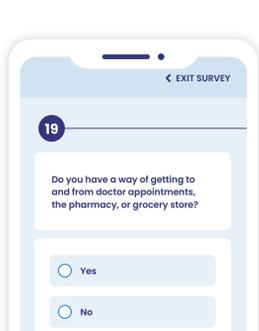
03 Incentivize Healthy Activities



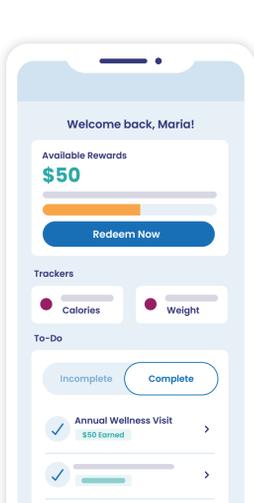
Use a diverse selection of rewards and a member-friendly fulfillment process to encourage members to complete AWVs.

04 Assess Member Challenges

Survey members to identify barriers to care and evaluate member experiences.



05 Personalize Member Journeys



Use member health records to design personalized care plans to continuously support members in completing preventive care activities such as:

- Immunizations and health screenings
- Comprehensive medication reviews
- Chronic disease prevention and management
- Behavioral health services

Members engaged with Healthmine complete 4x more health actions.

Engage Strategically

Example AWV Outreach Strategy

First Attempt ✓ Reminder #1 ✓ Reminder #2 ✓ Reminder #3 ✓ Up to 90 days to end of program	AWARENESS		
	Bifold Mailer 1 <i>(no email on file)</i>	Email 1 <i>(with email on file)</i>	Text 1 <i>(with number on file)</i>
	DON'T FORGET		
		Email 2 <i>(with email on file)</i>	Text 2 <i>(with number on file)</i>
	LAST CHANCE TIMES RUNNING OUT		
	Email 3 <i>(with email on file)</i>	Text 3 <i>(with number on file)</i>	
DON'T FORGET			
Postcard Mailer 2 <i>(all remaining non-responders)</i>	Email 4 <i>(with email on file)</i>	Text 4 <i>(with number on file)</i>	
LAST CHANCE TIMES RUNNING OUT			
Letter Mailer 3 <i>(all remaining non-responders)</i>	Email 5 <i>(with email on file)</i>	Text 5 <i>(with number on file)</i>	

This is an example engagement strategy. Healthmine will work with you after contract signing to develop a comms strategy specific to your plan and members' needs.

Resources for Engaging Seniors

Increase preventive care usage with the support of Healthmine's comprehensive member engagement solutions:

- Strategically engage members with multi-lingual, omnichannel outreach throughout the year
- Share personalized care plans through bilingual smartphone apps and webpages
- Actively monitor member experiences with powerful survey tools

Partner with Healthmine to maximize Annual Wellness Visit completion

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