

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

Design a reward methodology based on your member populations, budgets and insights from behavioral scientists

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

BONUS

Incentivize HRA completion for maximum compliance rates

Show members their risk level summaries 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

TECHNICAL ENABLEMENT

Consolidate clinical, non-clinical and self-reported data, including social determinants of health (SDOH), environmental factors and barriers to care, into longitudinal member records

Update contact information, language preferences and communications with digital surveys and member-friendly account setups

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 with member records

REWARDS AND INCENTIVES

Automate end-to-end reward redemption and fulfillment, requiring no manual effort from your team

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

Allow members to self-attest to completed actions from an online member portal, mobile app, over the phone with customer service or through the mail

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MEMBER COMMUNICATIONS AND MARKETING

Deliver coordinated omnichannel engagement for scalable, cost-effective outreach

Direct mail

Email

Text messages

Mobile app messaging

Phone calls with live, bilingual agents or interactive voice recordings (IVR)

Use a contact center to conduct inbound and outbound calls

Build member outreach lists instantly with real-time filters, such as demographics, geography, SDOH, measure compliance and health action eligibility, to reduce manual work and lag time

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

Conduct outreach from a single platform to reduce member abrasion and uncoordinated outreach efforts

PERFORMANCE MEASUREMENT AND 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, 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. Use this checklist to 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 industry experts to apply the right digital tools and strategies to maximize engagement.

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

Contact

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