



Coordinate Member Outreach from an Integrated Engagement Platform

Make the most of every message by managing member outreach from Quality Relationship Management™ (QRM®), a centralized engagement platform. Explore how a coordinated outreach delivers better outcomes at the plan and member level.

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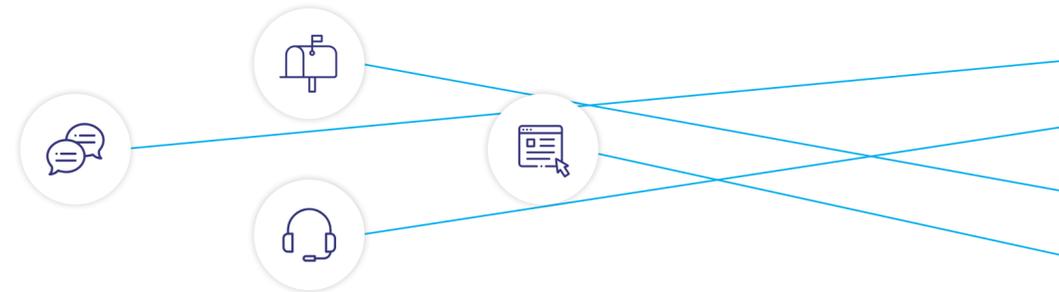
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Meet Maria

Maria has joined her first Medicare Advantage plan and hopes that it will help her live healthier, but her plan knows very little about her or how to best engage her. Compare how Maria is impacted by disparate messages and by uncoordinated outreach.

Siloed Outreach



Stuck Member



Maria

Paper HRA mailed.

What do I need to do next?

Mammogram notification mailed.

Didn't I just hear from you?

Mail order prescription information mailed.

Why am I getting so much mail?

Maria receives a paper EOB after her first visit.

Why am I receiving this?

Mock-CAHPS survey sent to member.

I'm not satisfied.

Maria's Disposition

Alienated from duplicative outreach



Confused about how to use benefits



Unsure what resources are available to her



Low member satisfaction with her plan

Impact on Plan Performance

Strained outreach budgets



High administrative and claims costs



At risk of losing Maria as a member



Poor CAHPS scores



Incomplete member data



Low conversion rates



Managing Maria's Journey

QRM gives teams a complete view of Maria's health journey and what messages she's received by unifying all outreach into one platform.



Maria



Health Risk Assessment completed after receiving email notification



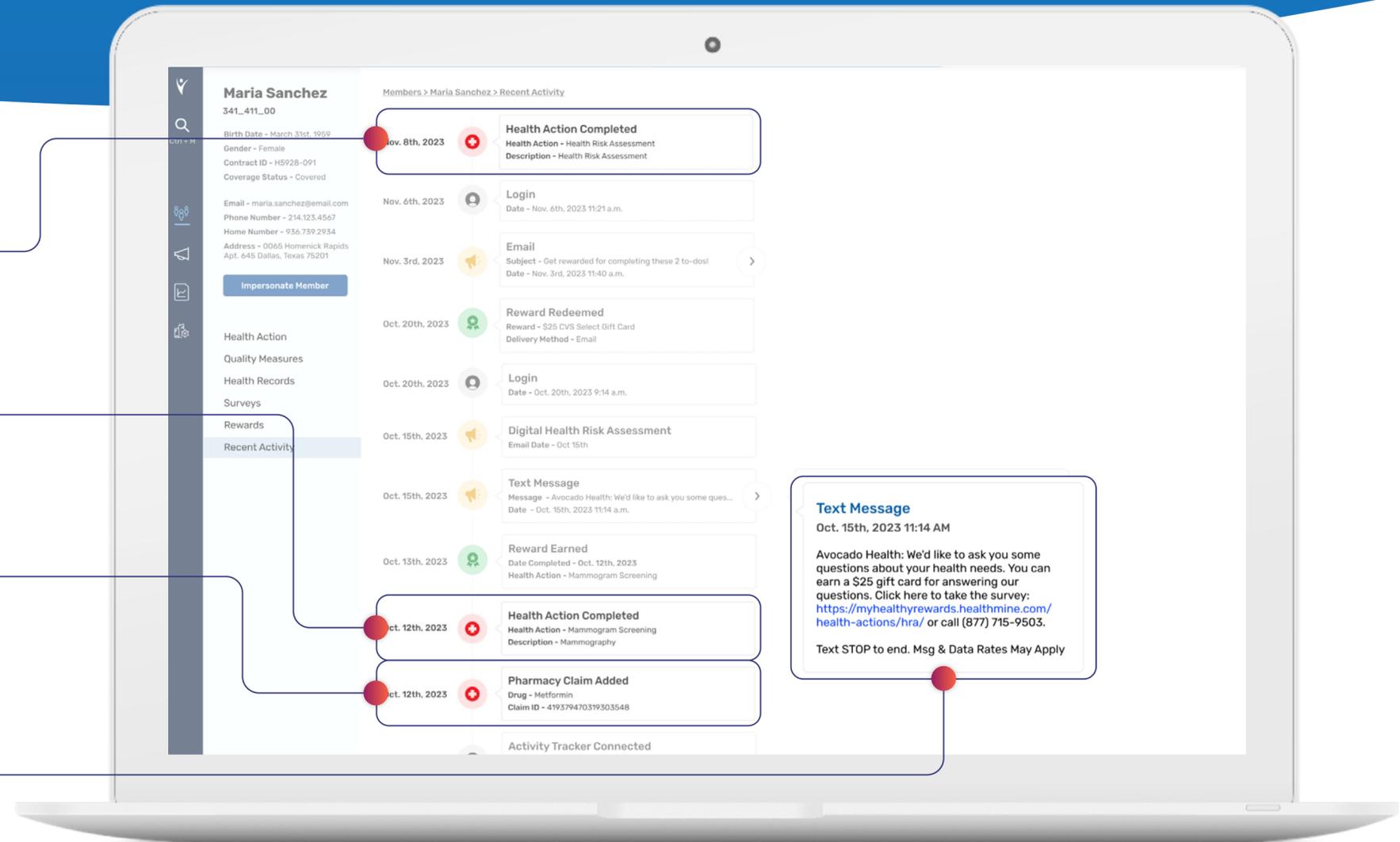
Mammogram completed



Diabetes medication filled



Reward notification via text



Aligning Plan Goals and Strategies

With these insights, teams can address multiple goals by optimizing each touchpoint and coordinating outreach around Maria's needs.



Months 1-3 - Potential messaging topics received

Health Profile



Maria

- 65 years old
- Active in her community
- Spends time with her family

Maria's Health

- Type 2 diabetic
- High blood pressure

30 day check-in

Welcome Kit

- 3 things to do:
1. Select your provider
 2. Schedule an AWW
 3. Set up a mail order



Open care gaps information incentive or non-incentive

1. Blood pressure
2. Vaccines (flu, Covid, RSV, Shingles, Pneumococcal)
3. Diabetes

60 day check-in

HRA (SNS-E measure data collection, race, ethnicity, language preferences, unmet needs, etc.)

- Refill reminder
- In home visits

Care management information

Women's health information

Join the portal and go paperless

- CAHPS calls
- MTM calls



Risk Adjustment

Prioritize provider visits to boost risk adjustment revenue, reduce claims costs and capture accurate HCC codes.



Quality

Continuously close care gaps with ongoing chronic condition management to increase Star Ratings revenue.



Population Health

Identify SDOH and health conditions to provide relevant interventions that advance health equity.



Compliance

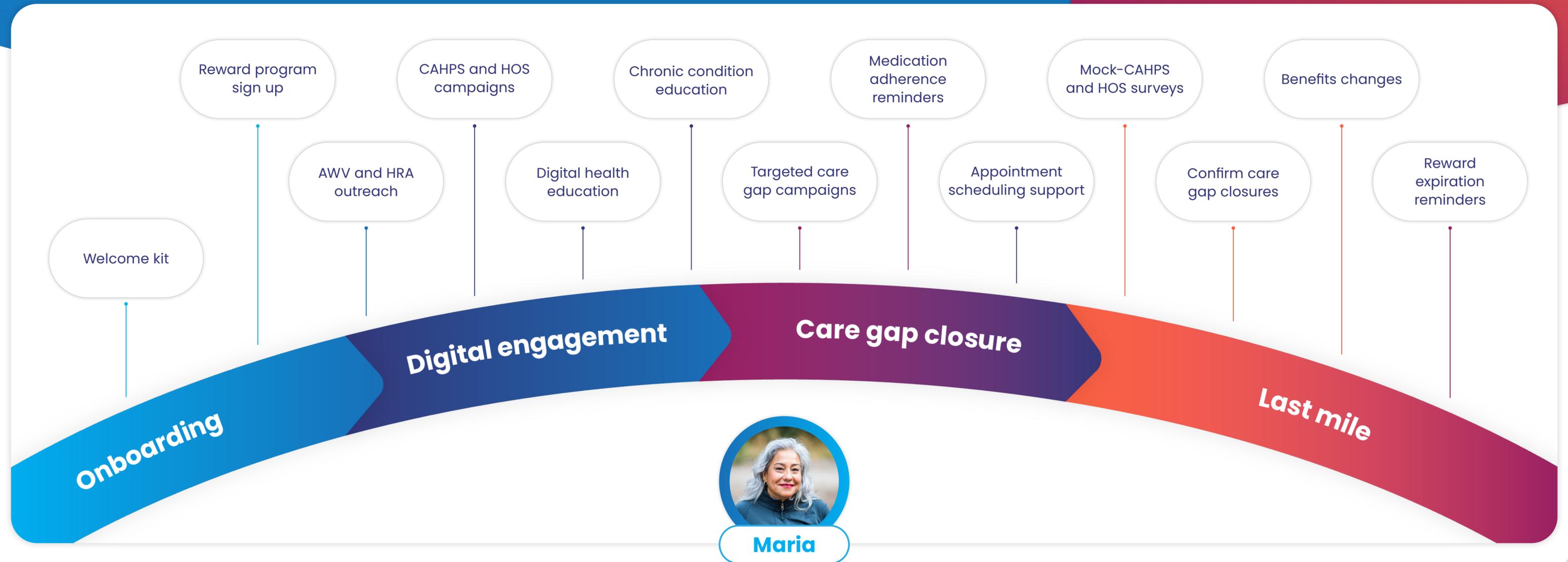
Deliver relevant information in a timely manner through cost-effective, data-driven tactics.



Build Year-Round Health Journeys

QRM prioritizes Maria's preferences and needs to ensure every touchpoint continuously moves her to the desired health action.

See how QRM scales personalized engagement to improve plan performance, health outcome and member trust.



Maximize Performance with Coordinated Outreach

Consolidating disparate messages streamlines Maria's health journey and continuously improves plan performance.

Explore how a coordinated, digital-first strategy is 7x less expensive than traditional outreach.

Maria's Disposition



Feels heard by her plan



Better understanding of her healthcare needs



Knows how to use plan benefits



Higher satisfaction

Health Plan Performance

Reduced spend on outreach

Higher risk adjustment revenue

Stronger quality scores

Greater control over MLR

Better data quality

Higher retention rates

Improved CAHPS scores

Increased member activity

Less reliance on point solutions



Create Your Coordinated Strategy

Through QRM's integrated platform, teams can align strategies, outreach and data to streamline member engagement.



Tailor digital-first, omnichannel outreach strategies to health plan and members' unique needs while addressing high-value goals.



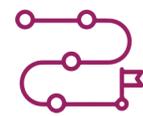
Reduce reliance on disparate, costly point solutions by integrating analytics, outreach and surveys into one platform.



Optimize touchpoints with continuous data feeds, comprehensive surveys and insights from behavioral scientists and content strategists.



Positively impact MLR with a quality-driven program that reduces administrative cost exposure.



Adjust your QRM toolkit to address short-term and long-term goals based on evolving challenges while controlling spend.

Partner with Healthmine to achieve data-driven, coordinated outreach.

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