



Scale Personalization with Continuous Data

With Quality Relationship Management™ (QRM®), health plans can conduct smart engagement that continuously updates member records and scales personalization over time. Follow Charles on his health journey to learn how QRM personalizes each touchpoint based on new data.

Table of Contents

- 01** Lay the Foundation for Personalization
- 02** Collect More Data with Preferred Channels
- 03** Conduct Data-Driven Care Gap Closure
- 04** Continuously Personalize and Improve Engagement



Lay the Foundation for Personalization

QRM only needs standard enrollment information to start engaging members, collecting comprehensive data and establishing member trust to support long-term personalization.

Based on his current contact information, Charles receives an initial welcome call with a live agent to ensure he has received his member ID and help him complete a health risk assessment (HRA). The HRA identifies Charles's risks, social needs, primary care provider (PCP) and lifestyle. How Charles reacts to this initial touchpoint sets the stage for future outreach and personalization.



Initial Enrollment Data



Charles Potter

- ✓ Date of birth

- ✓ Phone number

- ✓ Mailing address



Welcome Call and HRA Outreach



During the call, the agent

- ✓ Confirms Charles's phone number, preference for communications in English and willingness to respond to phone calls

- ✓ Verifies that he has received his member ID and welcome letter

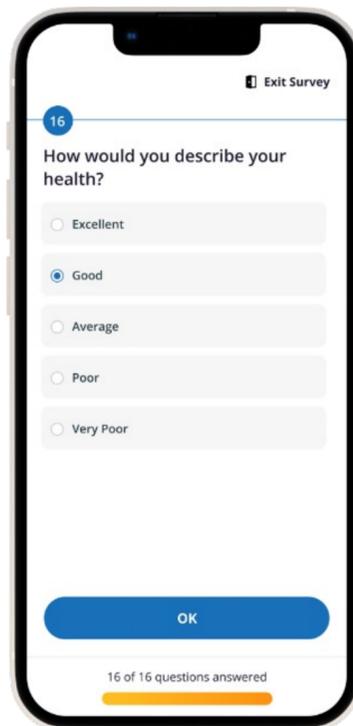
- ✓ Educates him about the benefits of completing an HRA

- ✓ Provides instructions to complete his HRA online because he does not have time to complete it over the phone

Collect More Data with Preferred Channels

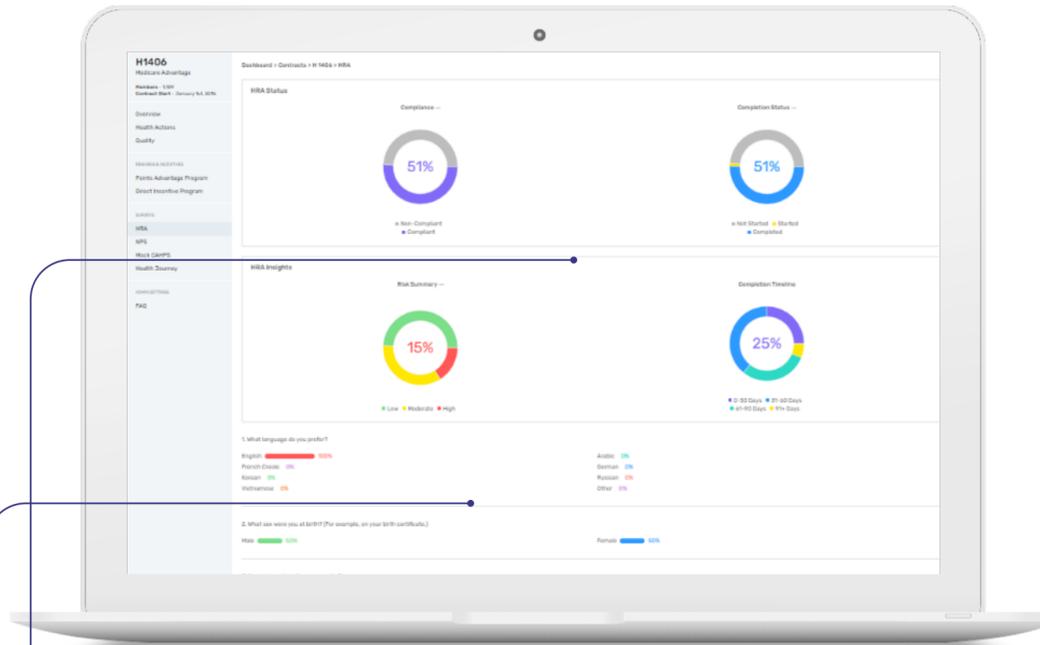
By learning that Charles prefers digital outreach, the plan can reduce reliance on physical mail and focus solely on digital channels for future outreach. This approach is applied to HRA outreach to improve data collection, drive further personalization across his member journey and capture critical health equity data points to fulfill the SNS-E HEDIS measure.

Digital HRA



Charles receives a text message encouraging him to complete his HRA online in a secure member portal.

HRA Monitoring



Track HRA performance across entire populations.

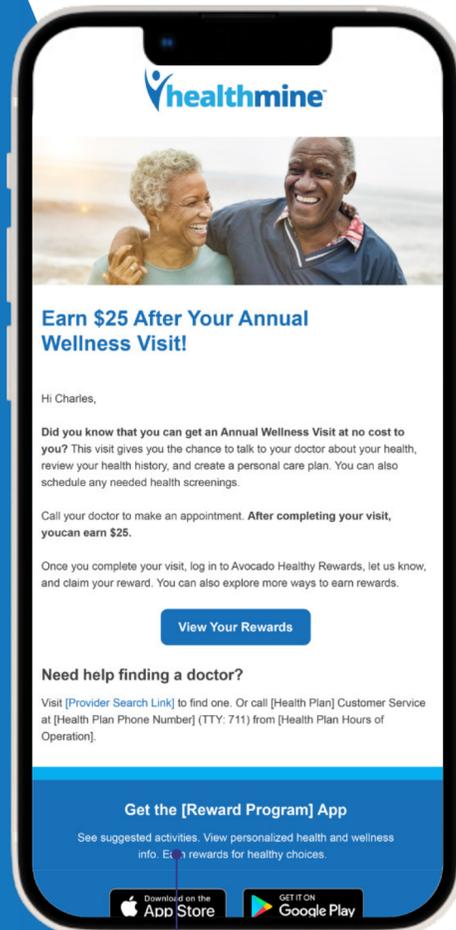
Drill down into specific, member-level responses.

New Data

- ✓ Up-to-date email address
- ✓ Email communications preferred
- ✓ Hispanic or Latino
- ✓ Confirms his PCP and that he has not seen them in 6 months
- ✓ Diagnosed with high cholesterol but doesn't have any current prescriptions
- ✓ Food insecure and struggles to eat a healthy diet
- ✓ Uses tobacco products and interested in quitting smoking
- ✓ Physically active and reports fair health
- ✓ Vaccinations are current

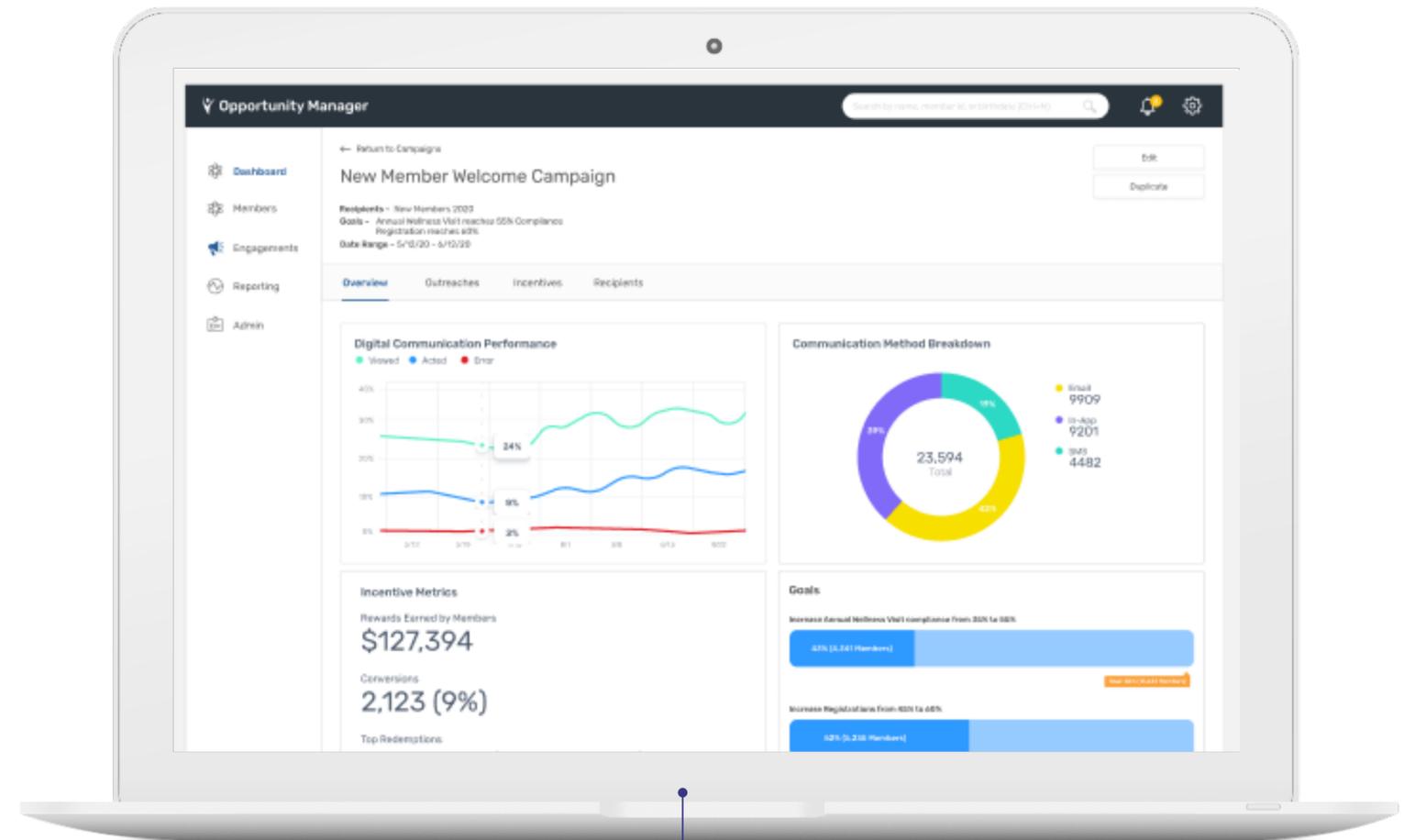
Conduct Data-Driven Care Gap Closure

Through Charles's HRA and insights from behavioral scientists, the health plan captures key points that furthers personalization for annual wellness visit (AWV) outreach and interactions with his PCP to address care gaps. Using historic care gap data, the plan reaches out at least a year after his last appointment.



AWV Email

Charles's AWV outreach features imagery that matches his demographic data, uses his preferred channel and share resources to help him make an appointment with his PCP.



Campaign Performance

The plan monitors all campaigns to determine how Charles is responding to outreach attempts and how outreach is driving care gap closure.

New Data

HCC codes recorded for high cholesterol, tobacco use and high blood pressure

Charles shows interest in joining a smoking cessation program

He expresses desire to learn how to eat healthier

Continuously Personalize and Improve Engagement

With each outreach attempt, the health plan will learn more about Charles and further refine engagement in a continuous feedback loop that maximizes performance, improves outcomes and builds trust.

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

CONTACT

✉ solutions@healthmine.com

☎ 469.300.6231

Leverage QRM's integrated engagement platform to continuously scale personalization across member populations while optimizing outreach budgets, increasing revenue and consolidating member data.



Deliver personalized engagement at scale by aligning comprehensive data with member-centric outreach to address risk and quality revenue, health equity and member retention.



Partner with behavioral scientists and content strategists to optimize member communications with industry best practices to continuously engage members.



Monitor campaign metrics, quality scores and program performance with regularly updated dashboards to identify areas to reduce administrative and claims costs.