

How a regional Medicare Advantage plan earned \$1.5M in risk revenue and saved \$1M in costs

Our objective

A regional Medicare Advantage plan faced member engagement and care gap closure challenges, compounded by low health risk assessment (HRA) completion rates.

The outcome

An **83% digital activation rate** prompted by targeted messaging, intelligent segmentation and rewards to catalyze behavior change. High-value care gaps were closed, and a digital-first approach was leveraged to conduct efficient and timely outreach that delivered exemplary engagement results.¹

\$1.5M

Risk score accuracy improvement

More accurate HCCs through increased provider visits

\$855K

In acquisition cost savings

Improved retention reduced member acquisition costs

\$193K

Digital communications savings

Reduced print and call outreach via digital engagement

1. Financial performance assessed per 10k members

Program details

Healthmine developed a comprehensive and targeted 12-month engagement program. Comprised of a tailored outreach strategy including digital engagement and incentives, members were rewarded within 48 hours of completing screenings, wellness visits and risk assessments.²

Timely, meaningful rewards drove big impact

35%

HRA completion improvement rate

47%

Increase in PCP visits

104%

Increase in colorectal cancer screenings

Targeted messaging alone improved outcomes

85%

Increase in breast cancer screenings

60%

Increase in diabetic HbA1c testing

31%

Flu shot gap closure

2. Data represents gap closure improvement for members who received Healthmine outreach compared to members who received no outreach from Healthmine in the same program year.

What did the members think?



It keeps me aware of the medical checkups and wellbeing appointments I need to complete annually."

— Yvonne T.



Very user-friendly. Great tracker and reminder for when appointments are due."

— Xavier P.



Ready to see results like this?
Let's build smarter engagement for your plan.

Contact us 