



How to Create a Transformational Relationship with Your Members

September 2024

Meet Healthmine

The industry's leading member engagement solution



Markets we serve

Medicare

Medicaid

D-SNP

Commercial

FEP

ACA

Today's Presenters

MODERATOR



**Brett
Rudisill**

SVP, Marketing

PRESENTERS



**Kimberly
Swanson**

Chief of Staff



**Mallory
Mueller**

VP, Population Health
and Equity



**Chris
Gage**

Director, Product
and Experience Strategy

Ideas for Enhancing Your Member Engagement

Creating a transformational relationship with members requires holistic engagement that encompasses the entire member journey

- ✓ Behavioral economics
- ✓ Community partnerships
- ✓ Gamification
- ✓ Member-created content
- ✓ Peer-to-peer support
- ✓ Multilingual support
- ✓ Privacy and security

- ✓ Wellness programs
- ✓ Education on healthcare literacy
- ✓ Cultural competence
- ✓ Predictive analytics
- ✓ Personal health coaches
- ✓ Interactive technology
- ✓ Feedback loops

Effective Member Engagement



The right person

Who needs your help?



The right time

When is the best time to engage?



The right message

What information is needed or wanted?



The right modality

How should you engage?

Actively involving members and caregivers in their own healthcare, including decision-making, health education, and management of their own health and wellness.

Limitation of "One-Size-Fits-All" Approach

Example for annual flu vaccination campaign

Standard procedure is to send a generic reminder to all members via print mail about the importance of getting a flu shot. The message is the same for everyone, and it suggests visiting a healthcare provider to receive the vaccination.

This is a classic example of a one-size-fits-all strategy.



Analysis of the Approach

Uniform Messaging

Does not consider an individual's health history, preferences, or barriers. Every member, regardless of age, health status, or past vaccination history, receives the same message.

Lack of Personalization

Does not acknowledge members who may have already gotten the vaccine, those who have specific medical conditions that make the flu shot more crucial, or those who have shown vaccine hesitancy in the past.

Overlooking Barriers

Does not address potential barriers members might face, such as lack of access to transportation, language barriers, or mistrust in vaccines.

Resource Utilization

This approach might lead to unnecessary resource expenditure, as it targets the entire member population, including those who are already likely to get vaccinated without additional prompting.



A More Strategic Method

What targeted engagement really looks like



What to consider

- Vaccination history informs likelihood to comply
- SDOH informs barriers to compliance



Use considerations to

- Personalize reminders
- Offer education
- Address barriers
- Guide members to vaccination sites



Execute

- Preferred outreach method
- Preferred language
- Remove compliant members from outreach

Effective Member Engagement

Member engagement within Star measures is a dynamic area focused on fostering valuable interactions that enhance members' views of their health plans. This impacts care quality and member satisfaction.

Key points for effective member engagement:



Communication skills



Use of analytics



Incentives



Trust building



Efficiency



Multi-channel approach



Team coordination

Health plans need to adapt to evolving technologies and communication preferences, using strategic analytics and personalized approaches to build supportive and responsive relationships with their members

Stars Focus on Member Engagement

Shift from traditional outreach methods to building a sustainable, influential relationship with health plan members. This relationship aims to foster trust, ensuring the health plan is viewed as a helpful resource, thereby positively influencing member satisfaction and experience ratings.



Traditional vs. Modern Engagement Strategies

Historically, health plans invested heavily in direct outreach methods, such as phone calls and mail, to encourage members to use specific services. These methods are costly and increasingly inefficient due to changes in member responsiveness and the broadening scope of measures across entire member populations.



Evolving Challenges and New Modalities

Members are harder to reach through traditional means. The decline in responsiveness to phone communications and the high cost of mailings necessitate a shift towards digital engagement strategies such as texting, apps, and online platforms. These methods allow for rapid, personalized interactions and use advanced analytics to determine the most opportune moments for engagement.

Stars Focus on Member Engagement

Shift from traditional outreach methods to building a sustainable, influential relationship with health plan members. This relationship aims to foster trust, ensuring the health plan is viewed as a helpful resource, thereby positively influencing member satisfaction and experience ratings.



Customer Service and Personalized Assistance

Effective member engagement is a continuous process that involves exceptional customer service.

This service should be responsive and tailored, addressing individual member needs rather than a one-size-fits-all approach.



Budget Constraints and Efficiency

With shrinking budgets, health plans are required to improve efficiency and target their efforts more effectively.

Strategic engagement must be resource-conscious while maintaining or improving the quality of member interactions.

Address Health Disparities

Enhanced Engagement Experience

- Addressing health disparities ensures that all members have equitable access to quality care. This helps achieve better health outcomes and enhances member engagement.
- By identifying and removing barriers to care all members can access necessary services without unnecessary difficulties.
- Providing engagement that is culturally sensitive and respectful of diverse backgrounds fosters trust and improves the member experience. Members feel valued and understood when their cultural and personal needs are considered.



DDoH: Digital Determinants of Health

Definition

A subset of SDoH. Digital tools include portals that enable patients to access their EHR, telehealth and virtual care visits, sensors like pulse oximeters, digital social support groups, online healthcare content, and healthcare apps.

Barriers

DDOH follow a socioeconomic gradient: The lowest end of the spectrum have the greatest barriers to digital resources. These barriers fall largely into two categories:

1. **Technology barrier:** Poor internet and broadband access, lack of access to suitable devices like a smartphone.
2. **Digital literacy gap:** A deficit of the skills necessary to use these devices and apps.

Impact

The digital divide creates barriers to other social and economic resources that have a material impact on broader social well-being.

- This creates a “social determinants echo chamber” in which the digital divide impedes access to the very digital resources designed to address adverse social conditions creating a downward digital, social and health status spiral.

Develop a Transformational Relationship

✓ **Onboarding/reboarding**

Welcoming new members and welcoming back existing members with clear communication and support.

✓ **Ongoing support**

Providing digital tools for self-management and proactive assistance.

✓ **Responsive service**

Addressing questions and concerns promptly and effectively.

✓ **Incentivization**

Using incentives strategically to close care gaps and promote health service utilization.

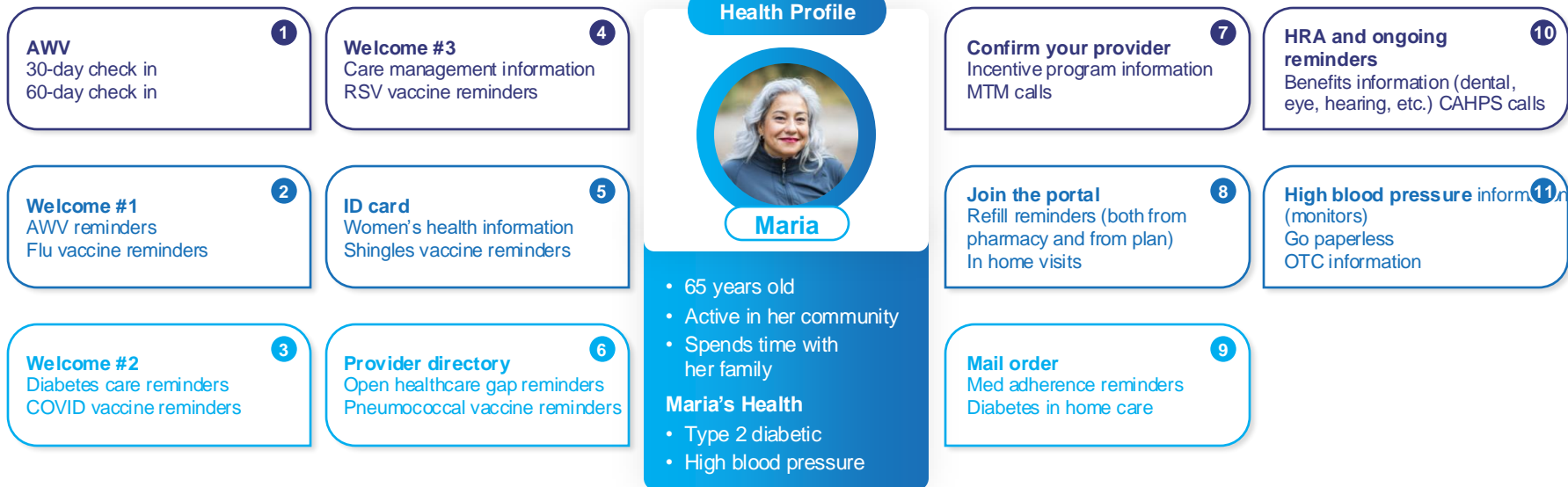
✓ **Identifying and understanding member needs**

Critical to effective engagement is identifying who needs help, understanding the timing for interventions, and determining the preferred communication channels (calls, texts, letters, in-person). The message delivered must be clear and resonate with the member's individual circumstances.

Ongoing member check-ins and Pulse Surveys to screen for needs

The Hard-To-Reach and Highest Risk Members Can't Get Left Behind

 Maria overwhelmed with over 40 messages in the first 90 days



Lack of coordination affects everything from trust in the plan to health outcomes

When Aligning Maria's Welcome Goals...

You create a holistic programmatic experience that follows a logical member journey

 Maria overwhelmed with over 40 messages in the first 90 days

Welcome Kit

(including OTC, provider directory and ID card) – 3 things to do:

1. Select your provider
2. Schedule an AWV
3. Set up mail order

Open care gaps information incentive or non-incentive (top 3):

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

30 day check in

Health Profile



Maria

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

Maria's Health

- Type 2 diabetic
- High blood pressure

HRA (SNS-E measure data collection, race, ethnicity, language preferences, unmet needs, etc.)
Refill reminder
In home visits

Join the portal & go paperless

CAHPS outreach
MTM calls



Care management information

Women's health information
60 day check in

Consolidating logical topics reduces the number of outreaches to Maria by **58%**.

Messaging is based on member's segment, needs, actions and responses, providing relevant information and calls to action.

Delivering A More Personalized Experience



Take This Quick Survey Today

Hi Maria,

At Healthmine Texas, our priority is you. We value your feedback and want to know how we can better serve you. Please take a few minutes to complete the survey in the MyHealthy Rewards portal. Every answer helps us create a better healthcare experience for you.



[Start the Survey](#)



Persona Type:
Healthy lifestyle

Motivated by:

- Feeling heard and understood
- Sense of reciprocity



You're Almost There!

Hi Maria,

It looks like you started taking a survey but haven't submitted it yet. Your feedback is important to creating the best healthcare experience possible for you. Please complete your survey in the MyHealthy Rewards portal.

[Complete Your Survey](#)



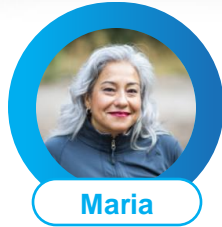
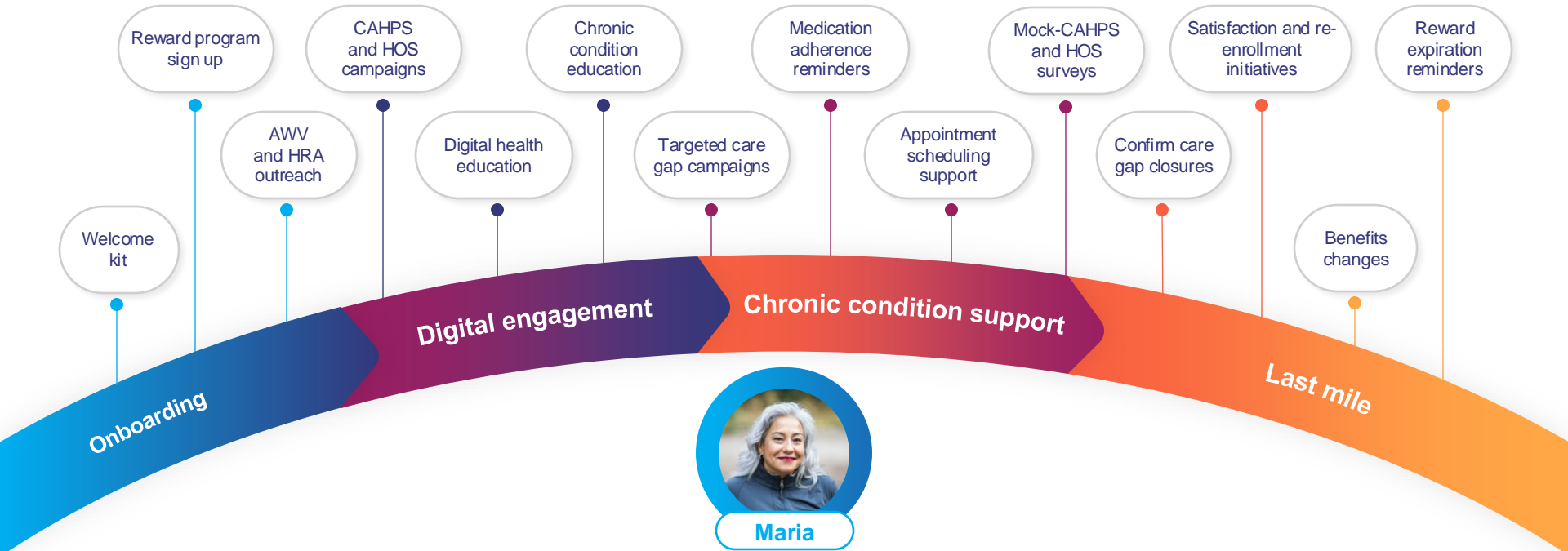
Persona Type:
Non-Adherent

Motivated by:

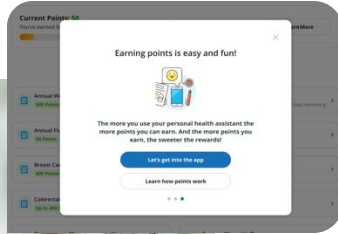
- Sense of urgency
- Sense of accomplishment

An Integrated Platform Experience

Guide members on their health journeys



Helping You and Maria Both Win

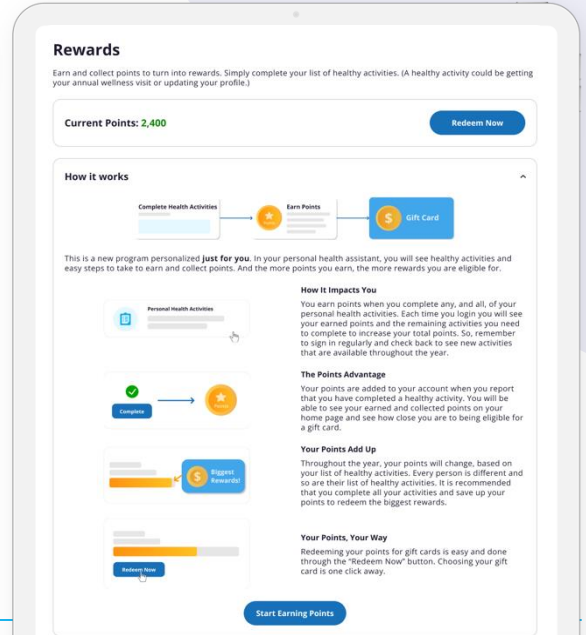


How do I get started?

Why is this better for me?

How many points do I have?

What do I need points for?



Track Every Member Interaction

See the impact of campaigns on member behaviors



Maria



Health Risk Assessment completed after receiving email notification



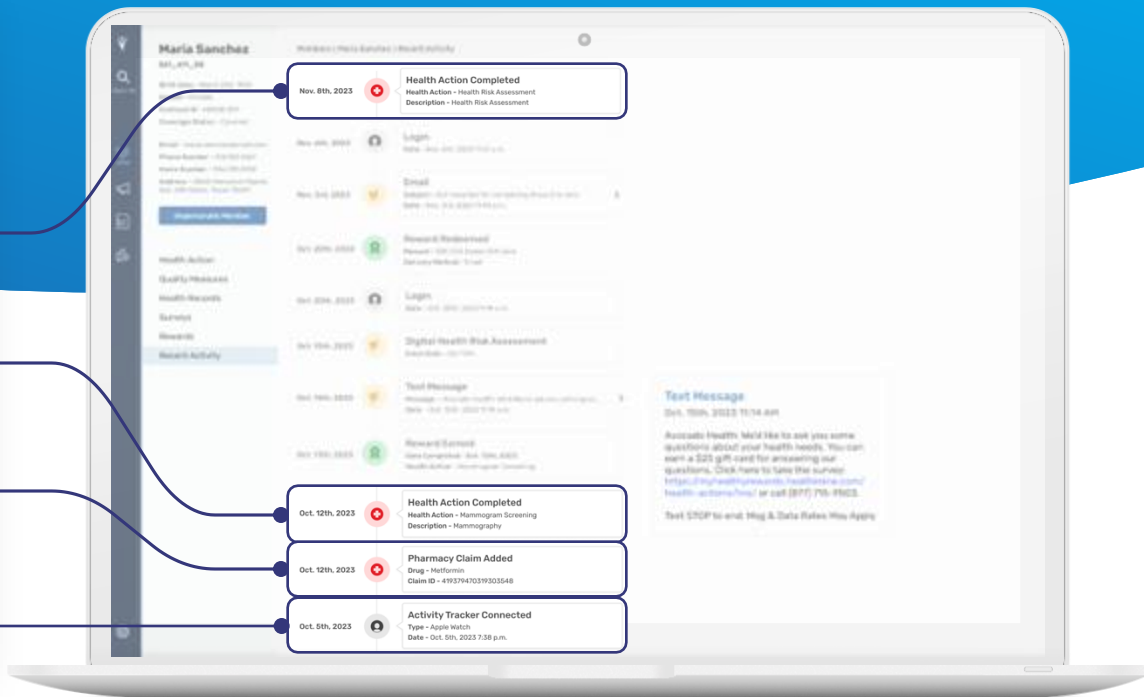
Mammogram completed



Diabetes medication filled



Apple Watch connected to PHA for activity tracking



Summary of Key Actions to Implement



Leverage data analytics



Offer self-service options



Adopt multichannel communication



Focus on health literacy



Integrate behavioral science



Prioritize member feedback



Enhance accessibility and inclusivity



Streamline customer service



Addition by Subtraction

Go from disparate point solutions to unified work efforts

Old Way – Point solutions

\$72.00 pmpy - Phone campaigns and surveys

\$30.00 pmpy - Incentives administration

\$24.00 pmpy - Mailed campaigns and surveys

\$12.00 pmpy - Isolated legacy systems

\$6.00 pmpy - Manual compliance tracking

\$6.00 pmpy - Member data aggregation

\$150.00 pmpy

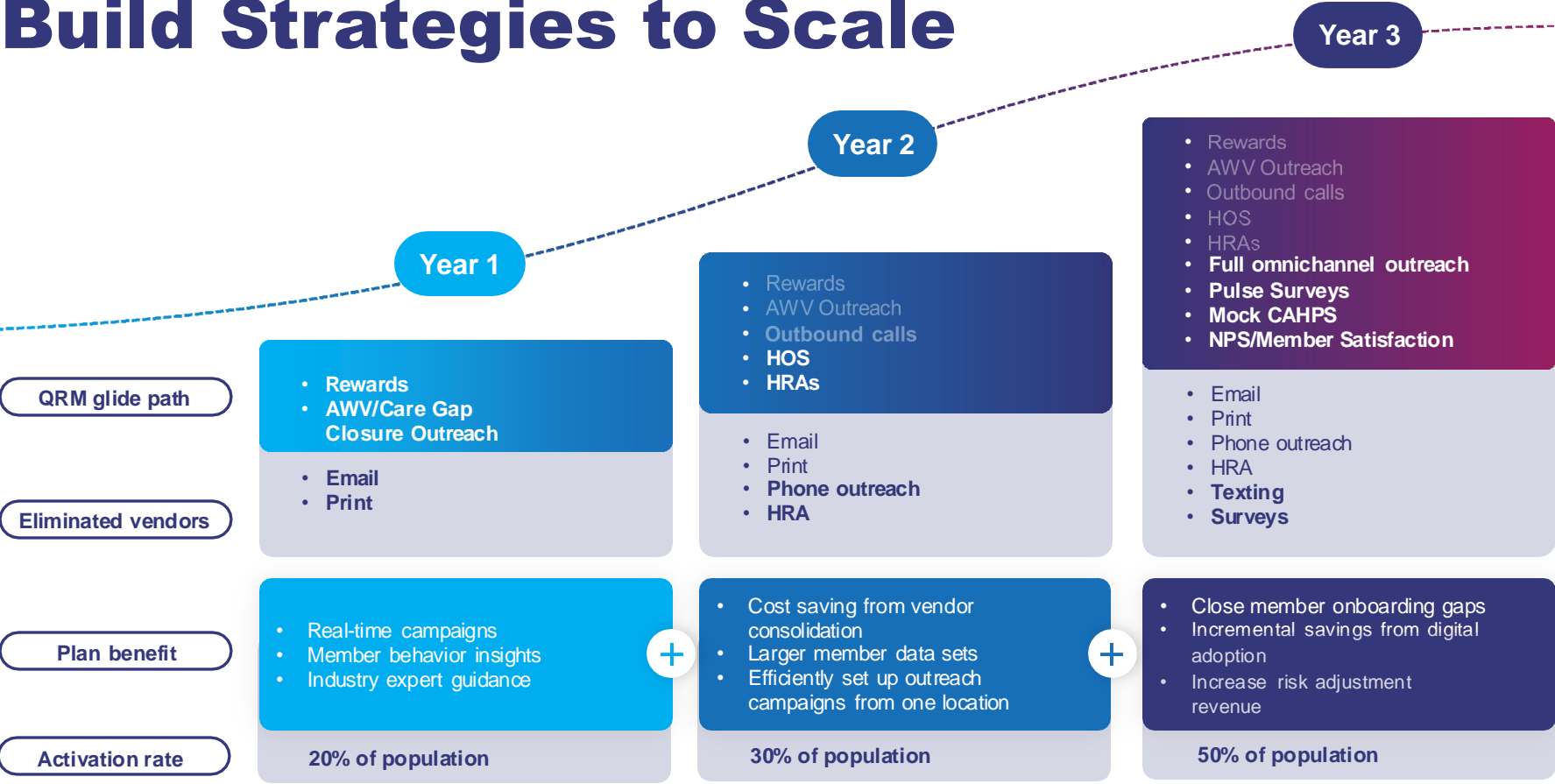
VS

New Way – Coordinated Platform

- ✓ Integrated HI-TRUST-certified platform
- ✓ Digital outreach campaigns and comprehensive surveys
- ✓ Centralized member data
- ✓ Clinical expert engine to stratify populations
- ✓ Automated compliance tracking
- ✓ Customizable rewards programs
- ✓ Expert Advisory Services

\$12.00-75.00 pmpy

Build Strategies to Scale





Contact

Kimberly Swanson

Chief of Staff

Kimberly.swanson@healthmine.com

Mallory Mueller

VP, Population Health and Equity

Mallory.mueller@healthmine.com

Chris Gage

Director, Product and Experience Strategy

Chris.gage@healthmine.com



Healthmine.com