



# Strategies for Maximizing HRA Response Rates

October 2024



# Today's Agenda

1. Introductions
2. Maximize benefits from HRAs
3. Overcome barriers to completion
4. Apply member engagement strategies to HRAs
5. Best practices
6. Make the most of HRA data
7. Questions and closing

# Presenters



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# Meet Healthmine

The industry's leading member engagement solution



## Markets we serve

Medicare

Medicaid

D-SNP

Commercial

FEP

ACA

# Topic Two

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# Benefits and Use of Health Risk Assessments

## GATHERING INSIGHTS



Individualized care planning



Early identification of health risks and care coordination needs



Cost management and resource allocation



Population health management



Enhanced predictive analytics and risk stratification



Gather social determinants of health (SDOH)



### Personal information

First Name: [Member First Name]

Last Name: [Member Last Name]

Survey ID: [Healthmine ID]

Birthdate: \_\_\_\_/\_\_\_\_/\_\_\_\_

Email: \_\_\_\_\_

### About you

01 What language do you prefer? (Please select one.)

- |                                  |                                   |                                  |                                     |
|----------------------------------|-----------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Arabic  | <input type="checkbox"/> French   | <input type="checkbox"/> Korean  | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> German   | <input type="checkbox"/> Russian | <input type="checkbox"/> Other      |
| <input type="checkbox"/> English | <input type="checkbox"/> Japanese | <input type="checkbox"/> Spanish |                                     |

02 What sex were you assigned at birth? (Please select one.)

- Male  Female  Prefer not to answer

03 How do you describe gender?

*Why am I being asked this? Everyone has the right to great medical care. Medicare has developed a plan to enhance treatment for minority groups. This plan calls for better population data collection. With consistent method of data collection, we can work to ensure that everyone has access to great care.*

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Male        | <input type="checkbox"/> I prefer a different term. |
| <input type="checkbox"/> Female      | <input type="checkbox"/> Don't know                 |
| <input type="checkbox"/> Transgender | <input type="checkbox"/> Prefer not to answer       |
| <input type="checkbox"/> Two-Spirit  |   |

# Benefits and Use of Health Risk Assessments

## Support Strategic Initiatives

- Enhanced data for quality metrics and reporting
  - Perform social needs screenings
  - Identify members in declining health and who will impact Health Outcome Survey scores
- Risk program support
- Improved member engagement, member satisfaction and retention
- Strategic planning, cost management, forecasting, and resource allocation
- Enhancing plan design and benefits

9:41

Exit Survey

6

How would you describe your health?

Excellent

Good

Average

Poor

Very Poor

# Advancing the Application of HRA Data

## Advanced predictive analytics and machine learning

Leverage data to predict future health events, identify at-risk populations and optimize interventions.

## Personalized health interventions

Develop customized wellness programs, nutritional plans or exercise regimens based that can be delivered through digital health platforms, health coaching or integrated care teams.

## Telehealth and remote monitoring integration

Trigger follow-up via telehealth consultations or the deployment of remote monitoring devices, such as blood pressure cuffs or glucose monitors.

## Population segmentation and targeted outreach

Segment members by health status, risk factors, demographics or behavioral traits for more precise communications, interventions and services, enhancing engagement and effectiveness.



# Topic Three

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# Fragmented Outreach Creates Abrasion

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

Maria overwhelmed with over 40 messages in the first 90 days

### Welcome #1

AWV reminders  
Flu vaccine reminders

### Welcome #2

Diabetes care reminders  
COVID vaccine reminders

### AWV

30-day check in  
60-day check in

### Welcome #3

Care management information  
RSV vaccine reminders

### ID card

Women's health information  
Shingles vaccine reminders

### Health Profile



### Maria

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

### Maria's Health

- Type 2 diabetic
- High blood pressure

### Provider directory

Open healthcare gap reminders  
Pneumococcal vaccine reminders

### HRA and ongoing reminders

Benefits information (dental, eye, hearing, etc.)  
CAHPS calls

### Join the portal

Refill reminders (from pharmacy and plan)  
In-home visits

### Mail order

Med adherence reminders  
Diabetes in home care

### High blood pressure information (monitors)

Go paperless  
OTC information

Overlapping messages from multiple departments leaves Maria feeling confused and alienated.

# Mitigation of Barriers to HRA Completion

Understanding the barriers helps simplify the experience and enhance data collection

## Logistical obstacles

- Complexity and length
- Access to technology
- Language barriers
- Geographic limitations
- Inaccurate contact information

## Member resistance

- Lack of awareness or understanding privacy concerns
- Perceived burden
- Distrust in the system
- Lack of personal connection or support
- Competing priorities and distractions
- Cultural sensitivity and relevance

## Other factors

- Inadequate follow-up and incentives
- Provider engagement
- Timing and convenience
- Fragmented communication
- Perceived redundancy or repetition
- Incentive misalignment

## Barrier resolution

- Simplify HRA processes
- Enhance communication and education
- Provide adequate support and incentives
- Ensure privacy and security
- Leverage technology to reach a broader audience

# All Collection Methods Have Pros and Cons

Mailed paper surveys

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Telephonic interview

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In-Person interviews

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Online portals

Mobile applications

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Kiosk or tablet surveys

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Integrated into care  
management programs

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# HRA Engagement Strategies

## Personalization and relevance

Tailor communication based on:

- Health concerns
- Demographics
- Past interactions

Personalized messages can explain how the HRA will benefit the individual member.

## Framing and messaging

### Positive framing

**highlights benefits.**

"Completing your HRA helps us create a personalized health plan to keep you healthy and active."

Vs.

### Negative framing

**emphasizes risks.**

"Not completing your HRA may limit our ability to provide the best care."

## Incentives and rewards

Motivate with:

- Gift cards
- Discounts on services
- Raffle entries

Incentives must be perceived as valuable and relevant.

## Social proof and norms

Create a sense of social norm and encourage members to follow suit with:

- Number or percentage of members who complete the HRA
- Testimonials
- Case studies from similar demographic groups

# HRA Engagement Strategies

## Trust and credibility

Use trusted providers, plan representatives or well-respected organizations.

## Commitment and consistency

Encourage small initial commitments, like answering a few preliminary questions.

## Loss aversion

Communicate potential negative consequences of non-adherence.

## Simplification and ease of access

Streamline the completion process and remove barriers.

## Prompting and reminders

Use regular reminders across channels.

## Emotional appeals and storytelling

Share stories of members who benefitted.

# HRA Engagement Strategies

## Feedback and acknowledgment

Provide immediate next steps or benefits to reinforce the positive action.

Public acknowledgment (with permission) or thanking members can be a powerful motivator.

## Behavioral commitment

"Ask members to commit to completing their HRA within a specific timeframe, either verbally or through a written or digital pledge.

Reinforce with follow-up communications.

## Scarcity and urgency

Communicate deadlines or limited-time benefits can create a sense of urgency and prompt action.

## Identity and self-concept

Frame HRA completion as a responsible and proactive behavior to align with health-conscious individuals.

Campaigns can emphasize being part of a community that prioritizes health and well-being.



# HRA Engagement Strategies

## Nudging and behavioral cues

Use nudges such as:

- Setting HRA completion as the default option during sign-ups or appointments
- Placing it prominently in member portals
- Use behavioral cues by highlighting the simplicity and quickness of the process.

## Peer influence and group dynamics

Group-based challenges or competitions can leverage peer influence.

**Example:** Members can be grouped by their primary care provider or geographic area, with each group aiming for the highest completion rate.

## Default options and choice architecture

Pre-fill known information or offer a "click-to-complete" option.

## Reciprocity

Valuable information or small gifts can create a sense of obligation to participate.

**Example:** Sharing personalized health tips or a health check-up voucher can encourage members to complete the assessment.

## Anchoring and priming

Present key health statistics or emphasize the average time it takes to complete an HRA can make the task seem more manageable. Prime members with positive outcomes from other members' HRAs before asking them to participate.

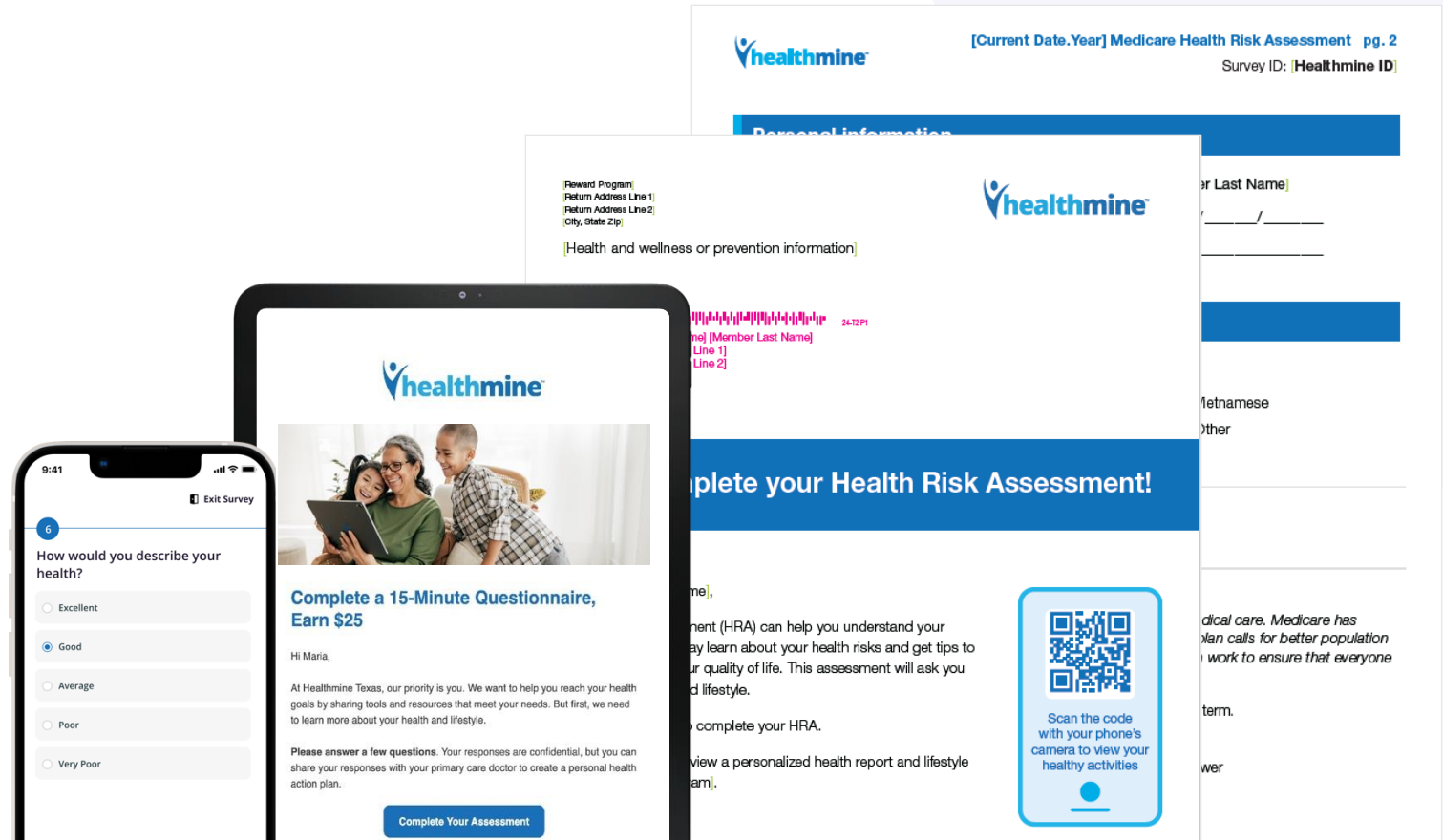
# Topic Five

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# Multi-Channel Approach

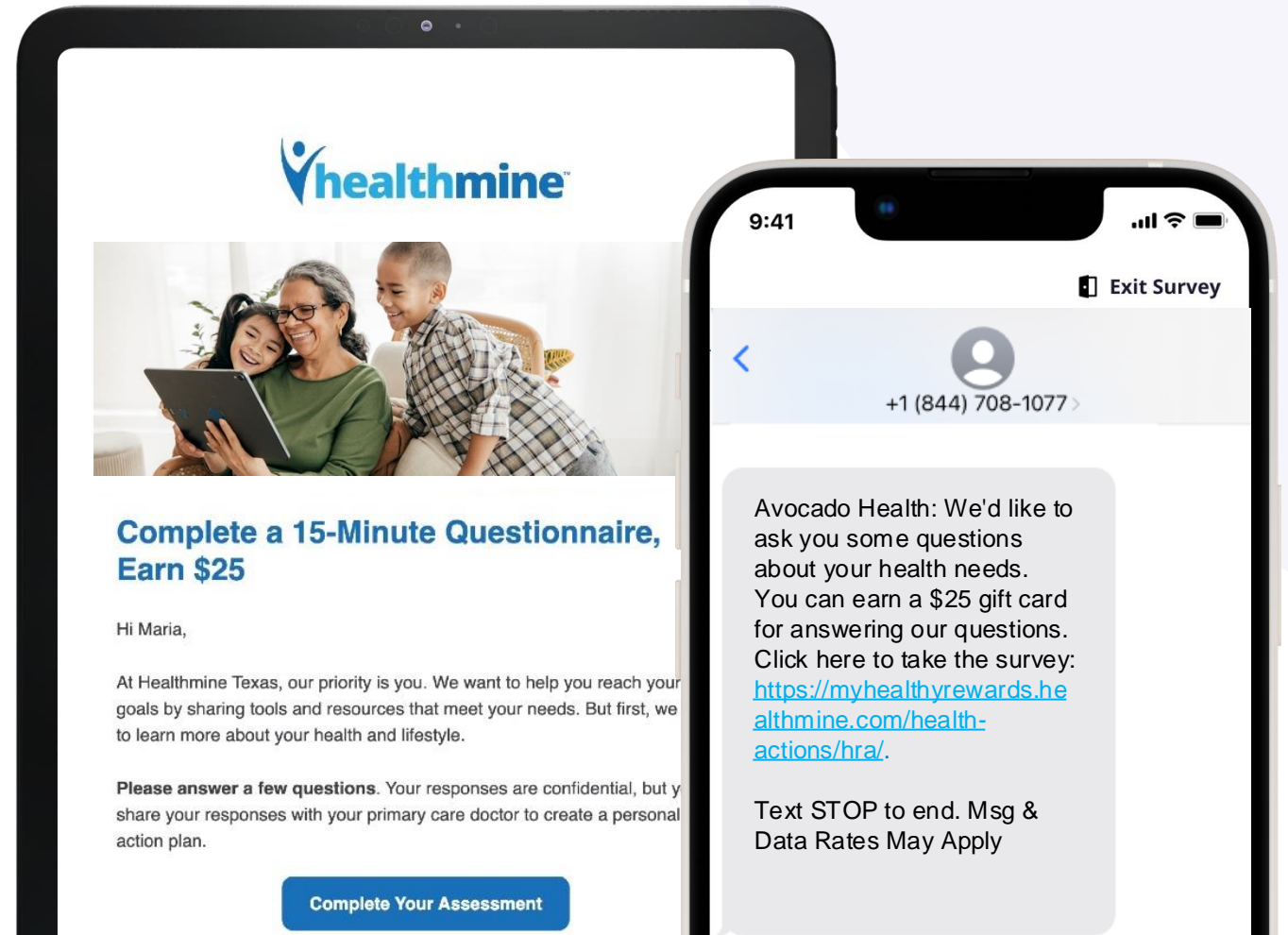
Many MA plans use a combination of methods to reach a broader audience, recognizing the diversity in member preferences and capabilities.

Multi-channel communication outperforms single-channel communications by up to 15%



# Follow-up and Reminders

Nudge members with omnichannel outreach, preferred communication channels and relevant rewards.

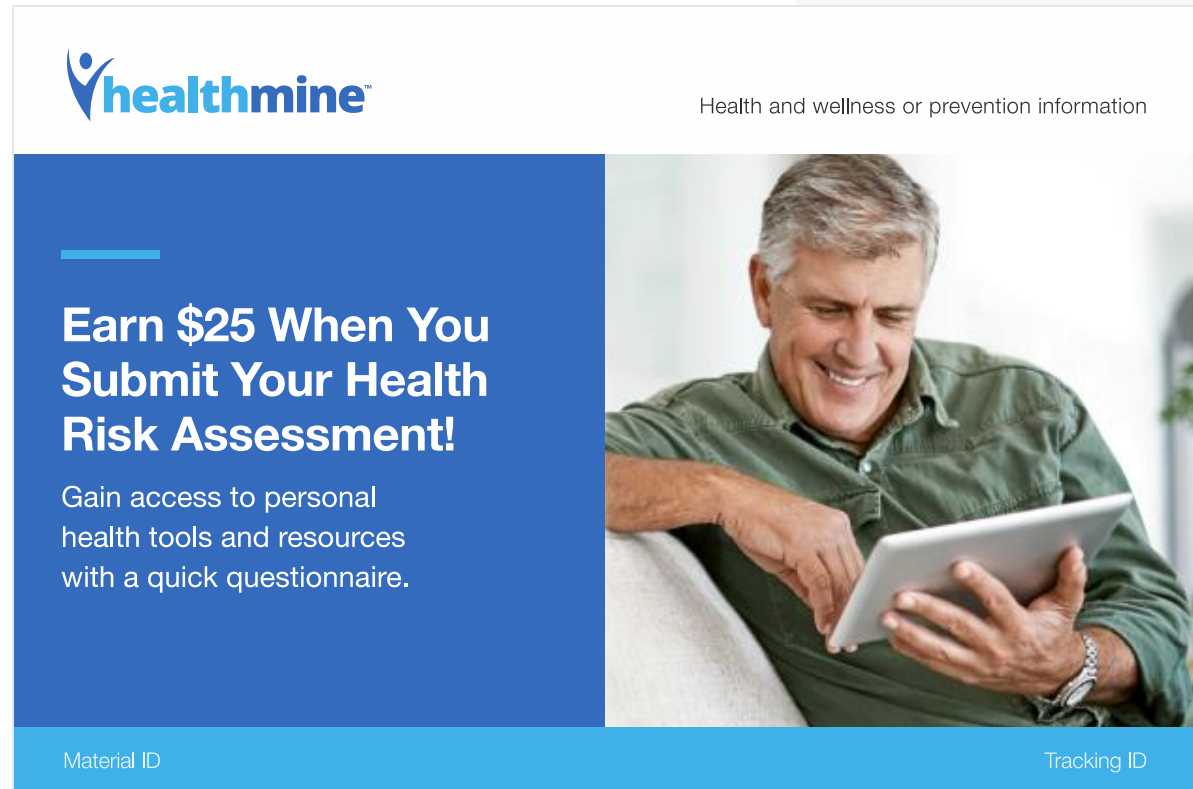


# Incentives

Offering incentives, such as gift cards or discounts on health-related services, can boost participation rates.

**63%**

**higher completion rate  
when incentivizing HRA  
completions**



The graphic features the Healthmine logo at the top left and the text "Health and wellness or prevention information" at the top right. The main content is split into a blue text area on the left and a photograph of a man on the right. The text area contains the headline "Earn \$25 When You Submit Your Health Risk Assessment!" and a sub-headline "Gain access to personal health tools and resources with a quick questionnaire." The photograph shows a middle-aged man with grey hair, wearing a green shirt, sitting and smiling while looking at a tablet. At the bottom, there are labels for "Material ID" and "Tracking ID".

**healthmine™**

Health and wellness or prevention information

**Earn \$25 When You Submit Your Health Risk Assessment!**

Gain access to personal health tools and resources with a quick questionnaire.

Material ID

Tracking ID

# Accessibility Considerations

## Accessibility

- Multiple languages
- Accessible formats (large print, braille)

## Overcoming health literacy and cognitive challenges

Offer assistance for:

- Members with low health literacy who may struggle to understand terminology or the implications of their responses.
- Older adults or members with cognitive impairments may have difficulty completing HRAs accurately.

# Further Solutions To Incorporate

Interactive voice response (IVR) systems

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Virtual assistants or chatbots

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Gamification

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Community events and workshops

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Home health devices and wearables

Personalized outreach via video messages

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Partnerships with local organizations

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Virtual health fairs

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QR codes on correspondence

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Personalized digital health platforms

# Topic Six

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# Ensure Your HRA Solution Checks Every Box

Maximize completions and make the most of your data.

NCQA-certified HRA

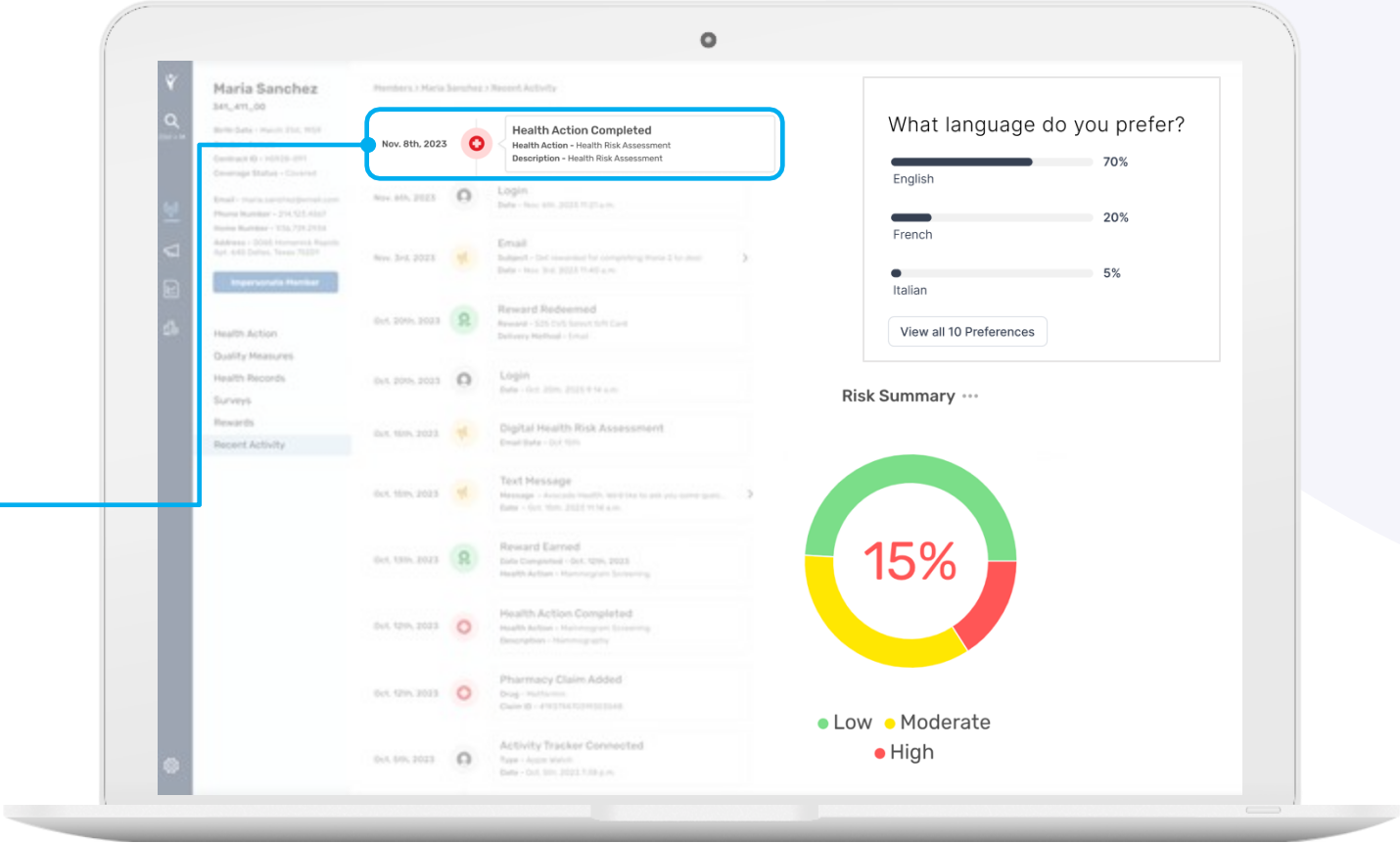
Distribute HRAs digitally and physically

Perform social needs screenings

Evaluate responses in real-time

Collect REL and SOGI data

Identify SDOH





# Contact

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