

The Checklist for Effective Member Engagement in 2021

Curious how your member engagement program stacks up against your peers? Or maybe you're in the process of evaluating a member engagement vendor to support your goals? Either way, this checklist contains everything you'll need to ensure your member engagement initiatives are coordinated, scalable, and impactful.



STRATEGY

- Use digital tools and technology to create a seamless member experience
 - Deliver a personalized experience for every member, which is scalable across your entire population, at an affordable price
 - Connect with members via white-labeled, appropriately branded mobile app and online portal with single sign-on (SSO) through your health plan member portal
 - Use a smart and efficient rewards methodology with tailored and regionally relevant incentives to motivate members to take the right actions for their health
 - Map each healthy activity back to specific HEDIS® measures and/or Star/quality ratings goals for care gap closure to increase your health plan performance
 - Surface digital surveys (e.g., mock CAHPS, NPS®, member satisfaction, health outcomes) to collect real-time member feedback on what is important to your members
 - Use an NCQA-certified digital Health Risk Assessment to collect self-reported data
- BONUS**
- Incentivize HRA completion for maximum compliance rate
 - Show summary of risk by level (high, medium, low) for each health category (e.g., diet and exercise, tobacco cessation, alcohol) based on HRA responses
 - Present customized health education content (e.g., articles, videos, tools, calculators, quizzes, decision aids) based on HRA results

TECHNICAL ENABLEMENT

- Automate the continuous integration of all available data sources (including social determinants of health [SDOH] and self-reported data) to get a full picture of a member's health, as well as environmental factors and/or barriers to care
- Enrich member contact information by collecting emails, language preferences, and communication preferences during account setup and within digital surveys
- Establish a technical ecosystem through the use of APIs to bring together all member engagement initiatives into a single platform (e.g., health coaching, biometric screening provider, disease management platform, meals and transportation vendors)
- Protect your members' information through secure storage of data and thoughtful execution of member engagement activities within a HITRUST CSF® Certified technical environment and/or platform
- Help members to get needed care by allowing them to schedule provider appointments directly in the app or portal
- Present NCQA-certified health education materials that are connected to members' conditions
- Allow members to track and accomplish their health goals by syncing wearable devices and trackers, such as smart watches, fitness trackers, and glucometers, to record steps, sleep, calories, weight, blood glucose, and more

REWARDS & INCENTIVES

- Automate end-to-end reward redemption and fulfillment, requiring no manual effort from your team, with digital gift cards delivered in 24 hours or less (1-2 hours on average)
- Allow members to choose the reward that's right for them during redemption (e.g., merchant, physical or digital gift card)
- Offer merchandise (e.g., FitBit, Apple Watch, exercise equipment, small kitchen appliances) in addition to curated collection of gift cards from local and national retailers
- Allow members to select an automatic reward—meaning their chosen reward is sent automatically upon completion of an action
- Give members options for self-attestation of a completed action
 - Quick and easy digital attestation
 - Attestation via phone with customer service
 - Credit form for attestation via mail



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MEMBER COMMUNICATIONS & MARKETING

- Deliver coordinated omnichannel engagement for scalable, cost-effective outreach
 - Print/Direct Mail
 - Email
 - SMS/Text Messaging
 - Mobile App (e.g., push notifications, in-app messaging)
- Utilize contact center for telephonic and IVR outreach
- Build member outreach lists instantly through a platform with real-time filters (e.g., demographics, geography, SDOH, measure compliance, health action eligibility) to reduce the manual work in Excel and increase timeliness to access your data
- Send communications to members based on their preferred communication channel
- Send communications to members in their preferred language (up to 170 languages supported)
- Consolidate communications to members into a single platform to avoid member abrasion due to uncoordinated outreach efforts

PERFORMANCE MEASUREMENT & REPORTING

- View all activity and performance for your various member engagement initiatives through an end-user interface in a single, comprehensive tool
- Track population-wide and member-level rewards activity, including total dollars earned and redeemed, delivery method, and merchant selection
- Track campaign performance by single outreach against measure and program goals over time (e.g., email metrics such as successful deliveries, open rate, click rate)
- Get digital survey results through a real-time feedback loop, including HRA completion and compliance, response data for each question, and member-level activity
- Access member-level participation and activity exports in an encrypted file delivered monthly

Does your member engagement vendor check all the right boxes?

Choosing a technology vendor is an important decision that can make or break your member engagement strategy. With this list in hand, you can feel confident that your vendor is equipped to deliver an effective solution that provides a streamlined experience for members. If you're unable to tick all the boxes in this checklist or have areas where you need to supplement your current infrastructure, **Healthmine can help in building a strong engagement strategy and tactical execution proven to get results.**



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