



Improve Quality Performance Through Technology-Enabled Member Engagement & Rewards

HealthMine is a comprehensive quality improvement solution focused on empowering people to take the right actions to improve their health. We build personalized, ongoing member engagement strategies enhanced by customized incentives and rewards to increase member satisfaction and improve outcomes. Our solution engages members in their health and creates a real-time feedback loop for health plans with actionable insights down to the member and measure level.

LOW-COST, HIGH-TOUCH, MEMBER-CENTRIC SOLUTION FOR ALL MARKETS



Member Engagement

Conduct multi-channel outreach campaigns utilizing real-time smart lists to engage members in self-managing health risks and conditions.

- Personal Health Assistant
- Campaign Builder
- Track & Reward Health Actions



Member Experience

Keep a pulse on member satisfaction through digital surveys and interactive dashboards with actionable results.

- Mock CAHPS
- Survey of Member-Reported Outcomes
- Member Satisfaction



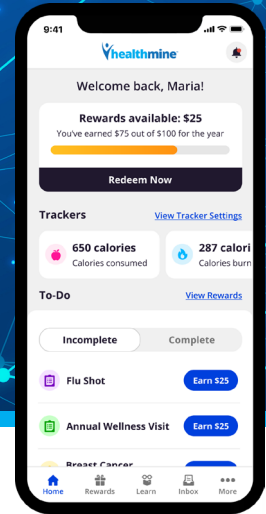
Digital HRA

Maximize HRA compliance and uncover risk in your population through self-attestation via quick and efficient digital HRAs.

- NCQA-Certified HRA
- Real-Time Results Dashboard
- Population & Member-Level HRA Metrics

One configurable solution for all markets to make the most powerful impact on Star Ratings, QRS, and regulatory compliance.

Contact Kent Holdcroft, EVP of Growth.
 Kent.Holdcroft@HealthMine.com
 489.730.5347



How We Do It

Personal Health Assistant (PHA)

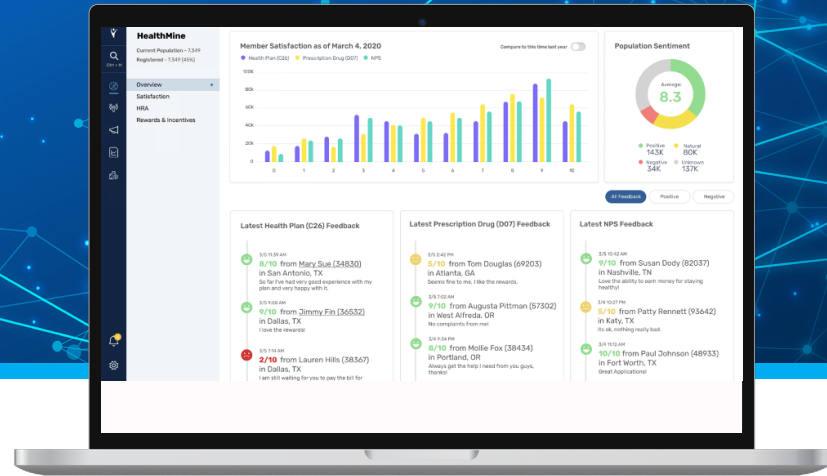
Our programs are deliberately designed to help members take healthy actions that improve clinical outcomes using our member-centric mobile and web-based applications.

MEMBER TOOLS FOR SUCCESS

- **Member-Facing Mobile App & Web Portal** delivers critical health information and educational material, collects valuable self-reported data, and intelligently rewards members with a specific benefit tied to their personal health goals and needs
- **Personalized Health Action Plans** automatically generated based on physical, social, mental health, and self-reported data
- **Relevant Guidance & Individualized Education** curated according to the member’s health risks and interests
- **Customized Incentives & Rewards** to motivate and empower members to take healthy action

Focused on empowering people to take the right actions to improve their health.

Contact Kent Holdcroft, EVP of Growth.
Kent.Holdcroft@HealthMine.com
489.730.5347



How We Do It

Opportunity Manager (OM)

Our plan-facing tool allows you to take a data-driven approach to quality improvement. Forget messy data and complicated spreadsheets—everything you need to track and respond to member satisfaction surveys and HRAs, measure and impact quality measure performance and compliance, as well as build targeted member communications, is contained in a single interface.

HEALTH PLAN TOOLS FOR SUCCESS

- **Interactive Dashboards** provide continuous monitoring of member satisfaction, health action completion and compliance, rewards fulfillment, and more
- **Multi-Channel Campaign Builder** with messaging tailored to specific member needs automatically delivered via their preferred medium
- **Smart Lists** instantly available with filters based on health risks, social determinants of health data, quality measure eligibility, health action status, and more
- **Quality Measure Performance Dashboard** for all contracts and lines of business in a centralized location with drill down into member- and measure-level details

Technology designed by quality improvement professionals with experience running top-performing government and commercial quality programs inside health plans.

Contact Kent Holdcroft, EVP of Growth.
Kent.Holdcroft@HealthMine.com
489.730.5347



Success Stories

HealthMine’s ability to deliver a best-in-class member experience and personalized member engagement and rewards through scalable, efficient digital solutions is why health plans across the country choose to work with HealthMine.



Multi-State Medicare Advantage Blues Plan—Path to 4 Stars

A multi-state MA plan used HealthMine’s full suite of services to actively engage, track, and monitor the quality improvement needed to accelerate results and move from 3.5 to 4 Stars.

54%
average
registration rate

1+★
2 measures improved
by 1 Star Rating

5
measures showed
statistically significant
year-over-year
improvement

Our client’s jump to 4 Stars resulted in an estimated \$7M bonus payment.

Digital HRA Doubles Completion Rate for Commercial Members

HealthMine partnered with a Commercial plan to transition to digital health risk assessments and pair their HRA strategy with their member rewards strategy.

2X
increase in HRA
completion with
HealthMine

54%
completion
rate

20%
increase in condition
identification through
self-reported data

Digital HRA completions were 15% higher on the mobile app compared to website completions.








Achieve better financial results, improved member outcomes, and top-rated plan performance through one partnership.

Contact Kent Holdcroft, EVP of Growth.
Kent.Holdcroft@HealthMine.com
489.730.5347

Why HealthMine?

By partnering with HealthMine, you can make a powerful impact on your health plan's financial and quality performance, create a better overall member experience, and improve member outcomes, leading to happier, healthier, and more rewarded members.



-  **Impact 75% of the Star Rating program** by evaluating nearly every Star Rating measure and prioritizing the ones with the most potential for improvement
-  **Increase engagement** by connecting members to our programs and shift to more scalable, efficient digital outreach, significantly reducing telephonic and physical mail outreach costs
-  Create personalized outreach delivered via each member's preferred channel through our **member-centric focus**
-  Consolidate member engagement, member satisfaction, digital HRAs, and more with **one partner and one solution**
-  Tap into **10+ years of experience** serving diverse populations across commercial and government health plans, including SNPs
-  Deploy a solution that **originated inside a VBID health plan** and is continuously enhanced by industry-leading quality improvement professionals on our leadership team that came from the plan side
-  Join our roster with **100% customer retention**

Implement HealthMine's solution in as little as 90 days.

Contact Kent Holdcroft, EVP of Growth.
Kent.Holdcroft@HealthMine.com
489.730.5347