



Member Engagement Post-Pandemic

Using Digital Tools for Scalable, Affordable &
Continuous Whole-Person Care

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Today's Agenda



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EVP of Consulting &
Professional Services
Healthmine

25+ years of experience in Star Ratings, strategy, operations and marketing. Brings a long history of service excellence to our customers and client partners through expert advisory services.

1. Introduction
2. Evolution of Member Engagement
3. Automation-Fueled Omnichannel Outreach
4. Digital Engagement Tools & MLR
5. Integrating for Whole-Person Care

CAHPS-Centric "Member Engagement" Looks Very Different Post-Pandemic



Scaled, Affordable,
Continuous &
Coordinated
Engagement

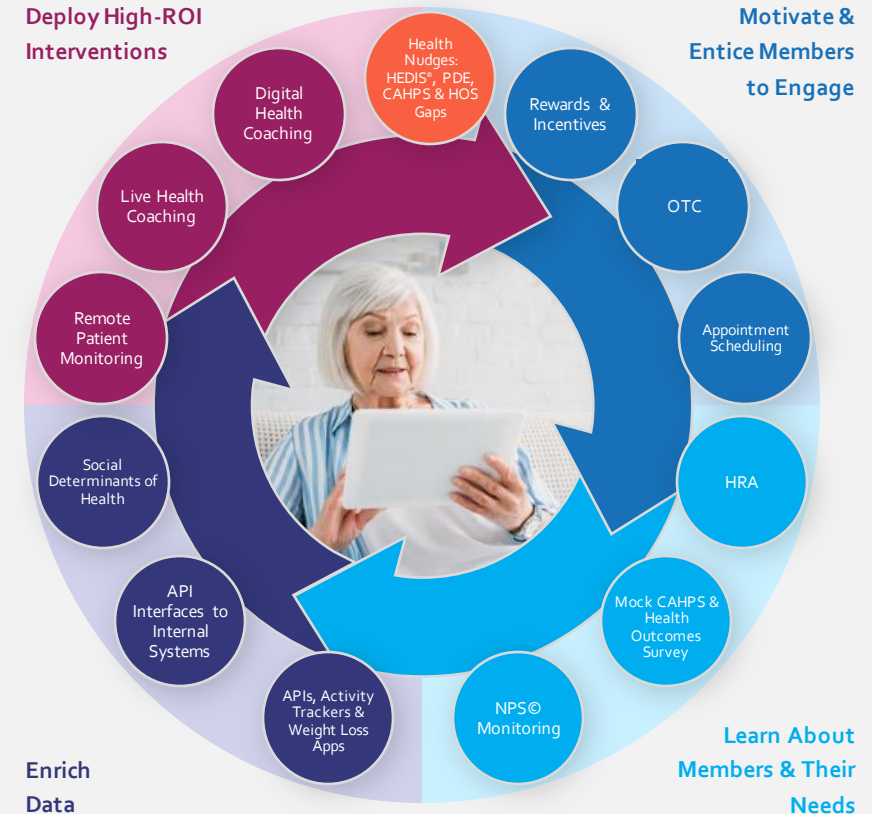


Multi-Measure,
Purpose-Built Tools



Clinical & PDE
Gaps Are
Table Stakes

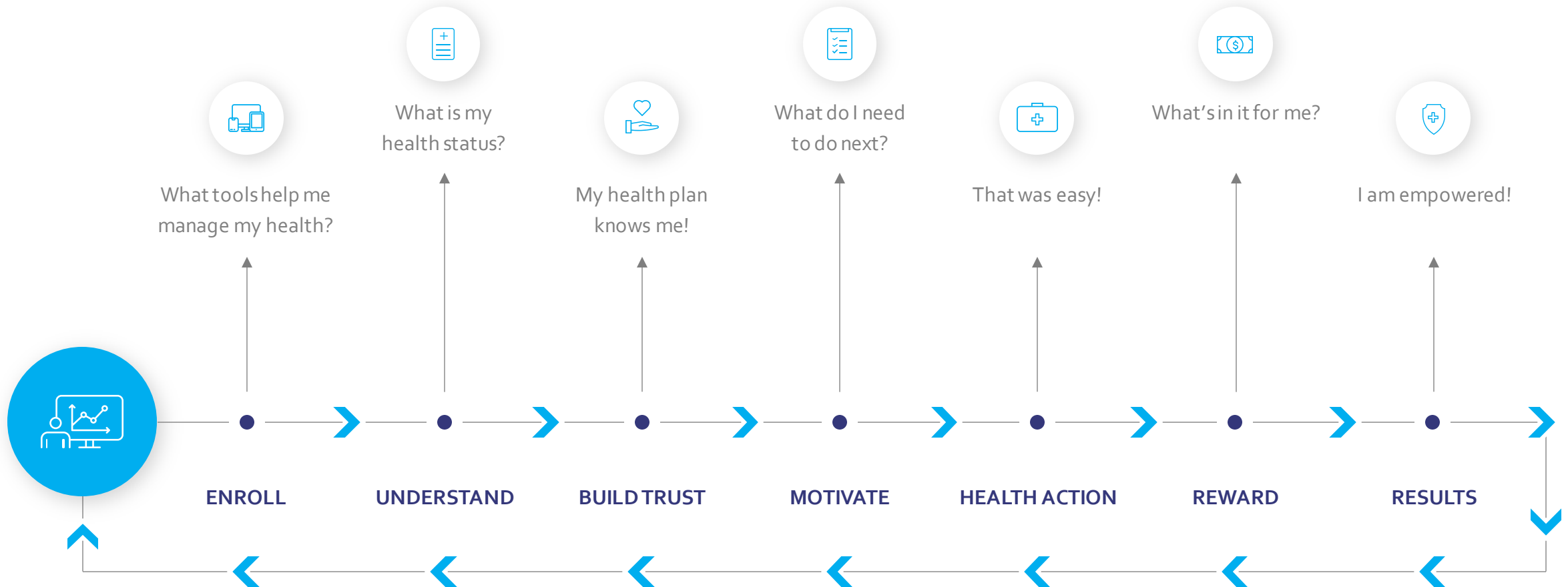
Deploy High-ROI
Interventions



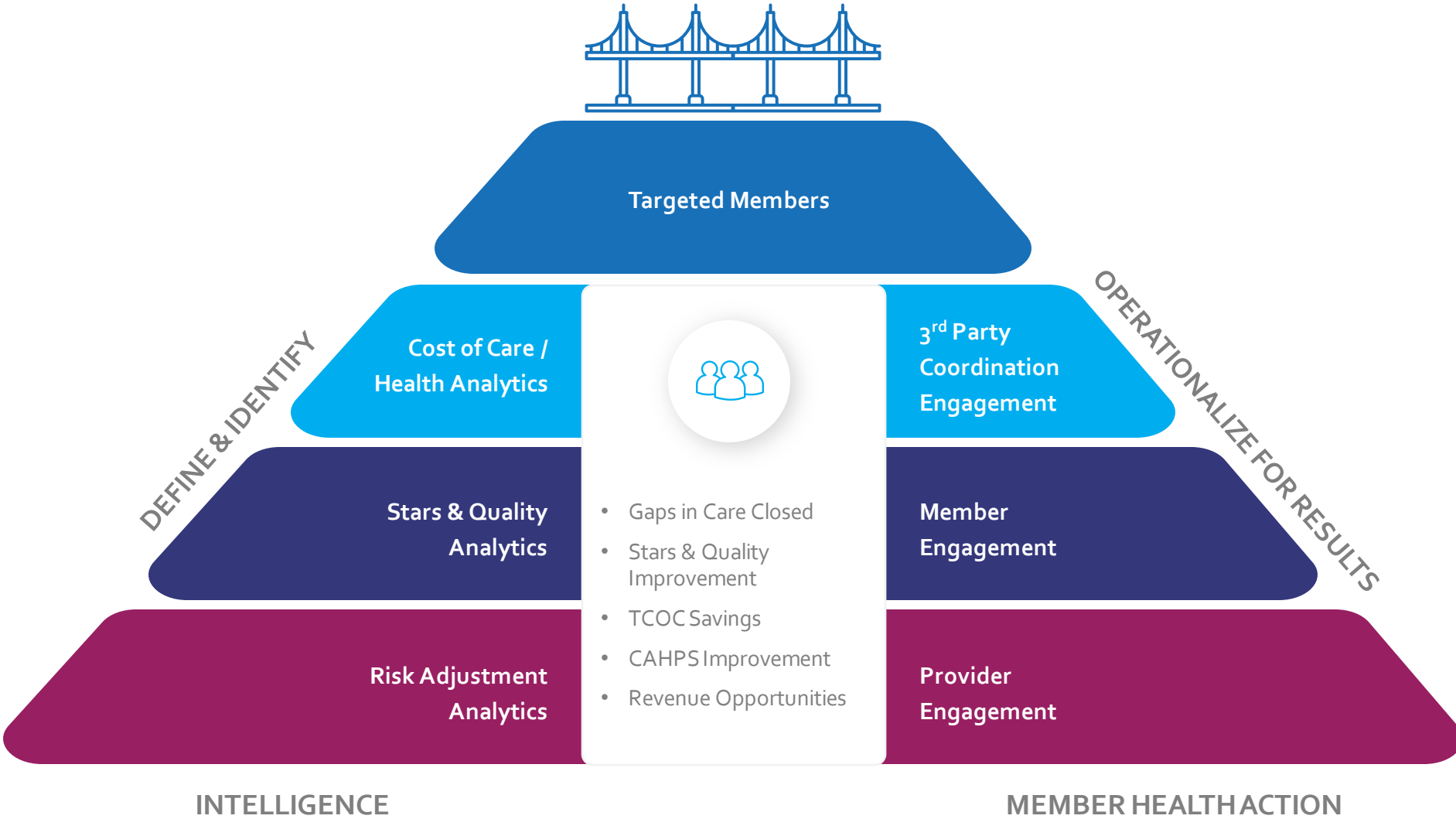
Motivate &
Entice Members
to Engage

Learn About
Members & Their
Needs

Evolve “Transactional Engagement” to “Relational Engagement”



Digital Engagement as a Bridge to All Members

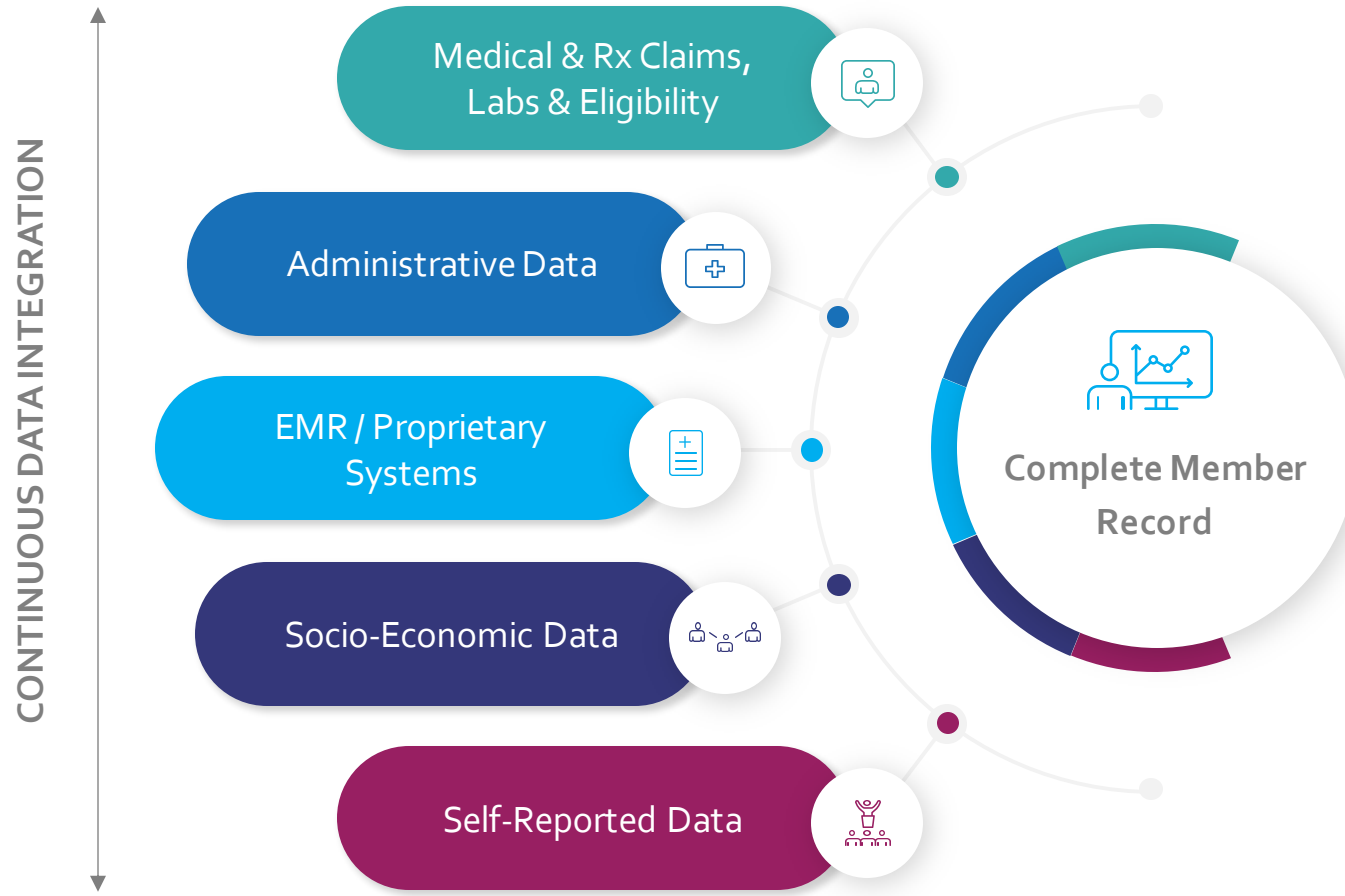


We recently asked a group of MA Plans:

What Area in Your Organization Need to Evolve the Most to Succeed?



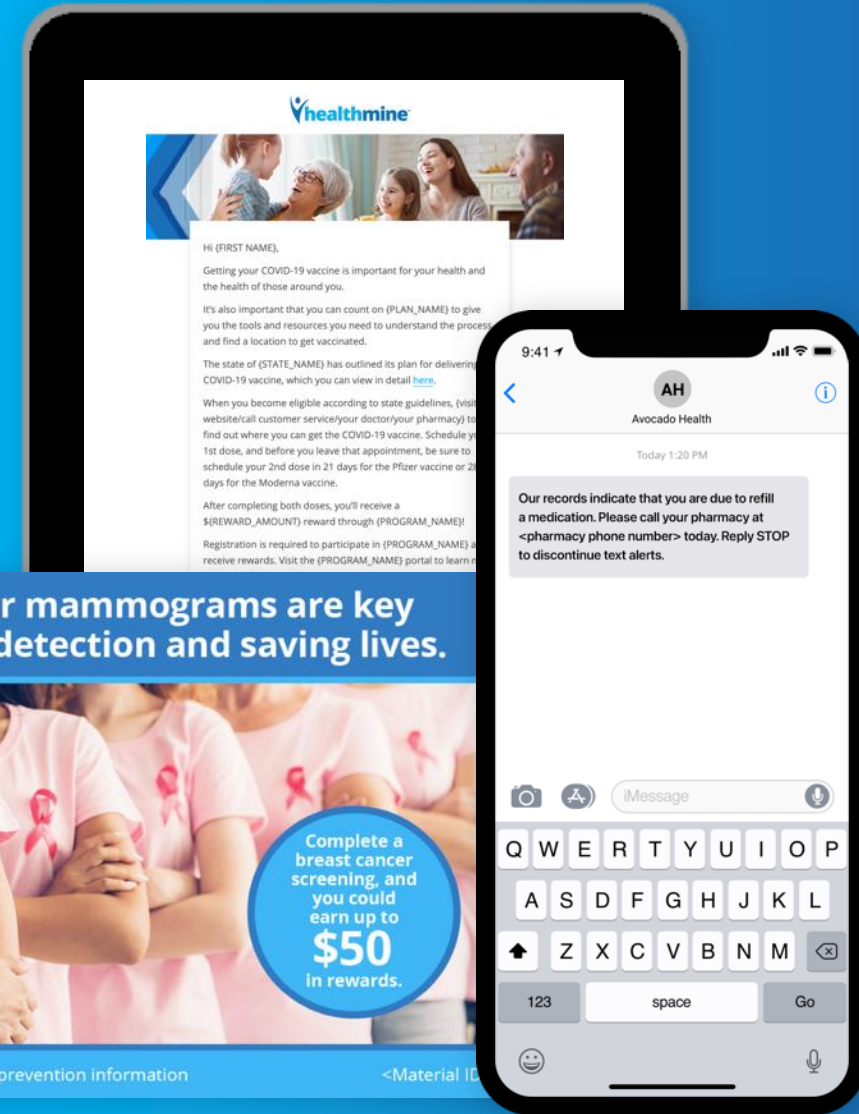
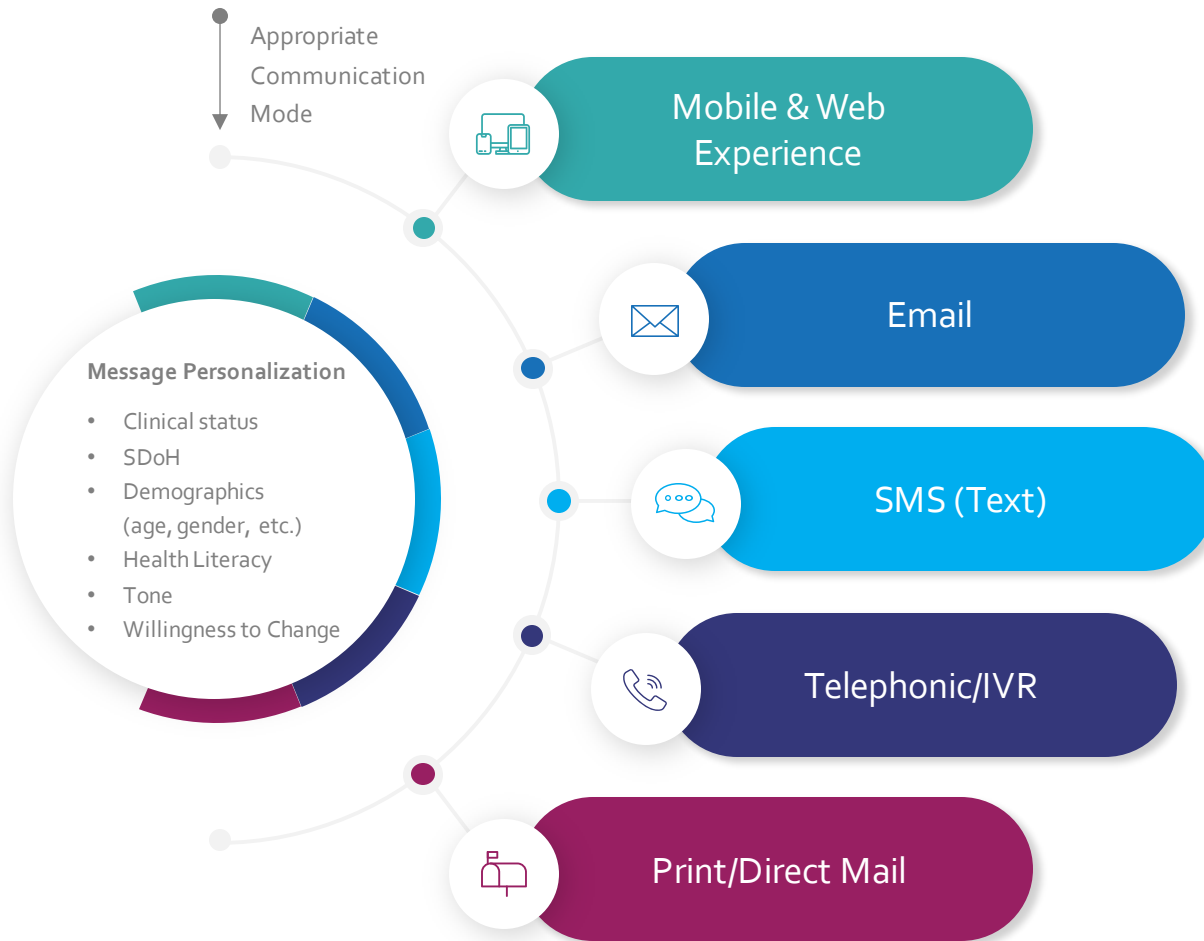
Automated Information Reduces Manual Work & Accelerates Results



“Whole person” data synchronization:

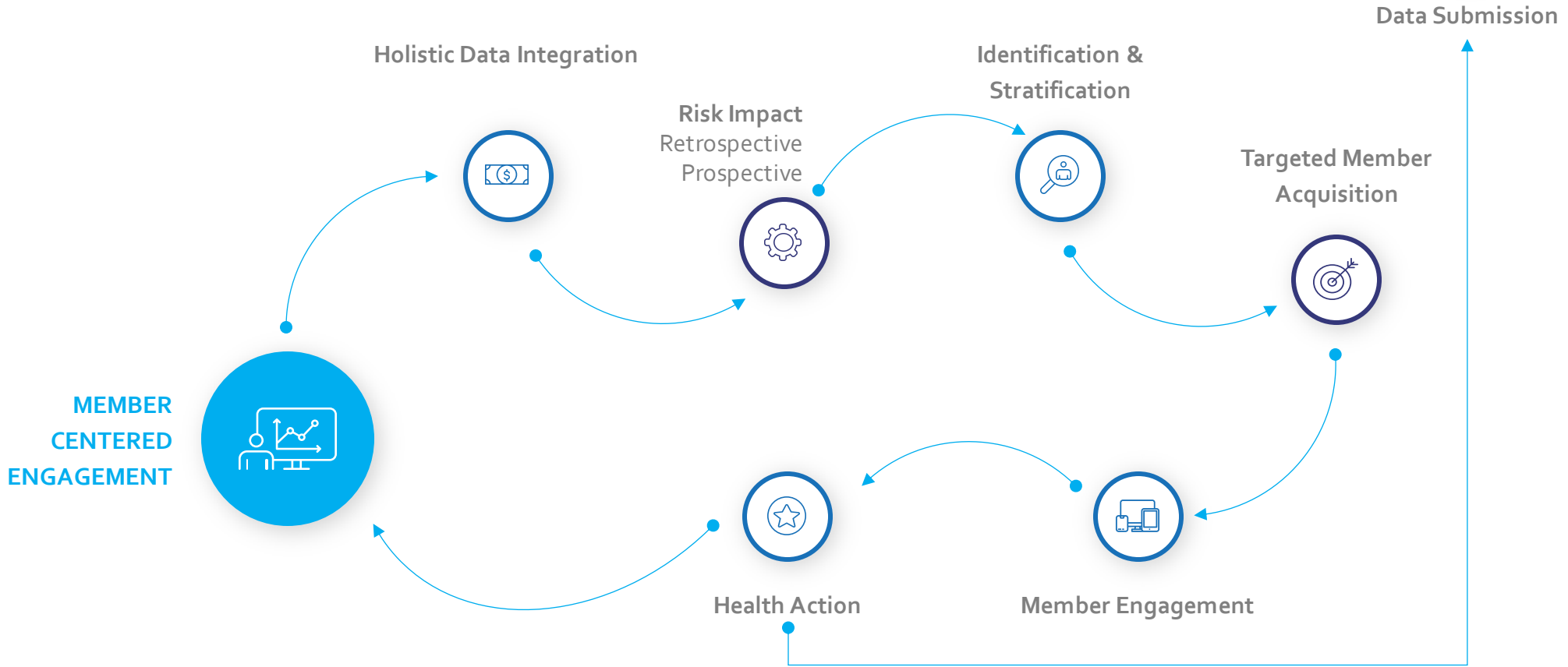
Holistically integrate & orchestrate clinical, financial, demographic, socioeconomic, and behavioral data to create a **comprehensive member record**

Organize Data & Coordinate Multi-Modal Interventions





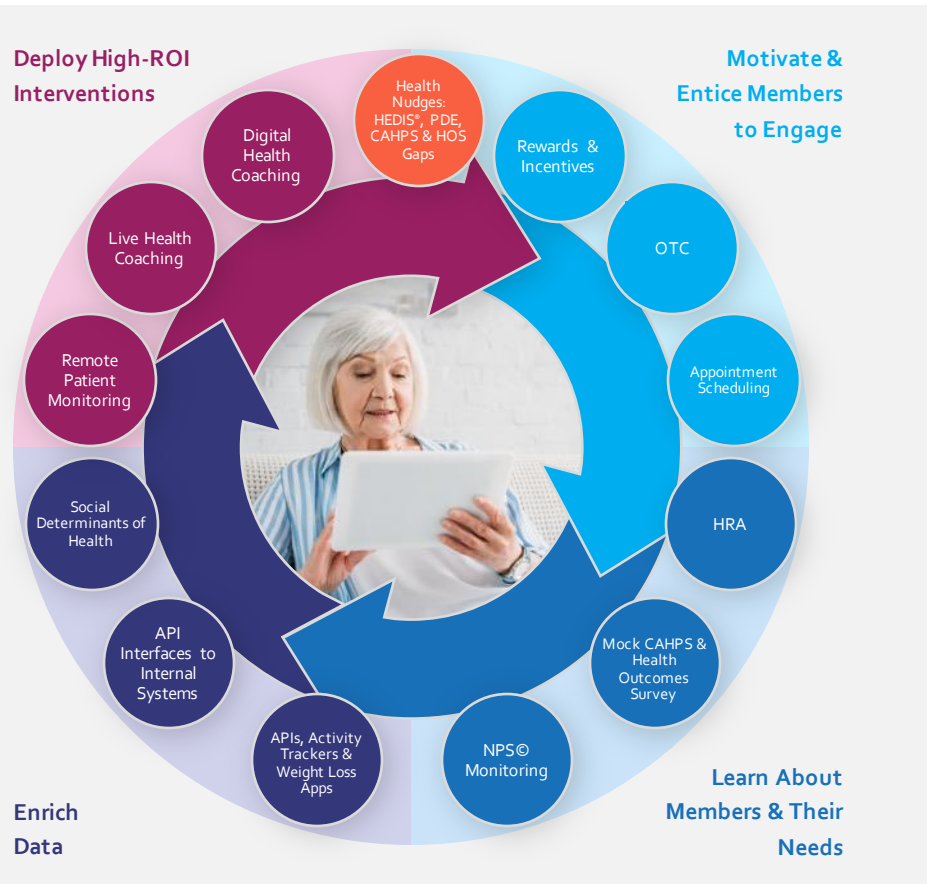
PAYER INCREASED PROFITABILITY



MEMBER ENGAGED IN HEALTH ACTIONS & DECISIONS



Digital Engagement Tools Included in Medicare Advantage Bids as Medical Expense



- **Activities designed to improve quality can be included in the 85% MLR required by CMS. Intent is vital.**
- **Activities must be designed for all of the following:**
 - Improve health quality
 - Increase likelihood of desired health outcomes in ways that can be objectively measured with verifiable results
 - Be directed toward individual enrollees or incurred to benefit of specific segments
 - Be grounded in evidence-based medicine, widely accepted best clinical practice, or criteria recognized by nationally recognized healthcare quality organizations
- **And activities must fall into one of the following areas:**
 - Improving health outcomes
 - Preventing hospital readmissions
 - Wellness and health promotion
 - Improving patient safety and reducing medical errors
 - Enhance use of healthcare data to improve quality, transparency, and outcomes and support meaningful use of health information technology

Healthmine's offerings meet these criteria.*

**excluding rewards and incentives*

Healthmine is the Leading Member Engagement & Activation Solution



Empowering people to take the right actions to improve their health

- Close gaps in care
- Enhance member satisfaction
- Improve clinical and quality outcomes



Offering scalable, member-centric solutions for all market

- Member Engagement & Rewards
- Member Experience
- Digital HRA
- Consulting & Professional Services

Stop by our virtual booth in the exhibit hall to learn more or get a live demo!



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