



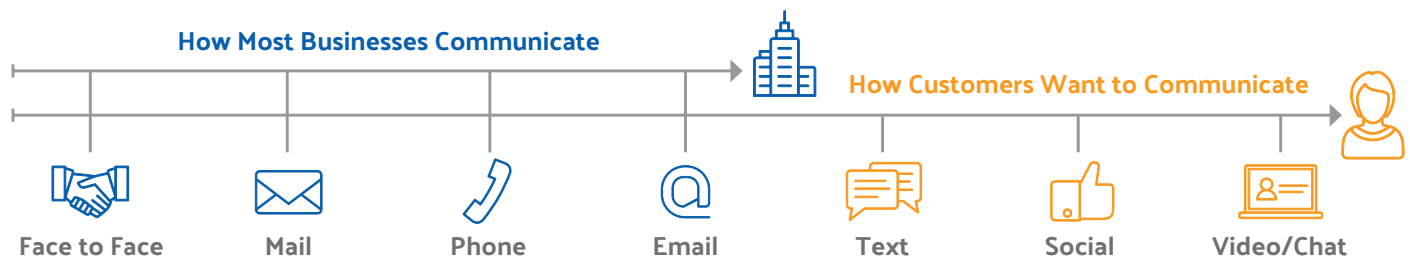
HEALCONNECT – MEMBER ENGAGEMENT For Annual Redetermination



HealConnect for Redetermination

A recent USA Today article talks about communication rules for the digital age. The top rule on the list of 15 rules is “don’t call me before you text”. The list covers further rules around not answering calls from unknown numbers and replying on the same channel on which communication first started. Similar findings arise, for example from “Hiya State of Phone Call 2018 report”, based on a subset of 11 billion calls analyzed per month, **76% of calls were left unanswered when the call was from an unidentified or unfamiliar number.**

Businesses are still focused on mail and calls to connect with customers, whereas customers check to see who is calling before deciding if they want to answer. Customers have become comfortable with having conversations through messaging as shown in the graphic – the asynchronous nature of messaging does not require the level of mental processing that a conversation requires.



For redetermination, traditional outreach consisted of sending reminders through multiple channels – mail, phone call, email, SMS. There are guidelines and details for a member to take action. If they have issues, there are channels for them to connect with. As with any population, there will be segments that can breeze through the process, while some will have challenges as they go through the process and a few others who might find it difficult to get started in the first place. The business assumption is that when members face challenges, they will use the FAQs on the member portal, or raise a support issue or call customer service. The traditional outreach is a “spray and pray” approach.

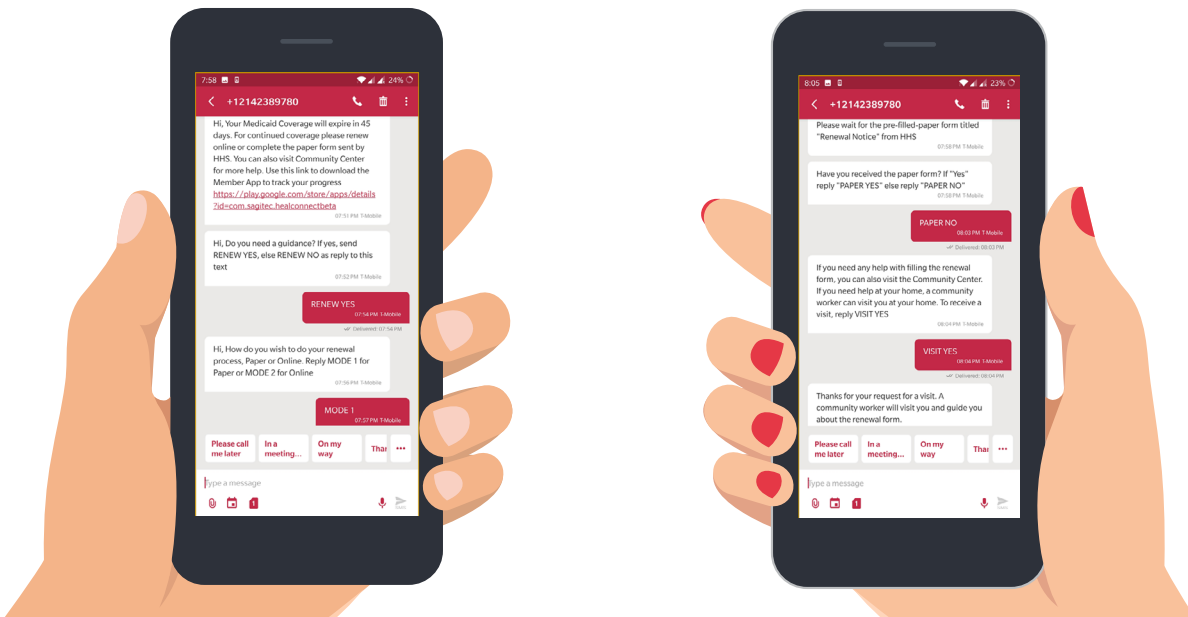
Usually, when we want someone to change, we push them in the direction we want them to go. While this approach is natural, it is ineffective. Behavioral psychology suggests instead of pushing someone to change, understanding what’s in the way, and eliminating that restraining force will facilitate change.

An improvement over the traditional outreach is to ask members where they are in the redetermination process and provide the option of assistance at each of those steps. The various steps in the process are to evaluate if there is a status change, identify and assemble supporting documents, decide on submitting a paper or an online application, and submit the application. But this approach also poses two challenges:

1. A large “volume” of member concerns
2. A “variety” of member concerns. Will this increase the administrative burden?

Bidirectional SMS (figure 1) can be used to find where members are in the redetermination process. For those who are stuck, help can be provided. Assistance could be in the form as deep link within a FAQ or a link to specific information.

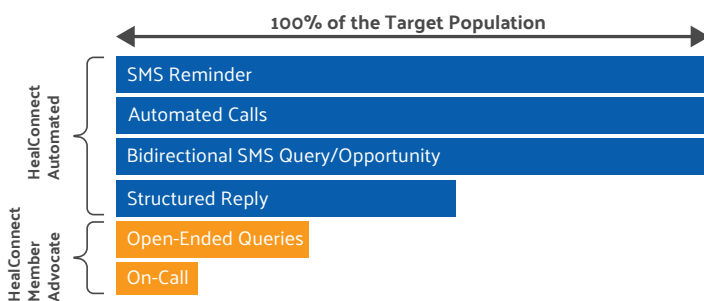
Bidirectional SMS



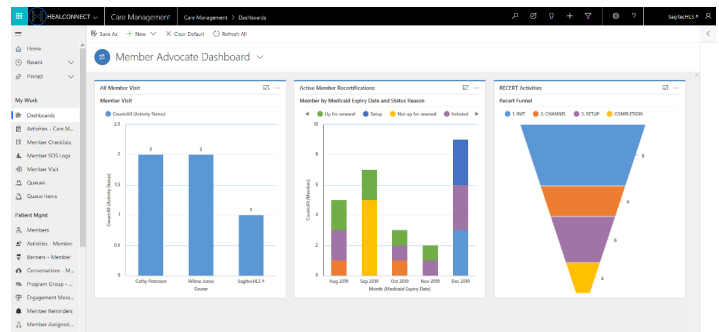
There should also be the option to ask open-ended questions when stuck. Automated responses will resolve and guide members for 60-70% of their queries, while a custom-built knowledge base will help member advocates to respond to the other queries.

A large portion of the member communication can be automated with member advocates being used only when members are stuck in the process.

Communication Targets



Member Advocate Dashboard for Redetermination



The dashboard provides a view of the redetermination completion funnel. Member advocates can focus on progressing members through the funnel by triggering appropriate messages.

Getting members to renew their eligibility is critical to avoid revenue leakages. A structured process that guides members can improve redetermination rates.