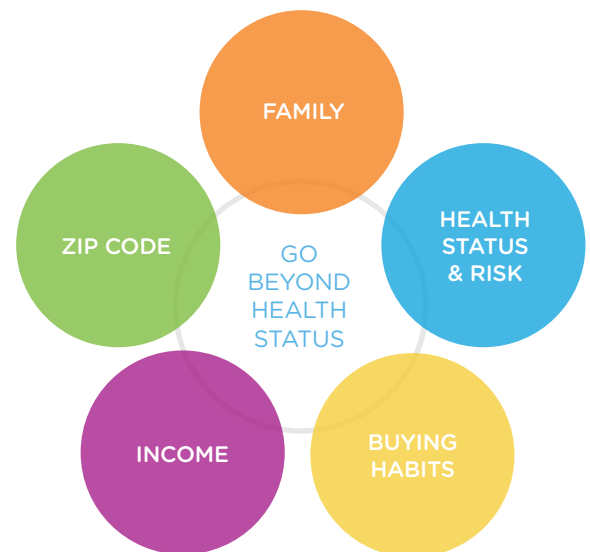


5 BEST PRACTICES FOR ENGAGING MEDICARE MEMBERS

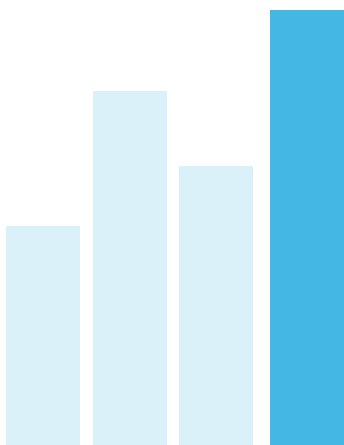
1. UTILIZE CONSUMER DATA AND ADVANCED ANALYTICS TO TARGET INDIVIDUAL SENIORS

Most plans build a member's profile based on claims data. But, 95% of the available data about consumers lies outside the healthcare system¹. Connect consumer information with claims data, health assessments, and engagement insights to identify individuals' health needs, receptivity and impactability. Then you can target the right people at the right time, with the right message, through the right channel to maximize impact.



2. USE HIGHLY COORDINATED, PURPOSE DRIVEN COMMUNICATIONS

From screening reminders and satisfaction surveys to Rx refills and chronic condition education, health plans have many reasons to engage Medicare members. Left unchecked, this episodic and uncoordinated outreach creates member fatigue and lower engagement. Our research shows that highly coordinated, intentional communications can deliver better engagement rates – even as the number of interventions rise. Make sure to coordinate your communications across departments and channels to ensure engagement success with your Medicare seniors.



3. COMMUNICATE BASED ON INDIVIDUAL NEEDS AND PREFERENCES

Understand member profiles and communication preferences so you can engage users via their preferred channel – whether it’s SMS text messaging, email, direct mail or the good old fashioned phone! This yields better engagement results and can save up to 25% per member when an individual selects a lower cost channel².



4. USE PERSONALIZED CONTENT AND MESSAGING TO DRIVE ENGAGEMENT

Personalization drives results. When seniors can find all of their healthcare information in a single place with personalized content and tailored messages, you can increase medication adherence, prevent readmissions, and close gaps in care, all while improving your member satisfaction and retention.



5. UNDERSTAND INDIVIDUAL MOTIVATIONS AND REWARD POSITIVE BEHAVIOR

Understand what motivates your Medicare members and leverage CMS-compliant rewards and incentives, like gift cards, to keep seniors engaged. The updated rewards and incentives guidance issued by CMS in December 2014 means you can get more creative and fundamentally change the relationship with your members.

