

Value-Based Messaging Increased Member Retention for Health Plan

Challenge

A national health plan wanted to target members of their individual plans that were slated for renewal. Along with renewing membership, the plan also wanted to communicate information regarding a rate increase, which would negatively impact members. The plan was concerned that by communicating this message, churn and disenrollment would increase. They sought to create a compelling message that would reduce their members terminating from the plan.

Solution

To help create and deliver a more compelling message, the health plan partnered with Welltok's engagement team. Welltok provided a solution that would help increase members' perceived satisfaction by including a general wellness message along with the rate increase message. This created a more value-based communication plan aimed at driving retention.

Welltok segmented the group of nearly 15,000 at-risk individual members across three states into three groups and contacted them via an automated phone call.

- Control group with no communications (4,800)
- Automated rate increase call only (4,900)
- Automated rate increase and general wellness call (5,000)

Results

Proactively communicating with members and delivering value-based messaging in advance of a rate increase, the health plan improved member retention.

By targeting 5,000 members with wellness and rate action communications, the program decreased terminations by 8%, increasing annualized premiums by nearly \$500,000. Additionally, the program supplied the plan with rich data analyzing the impact of communications across various member rate actions, genders and family status. These observations are now used to tailor future outreach programs in an effort to maximize the retention of the plan's most profitable members.

78% of the targeted population was reached

8% decrease in terminations