



Your members are looking for guidance.
Welltok can help support your outreach efforts
and coordinate the chaos.



As Coronavirus continues to impact communities across the country, we know many of you are struggling to adjust to the new normal.

As a health plan, you are in a key position to help your members prevent the spread of Coronavirus, direct them on when and how to get care, and support their ongoing complex healthcare needs. By navigating members through this crisis and connecting them to vital resources, you can not only help communities emerge from this crisis without compromising preventive care and condition management but also build trust with your members.

Welltok is working closely with our clients during these unprecedented times leveraging our consumer activation platform to support consumers in getting the healthcare they need.

As a HIPAA compliant, HITRUST certified company, Welltok and our systems are already set up and configured for our clients to ensure that all messaging meets all applicable standards for data security, privacy and legal compliance.





Why Use Welltok For Your Critical Communication Needs

Target members who have conditions that need ongoing disease management support, may be at higher risk and need to take extra precautions to prevent COVID-19, or need to access limited healthcare resources.

Support population health by providing wellness and preventive care education, while managing utilization and diverting non-essential services. In addition, address the increased impact of social determinants to prevent ER visits or hospitalizations.

Leverage analytics and messaging coordination capabilities to orchestrate communications and reduce potential for member abrasion. Utilize non-traditional channels to maintain dialogue and direct members to existing resources.

For suggestions on strategy, launching campaigns quickly, or updating and coordinating campaigns, reach out to your Account Relationship Manager today.

Our Multi-Channel Approach

Become the Trusted Resource in Your Community



IVR: Send out vital alerts to reinforce your position as a trusted source.



IVR to Live Agent Transfer: Connect members to your call centers to schedule telehealth appointments, speak to a nurse or case manager, and/or update prescription refills.



SMS: Create an engaging SMS dialogue with motivation, tips, and resources to help your members take care of their health at this stressful time.



Web/Mobile: Create a hub of wellbeing resources for members to access, including health and wellbeing education, best-in-class programs, webinars and more.

How to Rethink and Coordinate Your Outreach



Support Immediate Emergency Response

COVID-19 recommendations are changing rapidly, and communities need information about symptoms, testing, and when and where to get care.

1. Send **blast outreach** regarding COVID-19 to all members via automated call (IVR), SMS, and email. Remind them to stay alert to messages from you and their healthcare providers during this time. Establish yourself as a trusted source and let them know that you will continue providing updates related to COVID-19, community health, and their healthcare and benefits.
2. Notify **high-risk groups** (e.g. people over 65, those with chronic conditions) that they may be at increased risk due to geography, age, and/or health conditions. Stress the importance of taking precautions and connect them to phone or web-based resources for their questions. See below for recommendations on how to proactively address their chronic disease and medication needs.
3. **Communicate precisely, clearly, and appropriately.** There's a lot of noise and misinformation about Coronavirus guidelines. Use authoritative tones and avoid ambiguity. For example, "practice social distancing" may not be as clear as "stay home and stay 6 feet away from anyone when you're out".
4. **Anticipate and proactively address commonly asked questions.** Add messages about what symptoms are (and are not!) relevant for COVID-19. State clearly that your state and/or health plan is waiving co-pays (if applicable) to address cost barriers. Talk to your Welltok account manager about our pre-built content and content consulting resources.
5. **Connect** members to health plan, nearby health system, and community health efforts. Send an SMS message with a link to health plan or local health department landing pages with local recommendations.



Defer Utilization by Prioritizing Condition Management

Condition management doesn't stop in a crisis – in fact, your members need support now more than ever to manage their diet, stress, and medications.

1. **Take care of conditions now** to prevent members getting sicker or being hospitalized. Remind members to avoid conserving medications and connect them to care managers to discuss care plans. Launch IVR with live agent transfer, webinars, or person-to-person text messaging to **make it easier for members to connect to your nurses/care managers** for coaching and care plans.
2. Address COVID-19 prevention and risk management within your existing chronic disease programs and communications.
3. Between financial pressures and limited accessibility, **members are at risk of skipping critical medications** – leading to unmanaged conditions and risk of high-cost future hospitalization. Launch or edit campaigns to direct members to mail-order medications, 90-day refills, auto refill or renewal programs, and cost/coverage programs to incentivize adherence.
4. **Connect vulnerable populations to community resources**, such as unemployment support, utilities/cash assistance, and food pantries. Difficult economic conditions can exacerbate social determinants of health and failing to act now can lead to serious population health impact later.
5. **Leverage analytics and predictive modeling** to identify who is at highest risk for relapsing or acute health events and connect them with higher-touch condition management programs.



Orchestrate Communications to Manage Capacity

With limited health system capacity, guide members towards telehealth, health coaches, nurse lines, and mail order refills

1. Members who aren't seeing their provider during this time may miss out on critical condition management education and end up getting sicker during this crisis. Consider **replacing gap in care closure messaging with condition management education** and check-ins.
2. Leverage **automated, interactive branch logic messaging** to triage limited resources. Survey your population about their symptoms or unmet needs through IVR, SMS, or web/mobile channels. Connect high-needs patients to nurses, health coaches, or telemedicine appointments – or export lists of responses to better inform your live agent outreach.
3. Provide targeted recommendations to **reduce non-essential call volume**.
 - What do you advise for pregnant women planning for labor and delivery?
 - Should parents bring their children to pediatricians for immunizations?
 - How can people with hypertension and diabetes manage a healthy lifestyle while social distancing?
4. Talk to your Welltok Account Manager and/or Engagement Manager on how campaigns can be scheduled and coordinated to **minimize risk of member overload and abrasion**.
5. **Get creative with new approaches and channels**. Payers and health systems across the country are using innovative approaches to manage demand without overburdening telehealth and call center resources.
 - Direct members to a chatbot or interactive text messaging tool to answer screening questions and triage high-risk members
 - Record health education webinars or coaching sessions and make them available via web/mobile platforms
 - Transfer members from automated calls to live agents to schedule virtual appointments to reduce call wait times

Welltok®

Welltok is a consumer activation company that drives individuals to take actions that optimize their total wellbeing. Only Welltok leverages advanced analytics and machine learning to engage consumers with timely and relevant multi-channel, personalized resources and incentives. Our solutions integrate data driven SaaS software, curated resources and professional services to help health plans, employers, providers and public entities drive growth, build longitudinal relationships and improve healthcare value.

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