

COVID-19 Communications Response Survey: Addressing Near and Long- Term Member Communication Strategies

Presented By:

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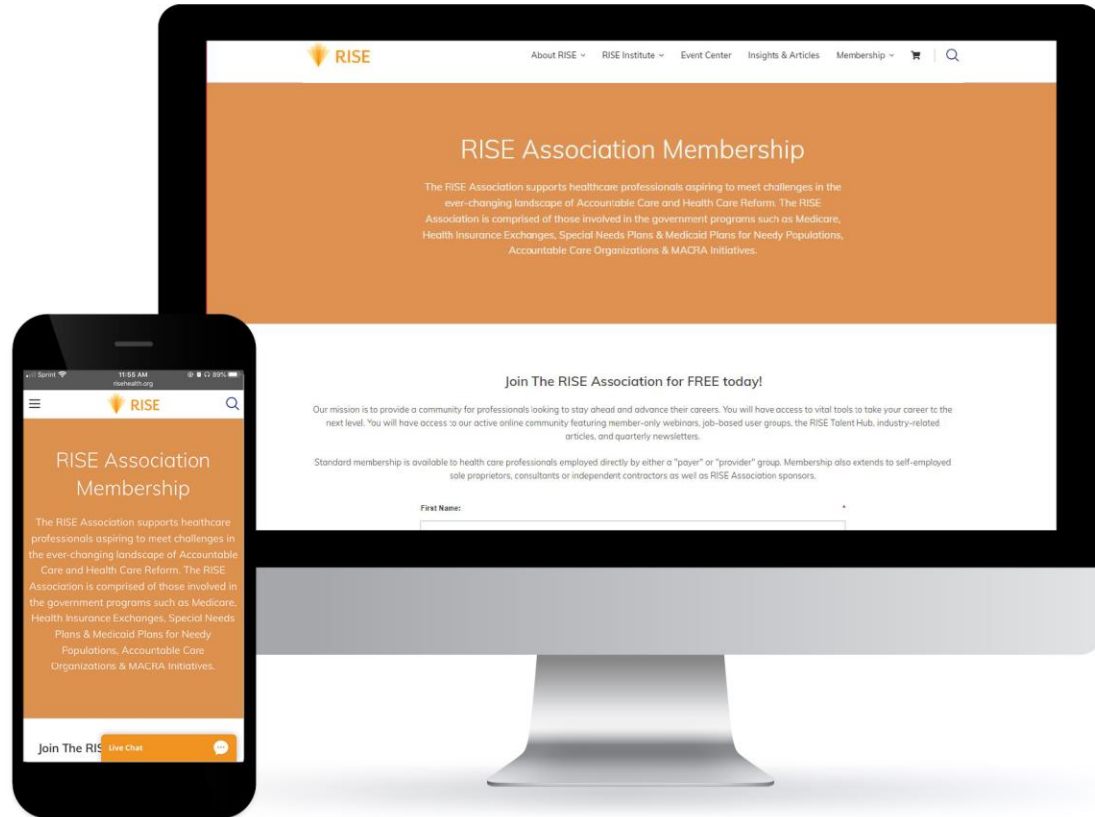
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AN EXCLUSIVE FIRST LOOK IS COMING AT THE RISE MEDICARE MARKETING & SALES SUMMIT IN VEGAS NEXT MONTH

Introductions



Kevin Mowll, Executive Director
The RISE Association



Kathleen Ellmore, Managing Director
Engagys

Our session today is comprised of three sections

1

Overview and Survey Methodology

- ✓ Shifting Engagement
- ✓ Need for Intentional Outreach

2

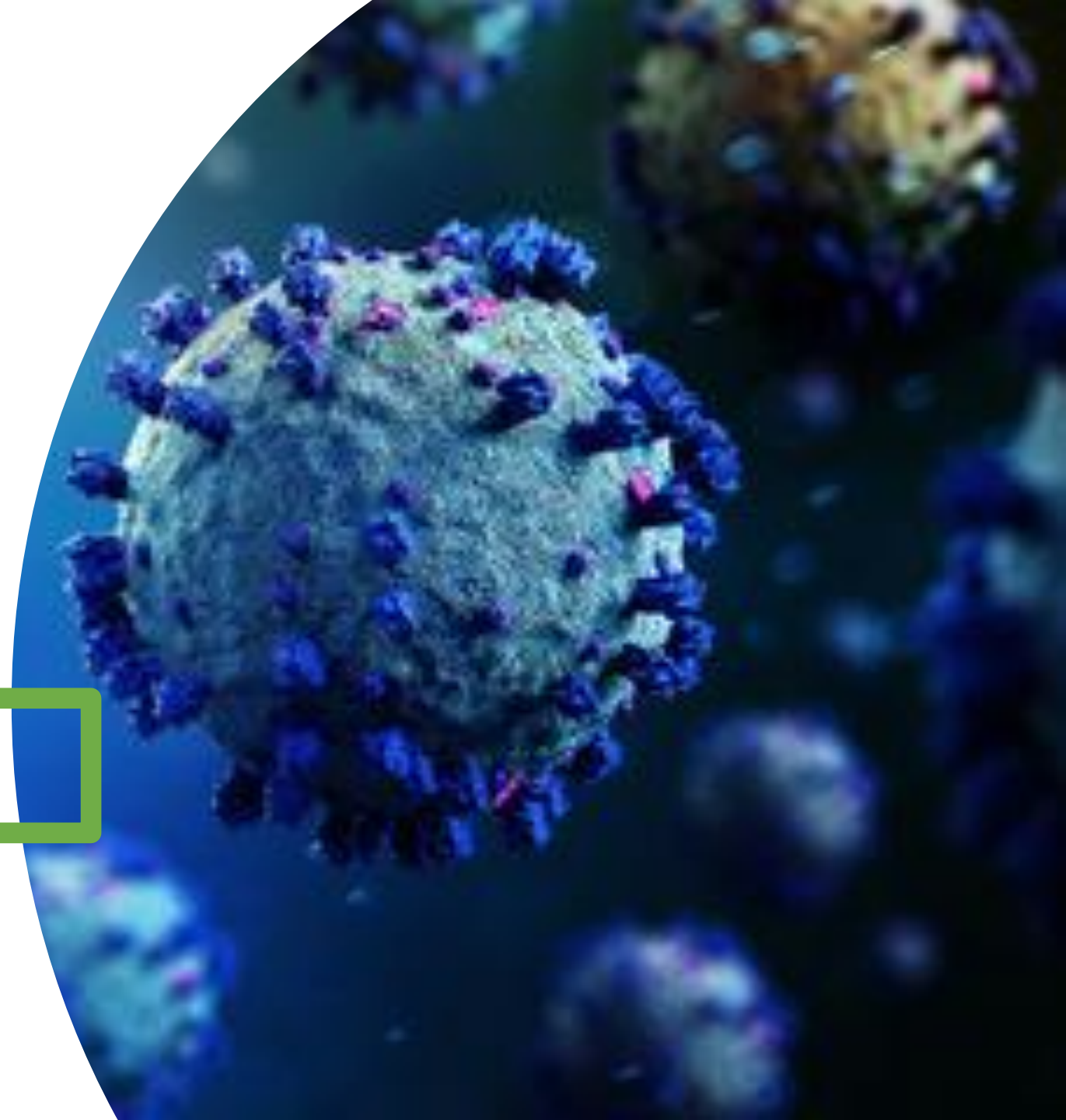
Consolidated Survey Results

- ✓ Communications Prioritization
- ✓ Multiple Channels
- ✓ Messaging Priorities
- ✓ Executive Focus
- ✓ Budget
- ✓ Strategic Planning

3

Q&A

Overview and Survey Methodology



Healthcare is enduring a seismic shift

- Members are feeling **fear, uncertainty, and confusion**
- **Intentional communications** are critical
- Planning and **actions taken now** will dictate how smoothly we emerge from the current crisis to **address deferred needs**—routine, acute and chronic

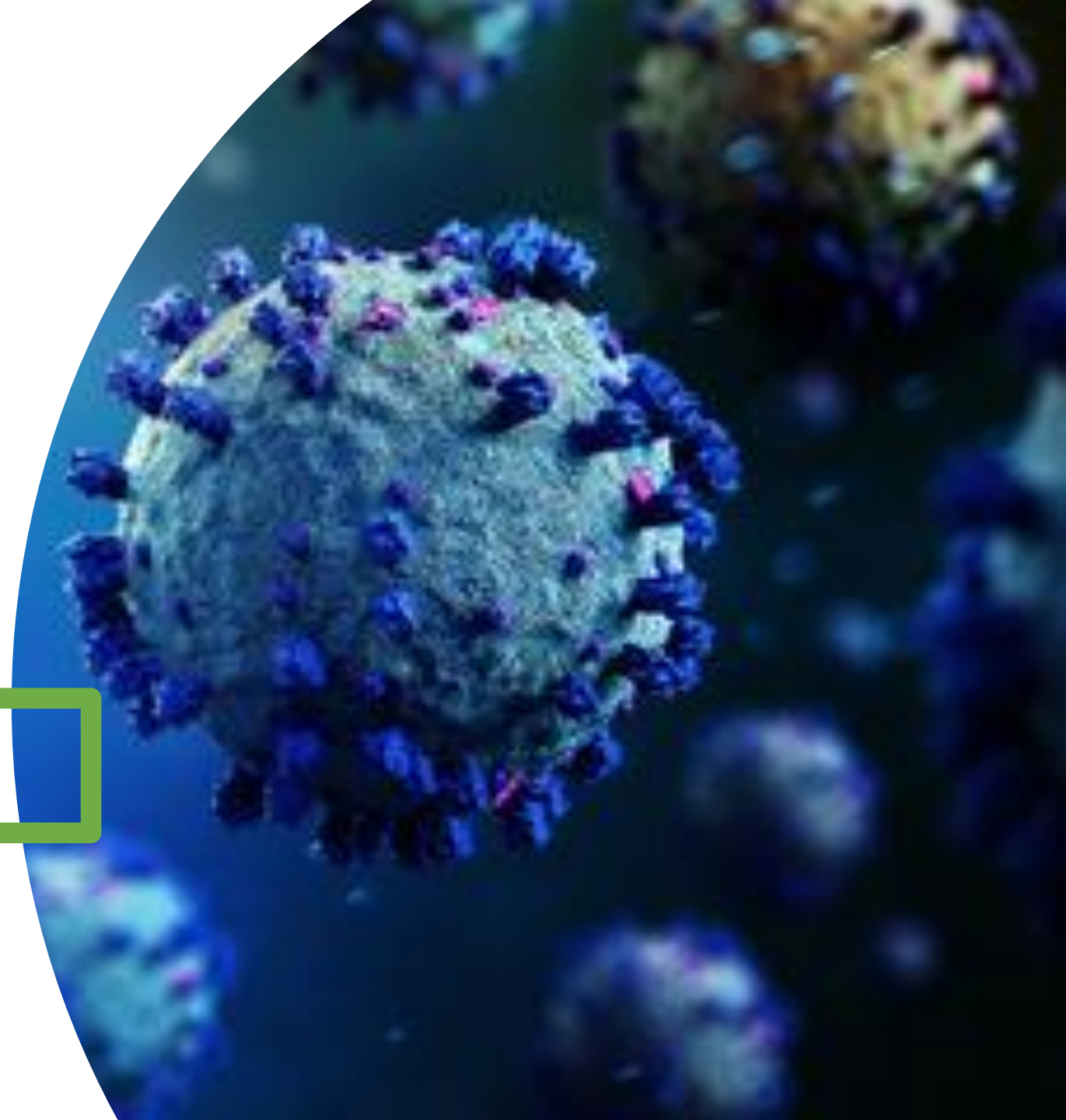




Survey methodology

- Survey responses collected March 24-27, 2020
- Respondents included a **mix of regional and national plans**
- Participants included **executives from plans that spanned engagement and experience, operations, clinical and administrative**

Consolidated Survey Results





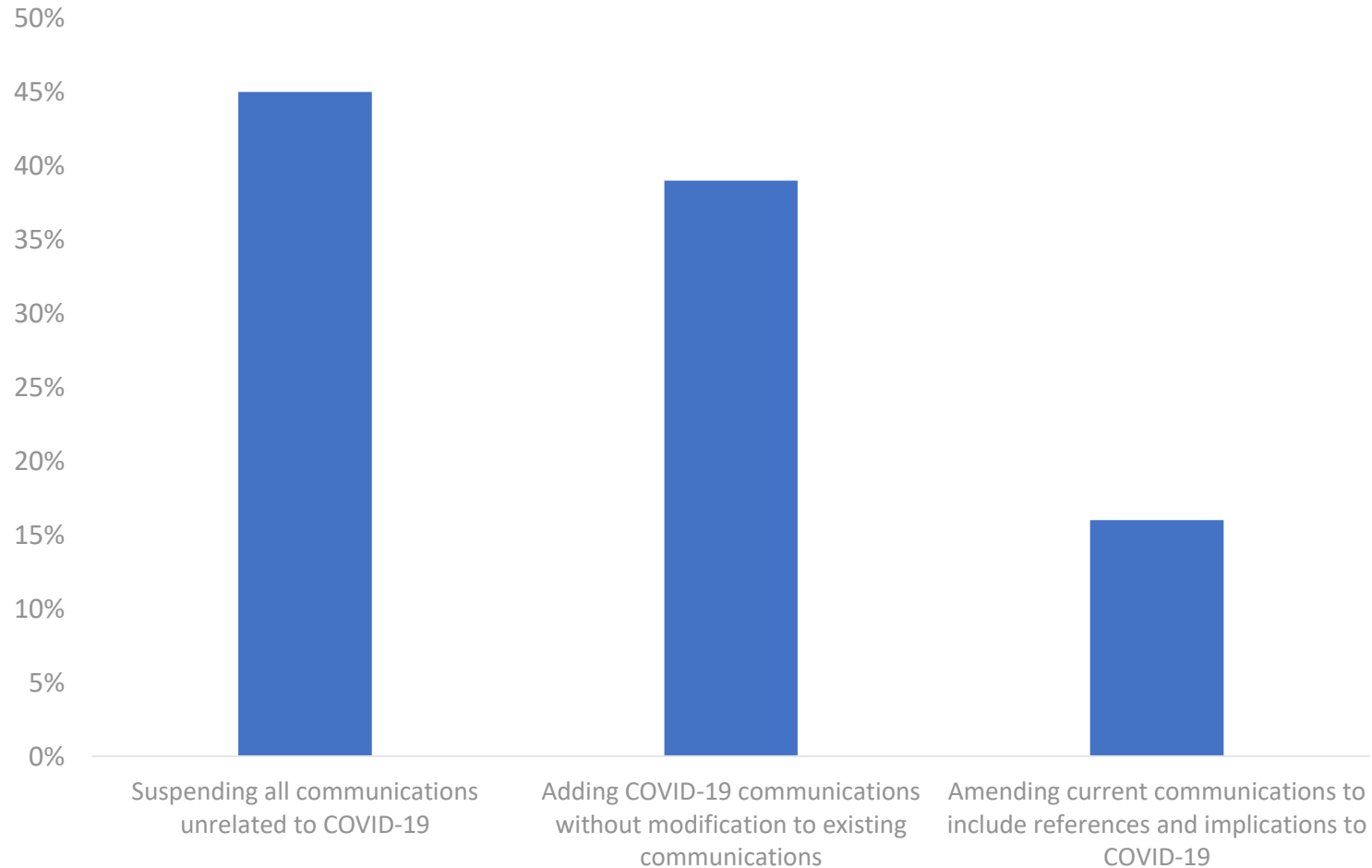
Prioritizing Communications

Key Themes

- Focus is on the immediate
- Suspension of non-COVID communications

46% of respondents are suspending all member communications unrelated to COVID-19

Q: How are you prioritizing COVID-19-related communications versus other member communications?



Engagys Insight:

By halting some or all non-COVID-19 related communications, plans are helping to ensure members are receiving the important COVID-19 related communications.



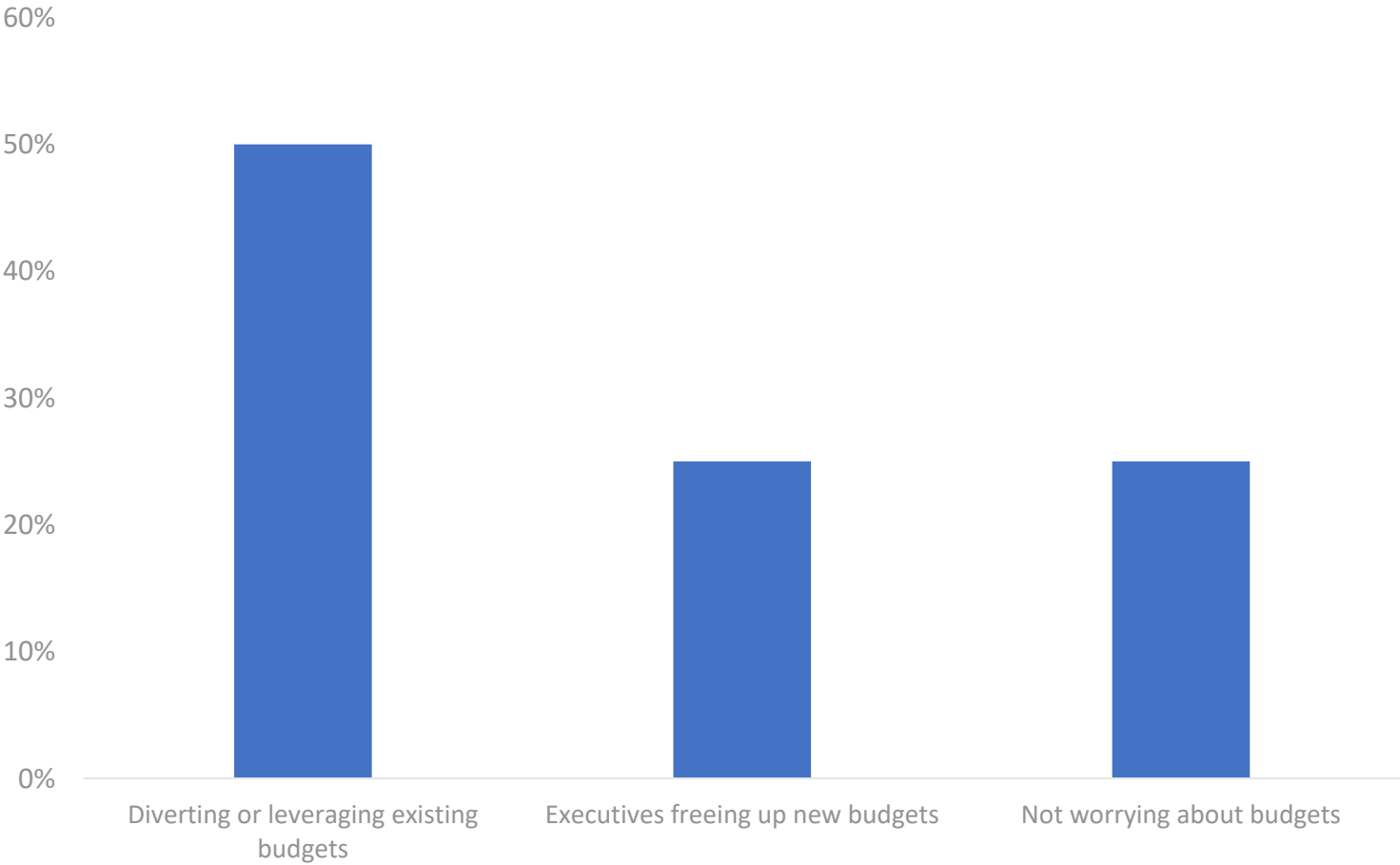
Funding Communications Activities

Key Themes

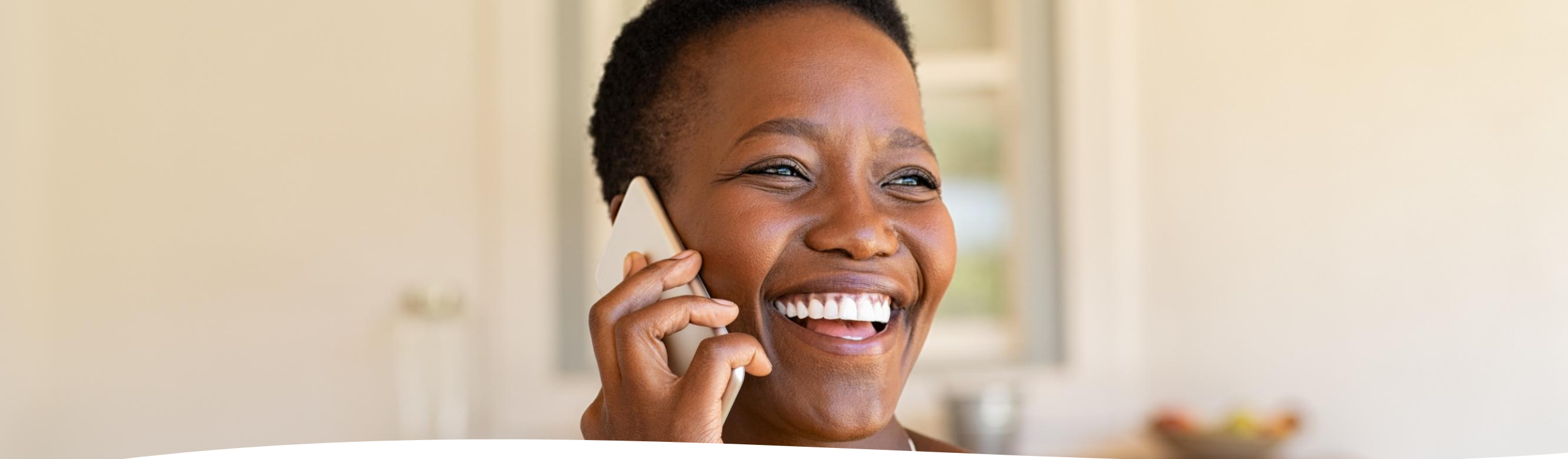
- Budgets being diverted
- Post-COVID budgets will need to be re-funded or re-examined

Budgets are being diverted

Q: How are you funding communications activity related to COVID-19?



Engagys Insight:
Diverting or leveraging existing budgets to manage COVID-19 provided a quick solution to pivot to. Post COVID-19, **diverted investment budgets will need to be re-funded or re-examined.**



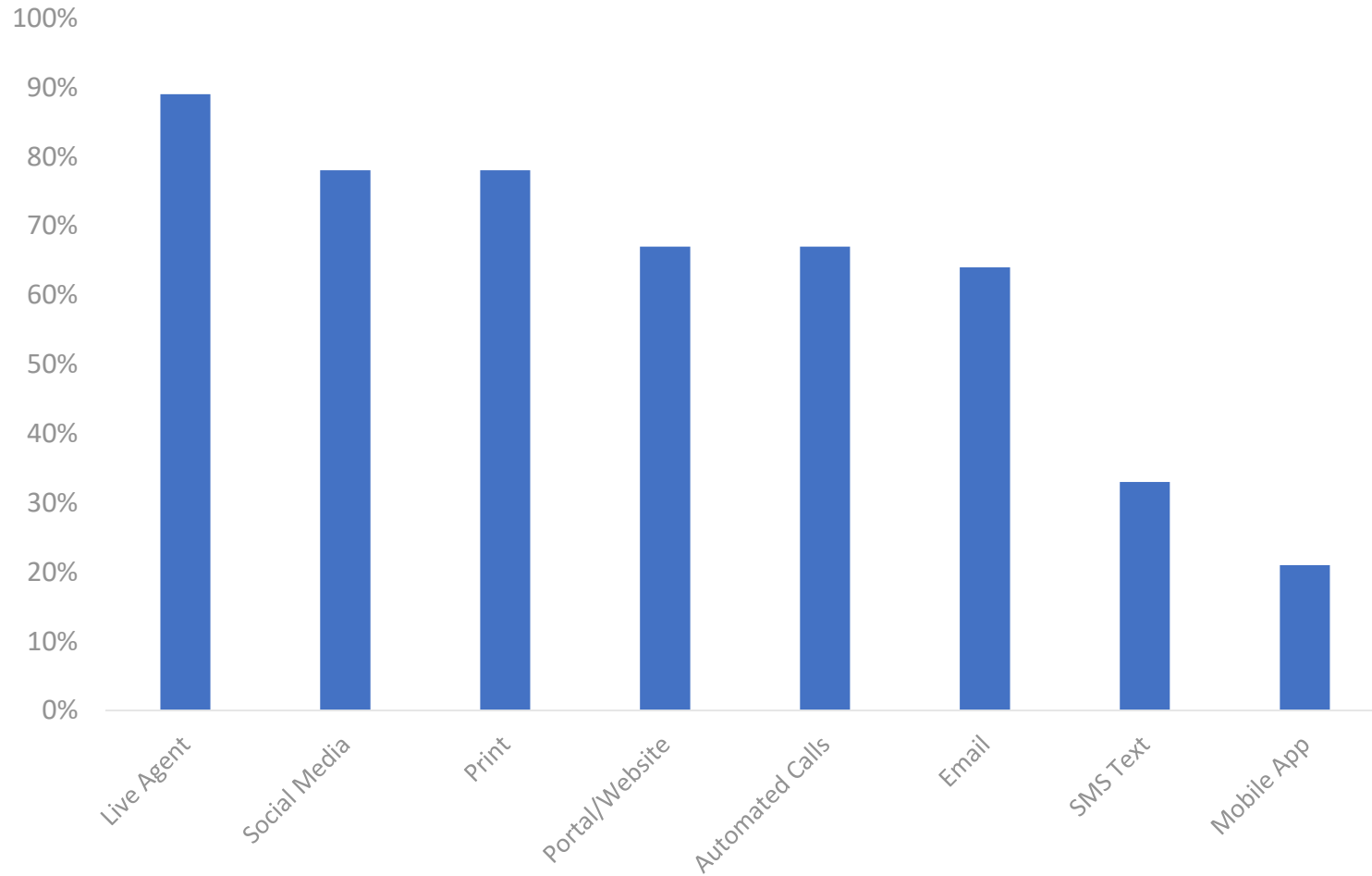
Outbound Communications Channels

Key Themes

- Inefficient communications tools dominate
- Difficulty addressing fast-changing messages
- Digital preference collection needed

Live agent outreach dominates followed closely by print and social media communications

Q: By what outbound channels are you communicating to members information regarding COVID-19? Please check all that apply.



Engagys Insight:

The time is now for **collecting and managing digital preferences**. Putting in place infrastructure to support immediate digital communications is critical to **address fast-changing message priorities**.



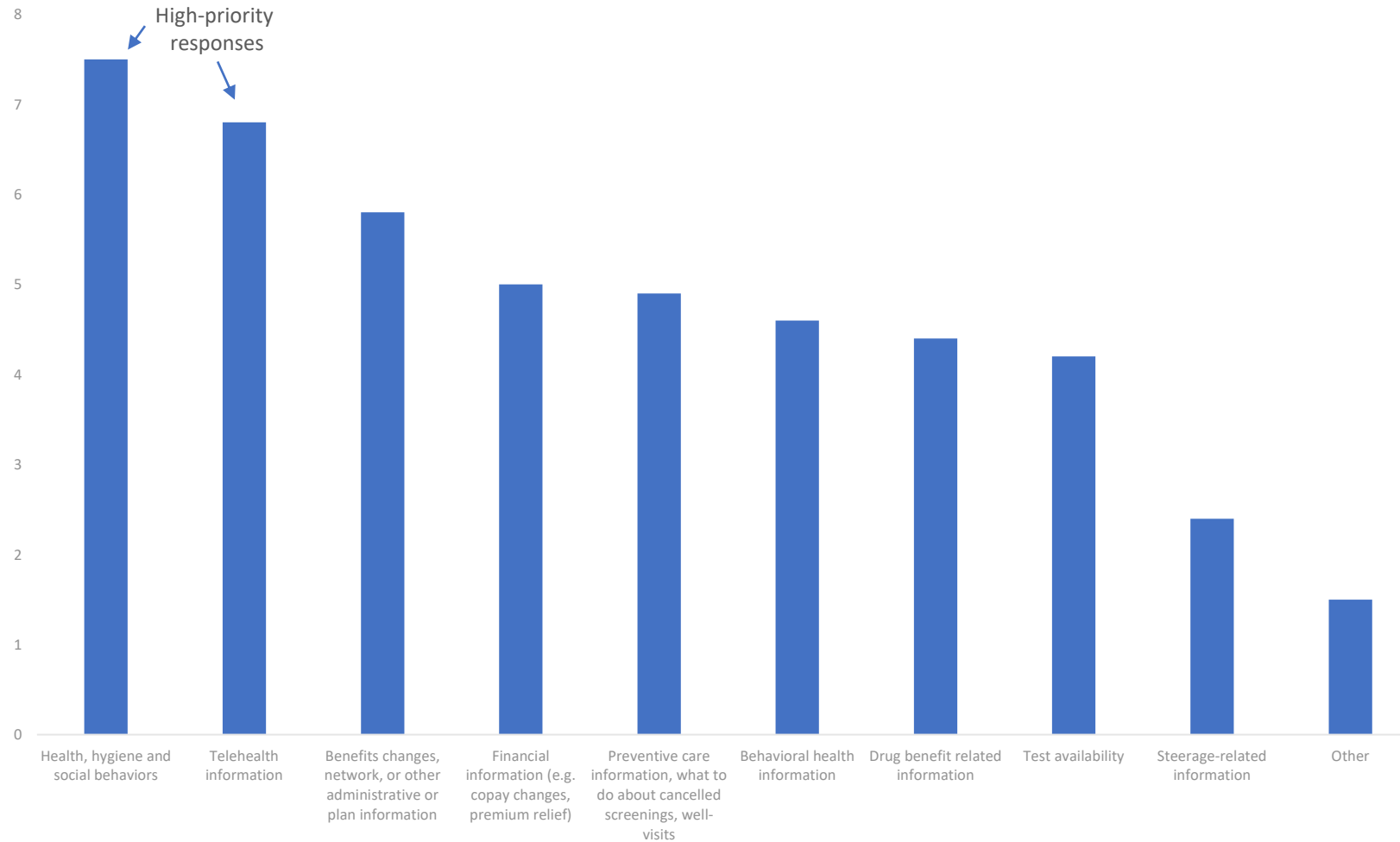
Prioritizing Communications

Key Themes

- Messaging is changing rapidly
- Tools to quickly modify messaging are lacking
- Investment required to pivot communications

Initial high-priority communications included information related to health, hygiene and social behaviors with steerage-related and test availability information deprioritized

Q: What are the most important messages that you are prioritizing as part of your COVID-19 communications? Please rank in order.



Engagys Insight:

Messages change quickly—the focus on hand washing has faded and messages concerning SDOH are on the rise. Our work with plans has shown that the **ability to modify communications priorities is lacking—this is an area that requires investment.**



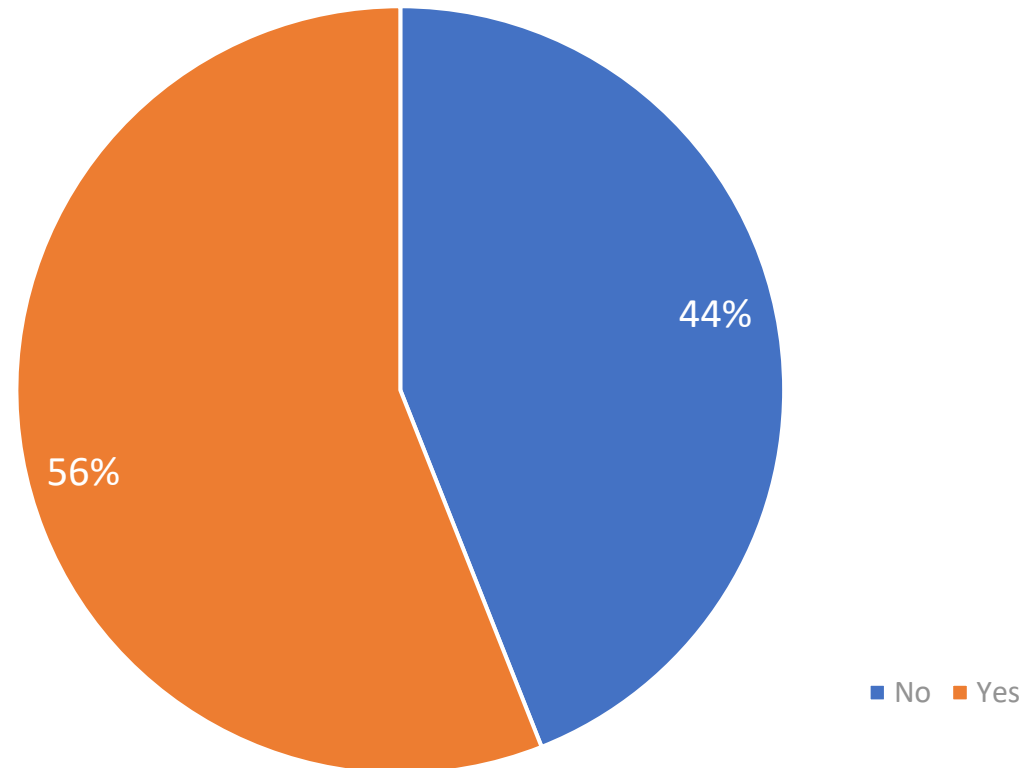
Call Center Volume

Key Themes

- Call center activity inconsistent
- Reduction of non-essential procedures impacts inbound communications

Only a little over half of the respondent's report increased call center volume

Q: Have you seen an increase in overall call center activity in the last 30 – 60 days?



Engagys Insight:

Plans, in some cases, report reduced consumer call center volume due to the reduction of non-essential procedures.



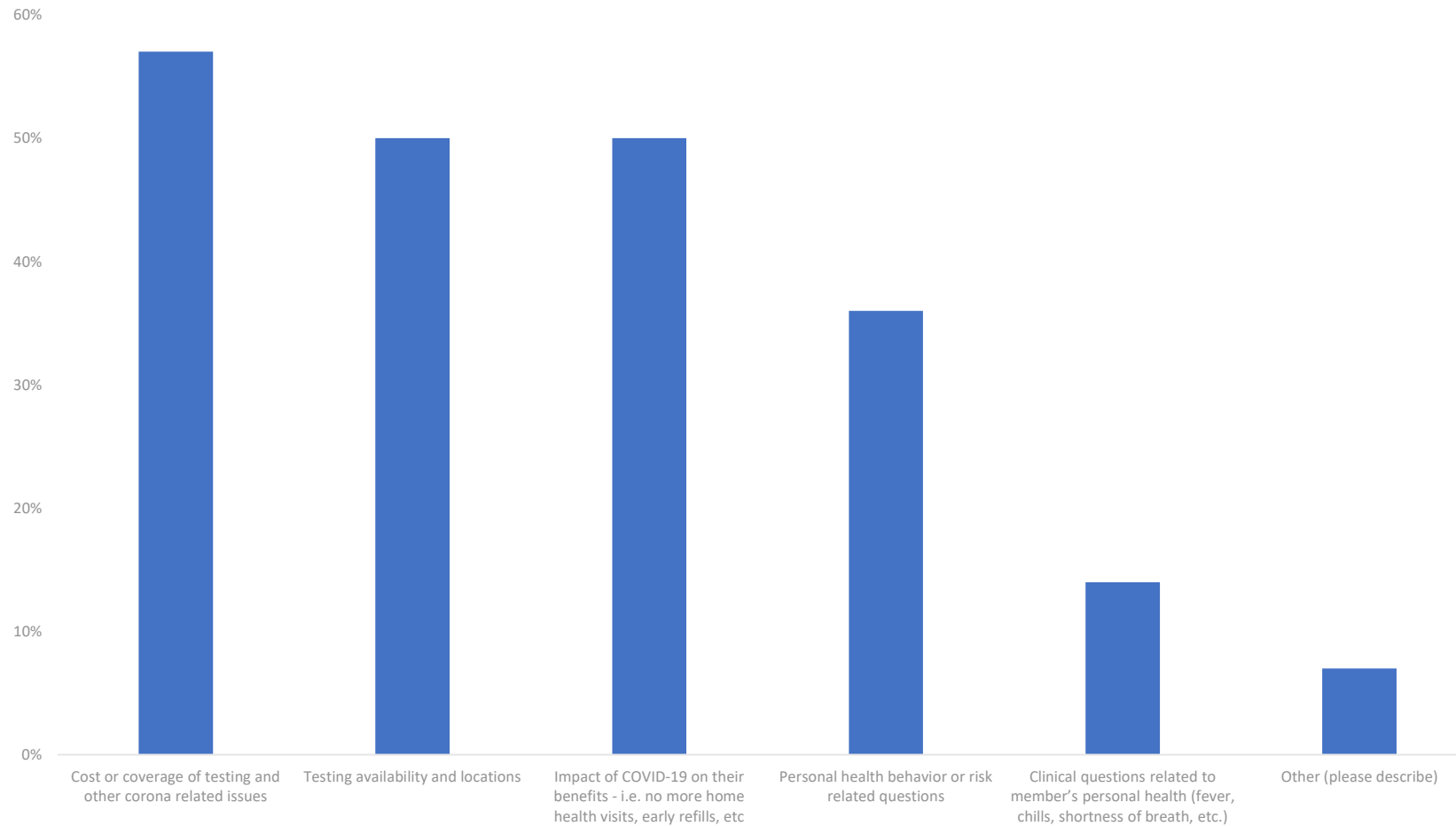
Inbound Member Calls

Key Themes

- Disconnect between provided information and member concerns
- Plans must supply information on topics consumers care about to build trust

Cost and benefits clarifications are the most common COVID-19-related reasons members are contacting their plan proactively

Q: Have you seen significant inbound call volume related to the following COVID-19 related topics? Please check all that apply.



Engagys Insight:

There is a **disconnect between provided information and member concerns**. Plans are prioritizing hygiene and social behaviors and, members are calling regarding COVID-19 testing and member-specific benefit changes. **Timely information on topics consumers care about will build trust.**



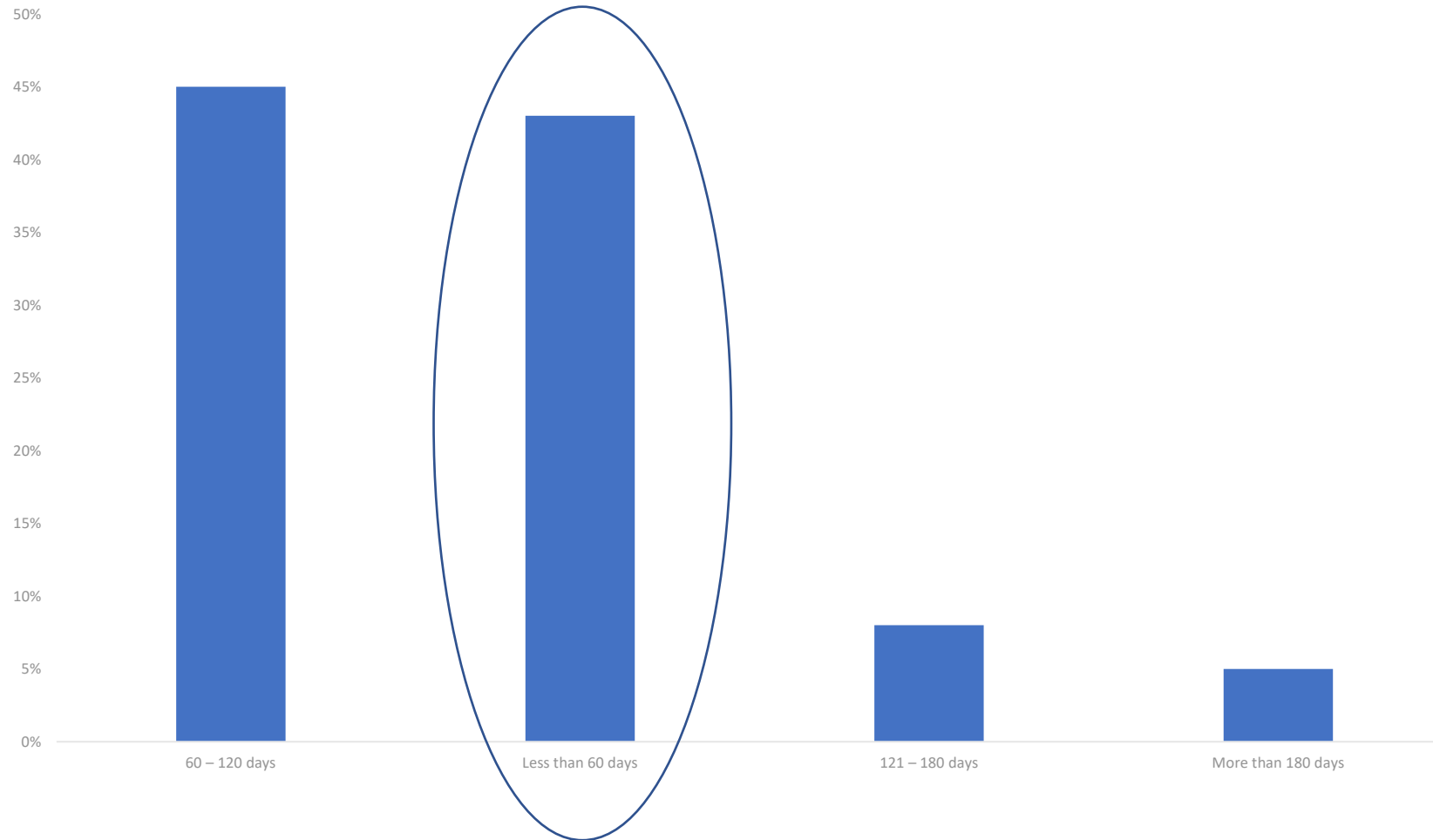
COVID-19 Response Plans

Key Themes

- A long-term response plan is critical
- Improvements in communication personalization and effectiveness are paramount

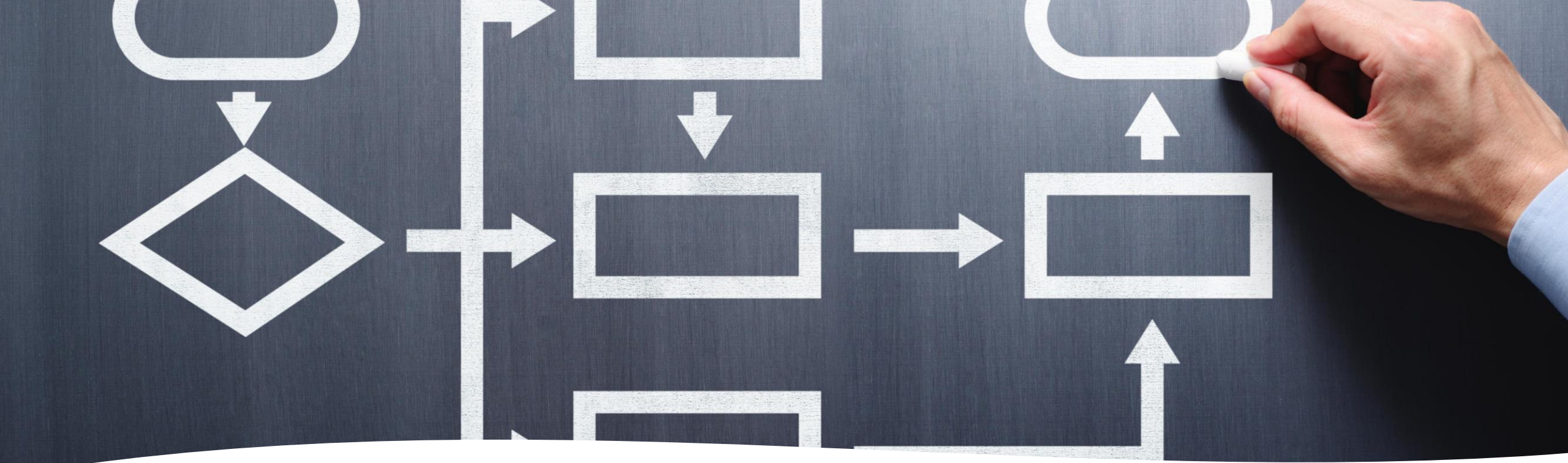
Only 12% of respondents have a COVID-19 response plan in place that spans 121 days+, with 45% implementing a 60-120-day plan and 42% planning near-term only for 60 days or less

Q: What is the duration of your current COVID-19 response plan?



Engagys Insight:

A long-term plan is **critical**—soon different regions will be under varying degrees of lockdown. **Plans must improve personalization and effectiveness of communications** to address preventive care, non-essential procedures and screenings in the context of COVID-19 concerns.



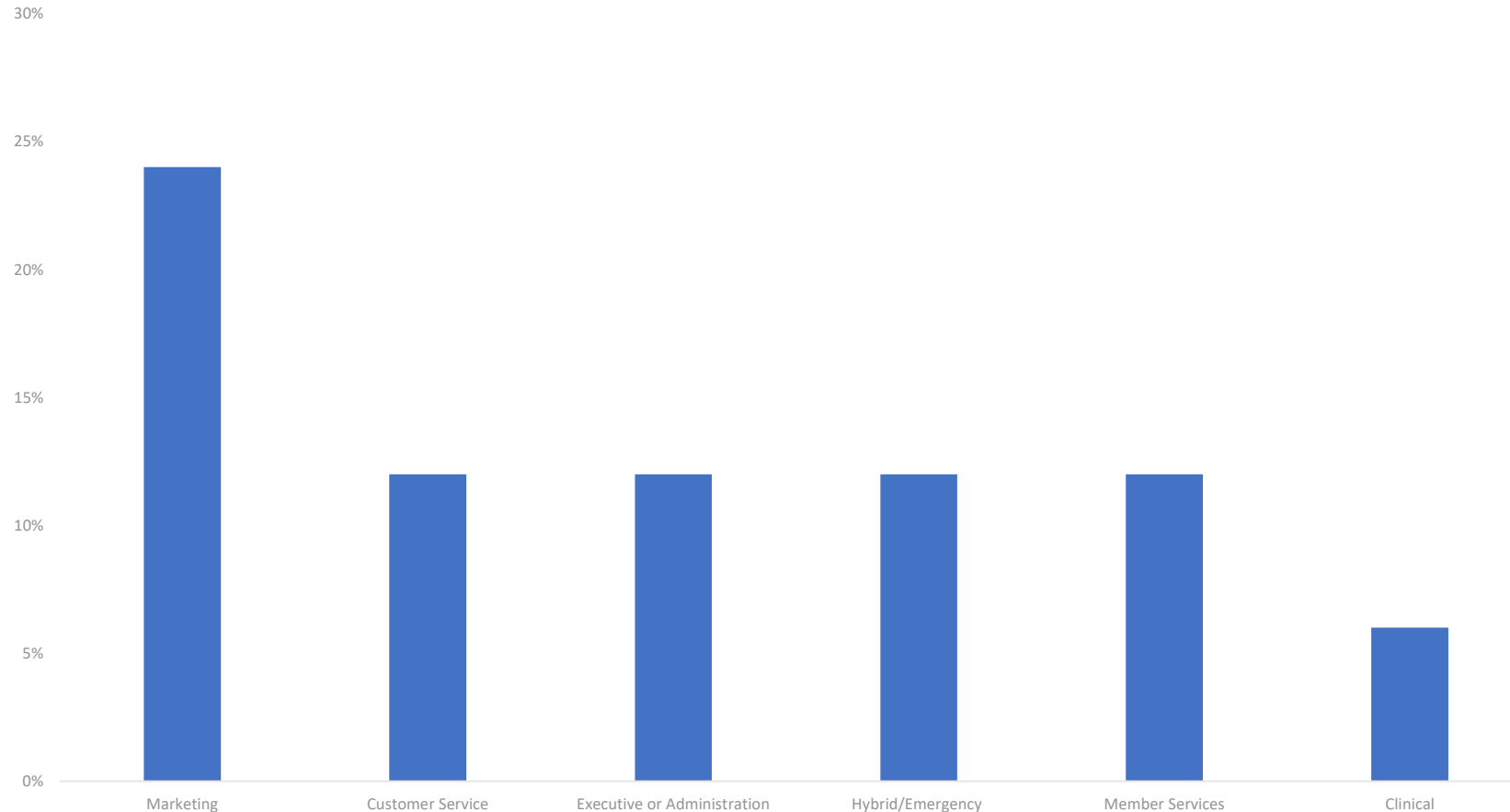
Communications Responsibility

Key Themes

- Challenges of coordinating across internal silos within health plans are now highlighted
- Centralized governance processes and technology investments should be under consideration

Primary responsibility for COVID-19 related communications varies significantly across plans, with only a plurality relying primarily upon the marketing team

Q: What department(s) in your organization owns the majority of the COVID-19 response to members?



Engagys Insight:

The challenges of coordinating across internal silos within health plans are now highlighted.

Centralized governance processes and technology investments should be under consideration as part of the adjustment to a potentially “new normal”.

As we move to the next phase of pandemic response, health plans must address more complex member questions

- Changes in the day-to-day landscape are unfolding at an incredible pace
- Finding ways to remain agile are critical
- Plans must now be prepared to address more complex questions surrounding access to care for acute care unrelated to COVID-19, preventive screenings, and the needs of the newly uninsured
- Some messaging may need to be targeted very narrowly as lockdowns around the country are lifted in a patchwork manner
- Engagys has developed a framework to assist you in balancing your efforts and investments—through the lens of consumer communications—contact us to receive the framework

Q&A

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THANK YOU

