

Strategies to Retain and Attain Members

Learnings from 2020
and Plans for the New Year

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ASSOCIATION

We are a network of health care professionals addressing the challenges posed by the emerging landscape of value-based care and government health care reform.

OUR MISSION

Our mission is to provide a community for like-minded professionals to come together for networking, education, and industry collaboration to stay ahead and advance their careers.

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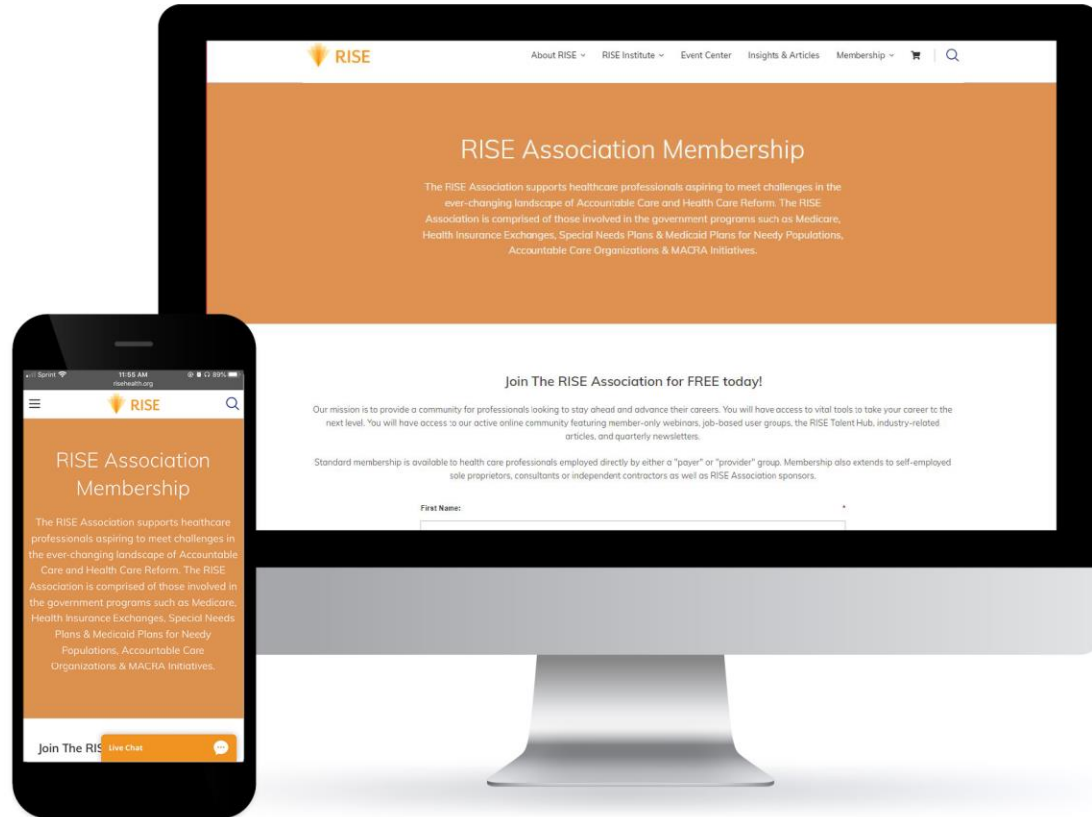
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Melissa Palladino

Melissa works with a large part of mPulse's Medicare partners to help them meet their target outcomes

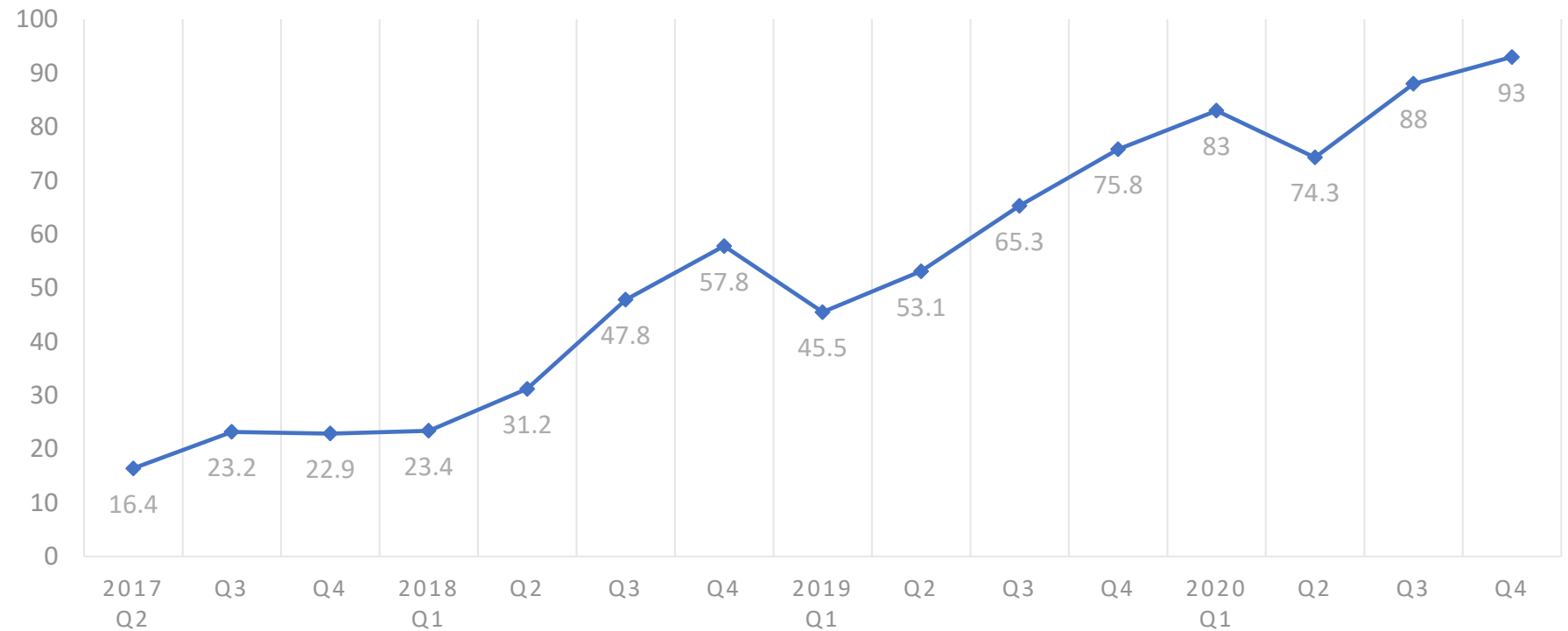


Agenda

- A look back at 2020
 - What happened?
 - Engagement lessons in the early days of COVID
 - Aligning retention with member experience
- What's ahead in 2021
 - The Vaccine!
 - Star Ratings: Member experience

2020: What Happened?

- A Year Like No Other
- Shifting Priorities
- Changes to Care Delivery



Early COVID-19 Outreach by Health Plans & IDNs

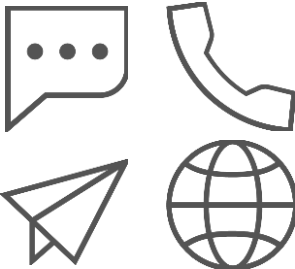
mPulse delivered over 30 million messages in the 8 weeks after the pandemic was announced in March

10M

members engaged

200+

programs launched



SMS, IVR, email, and mobile web



Key programs targeting areas with high SDOH

Using Visual Stories or Fotonovelas – Social Isolation



If you're able to go outside and get some fresh air, exercise can help lower stress and improve overall health.

- Go for a walk, run, or bike ride alone or with your family
- Avoid crowded areas whenever possible and keep a distance of at least 6 feet from others
- Use a mask or face covering to avoid the spread of the virus

Finish the tour



The End

You've reached the end of the tour. Thanks for joining us, and stay tuned for more stories coming soon.

Social Isolation Outreach – Case Study

Goals

- Engage senior members and members with disabilities
- Uncover social isolation challenges and provide tailored support
- Improve mental wellbeing and establish meaningful connections between the plan and the member

Execution

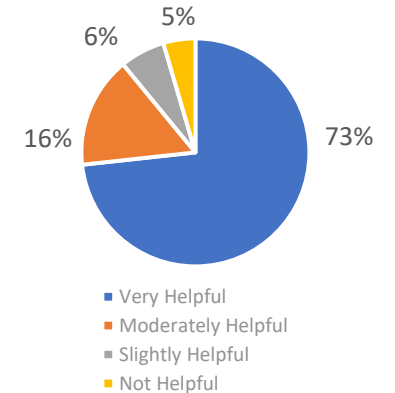
- 7-week program to 92,543 members in English and Spanish
- Over 1.9 million messages sent
- Average of 20 touchpoints per member
- Digital fotonovelas were incorporated into the program

Results

- **40.3% of members engaged with the program, averaging 4 engagements per member (response or link-click)**
- 3.3% of members opted out of the program over the 7 weeks
- 15% of members responding to a question about contact with family or friends did not have regular contact with another person



Usefulness of Social Isolation Program



Aligning Member Experience Programs to ROI

- **Program Description:** An outbound, automated engagement solution to support a large plan's Customer Service and inform members at scale.
- **Key Capabilities:** Automated outbound messages, Engagement Console tool for call center team to directly text members, and take over automated conversations when necessary
- **Priorities:** Sharing secure PHI electronically vs. direct mail; appointment reminders; helping members find a doctor with the Provider Directory.
- **ROI Assumptions**
 - The solution drives value through: first-class direct mail costs saved, no-shows decreased, ED utilization, and member services agent productivity
 - Provider Directory sharing deflects non-emergent ED use (\$4,500/visit) x 1%-2%
 - Appointment Reminders help prevent no-shows (\$200/visit)
 - Engagement Console usage increases productivity per rep by 30% (2.4 hours/rep for an 8-hour day)

What's Ahead in 2021

COVID-19 Vaccine Engagement

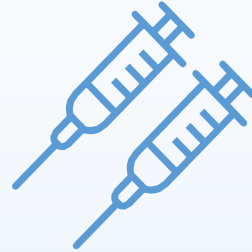


At-Risk Engagement and Vaccine Reminder

Creating awareness with relevant and accurate outreach

- Target key segments
- Address confusion and misinformation
- Uncover barriers and tailor responses to drive 1st dose

Plans

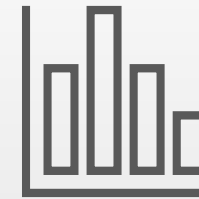


Dosing Engagement

Ensuring completion through automated reminders

- Remind and educate on 2nd dose importance
- Address side effects
- Align resources and information

Providers and Plans



Follow-Up and Ongoing Engagement

Capturing insights to optimize outreach and member experience

- Survey members for satisfaction and barriers
- Get self-reported vaccination data
- Analyze engagement data

Providers and Plans

COVID-19 Vaccine Content Areas

Core Vaccination Reminders and 2nd Dose Follow Up

Deliver vaccination reminders through SMS, IVR, Email and RBM channels. Reminders are configured with a series of nudges and can be coordinated to account for 2nd dosage needs. Content can be delivered in 13 languages and can be created to meet the needs of specific cultural groups.



Vaccine Education

Address member concerns about COVID-19 vaccinations. Educational content is tailored and targeted to individuals based on an understanding of their health beliefs, gathered through automated dialogues.



Fotonovelas

Deliver educational Fotonovelas directly to members' mobile devices. Fotonovelas engage a range of core population groups, including key multicultural segments. Use core Fotonovelas or create custom Fotonovelas to fit your specific needs.



Vaccination Site Locations Services

Provide a text-based look-up service for members to find their closest in-network vaccination sites. The program lets members enter their zip code to receive a list of vaccination sites with operating hours.



Understanding Barriers and Health Beliefs

Ask members about any challenges that prevent them from getting vaccinated. Based on their responses, configurable content and information about your services are returned to the member. Typical barriers include efficacy doubts, transportation, cost, safety, and fear of needles.

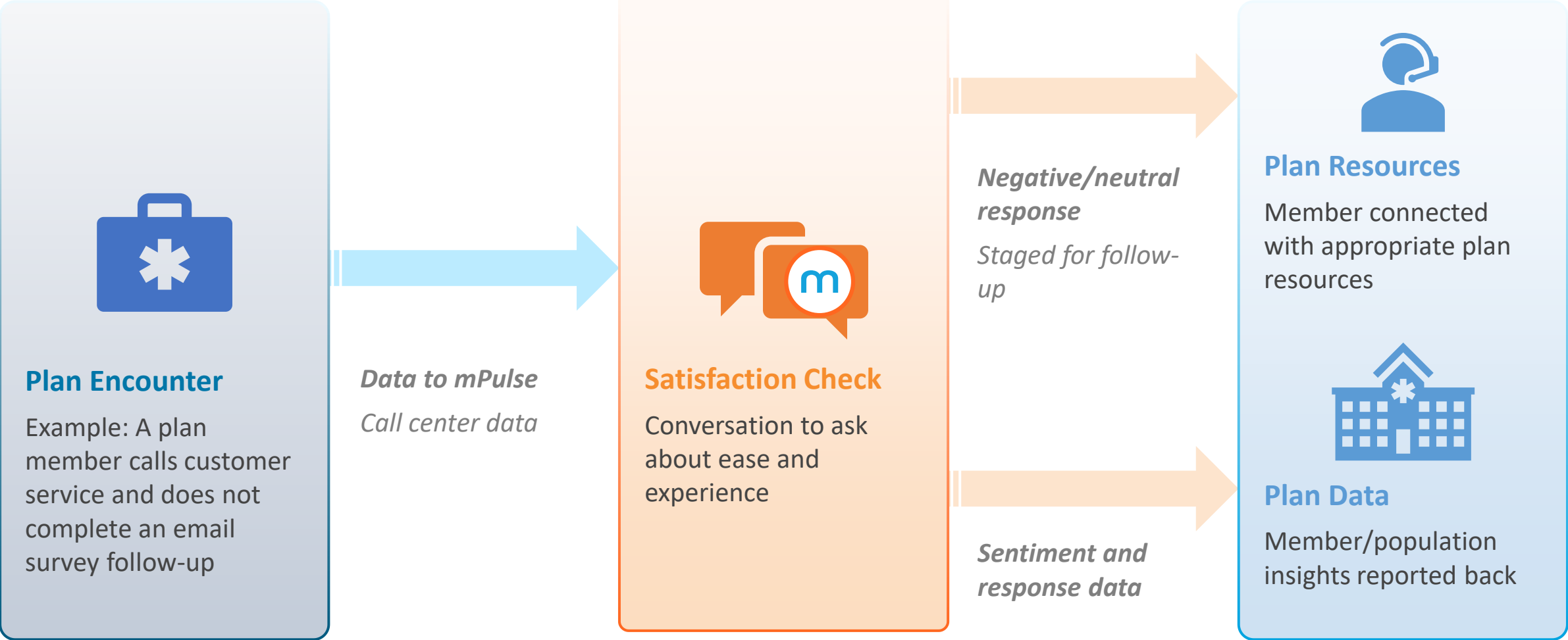


Self-Reporting Vaccination Status

Ask members if they have received a vaccination. Target members who have not completed vaccination with tailored content to address any barriers they may have.



CAHPS Solutions: Accounting for 4x Weighting



THANK YOU

