Enhancing Medicare and Medicaid Member Engagement with Behavioral Science

Presented By:

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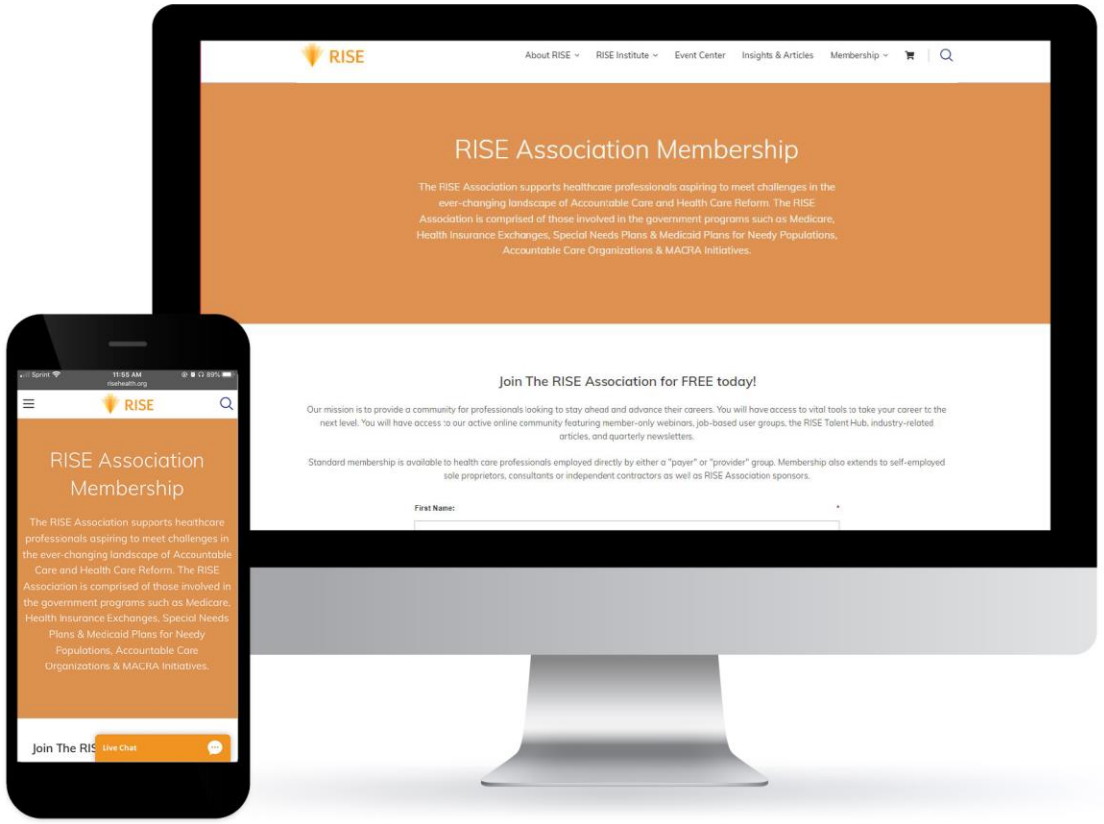

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Agenda

- Introductions
- Member engagement overview
- Dual-eligible background
- Science behind behavioral science
- Understanding the member
- Value in hyper-personalization

Panelists

Keith Roberts
VP of Artificial Intelligence Engagement
Change Healthcare

Brock Vestrum
Product Manager, Member Engagement
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Member Engagement

Though existing processes attempt to help members apply for dual coverage, many potential recipients either don't know they're eligible or fail to complete the application process, never receiving benefits.

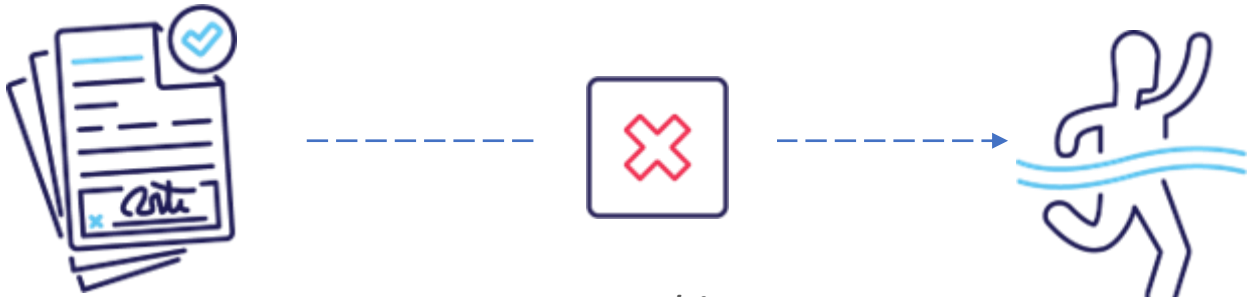
Today, we will focus on how behavioral science can be applied to:

- Amplify the precision of AI Identification
- Tailor communication type, time, and content so that members are inclined to enroll
- Apply small but meaningful changes to improve engagement
- Develop hyper-personalized engagement strategies, and more

Dual-Eligible Healthcare Coverage

Approximately 20% of those over 65 (Medicare-eligible) are also eligible for Medicaid.

And if they complete an application process, they could be spending $0 on out-of-pocket medical expenses!



But something was getting in the way

Dual-Eligible Members

Have multiple chronic conditions

Have a mental health diagnosis

Report that they have "poor health"

What is Behavioral Science?

Simply put, Behavioral Science is the **study of human behavior.**

Academic Theory

- Psychology
- Sociology
- Social & Cultural Anthropology
- Economics

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Real-Life Application

- Empirical Data Gathering
- Experimentation
- Human Understanding

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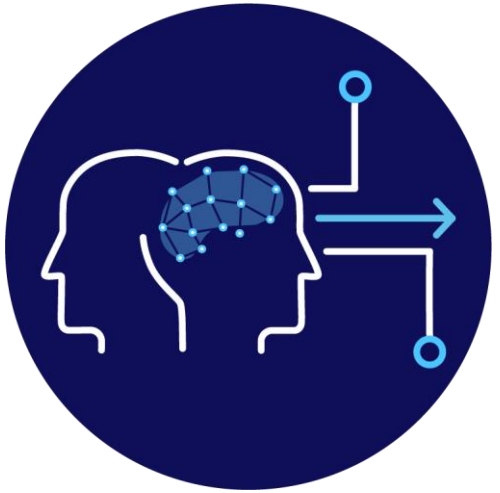
Behavioral Science



The Importance of Behavioral Science

Rational human decision-making assumes that we make decisions by following traditional economic models.

Weigh all available information

Assess the costs and benefits of each

Make a choice that's in our own best interests

And then we act on it

The Importance of Behavioral Science

But humans don’t follow traditional economic models.

We can be irrational

We can be illogical

We can make poor decisions

We have baggage

Understanding the Member

1. Reassure me
2. Only give me relevant information
3. Help me trust you
4. Personalize it to my needs
5. Give me control
6. Simplify things for me

Start Small by Eliminating Immediate Barriers

Overall, Case Coordinators considered the application **packet's length to be the biggest barrier** to application completion. This was exacerbated by two key design flaws.

The packet lacks consistent page numbers.

There was no design component to indicate which pages required a member's signature.

Fun Fact!

The LADARvision 4000 is the medical equipment doctors use to perform corrective eye surgery.

Its operating manual is 50 pages.

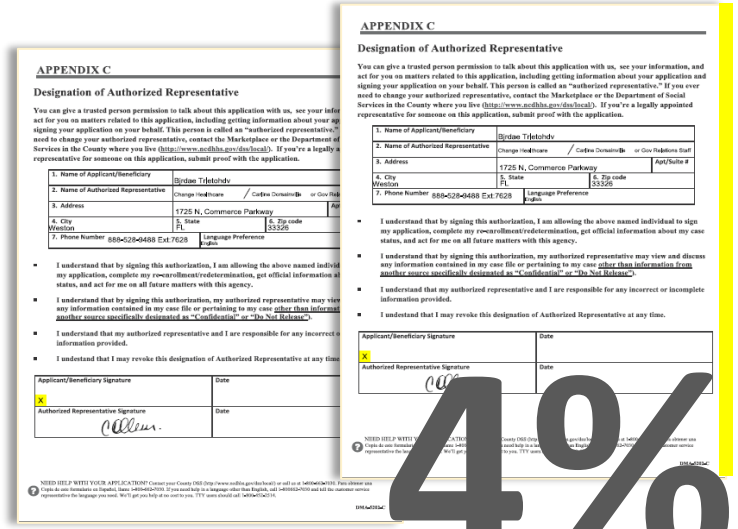
The same length as the application to apply for dual coverage!

Make an Impact with Small Changes

Intervention 1: Unified Page Numbers

Intervention 2: Colored Signature Pages

Intervention 3: Yellow Stripe on Signature Pages

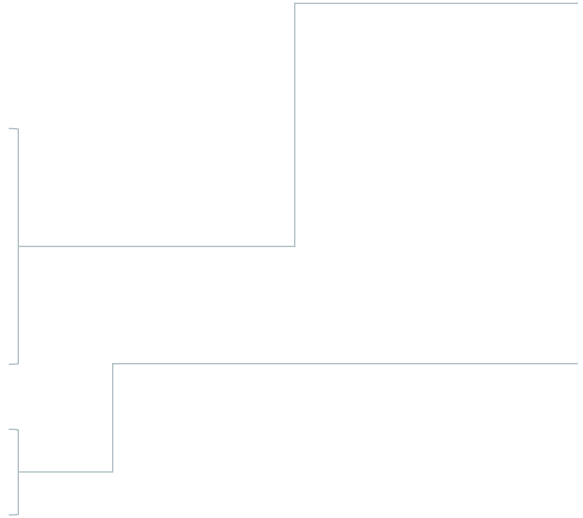


4%

Increase in completed and returned packets

The Right Message to Right Member at the Right Time

1. Email
2. Call
3. Text
4. Text Reminder
5. Mail



The Future is Text

Incoming Dual-Eligible Members are showing an increased acceptance for both initial text outreach and text reminders.

Postcards are Out

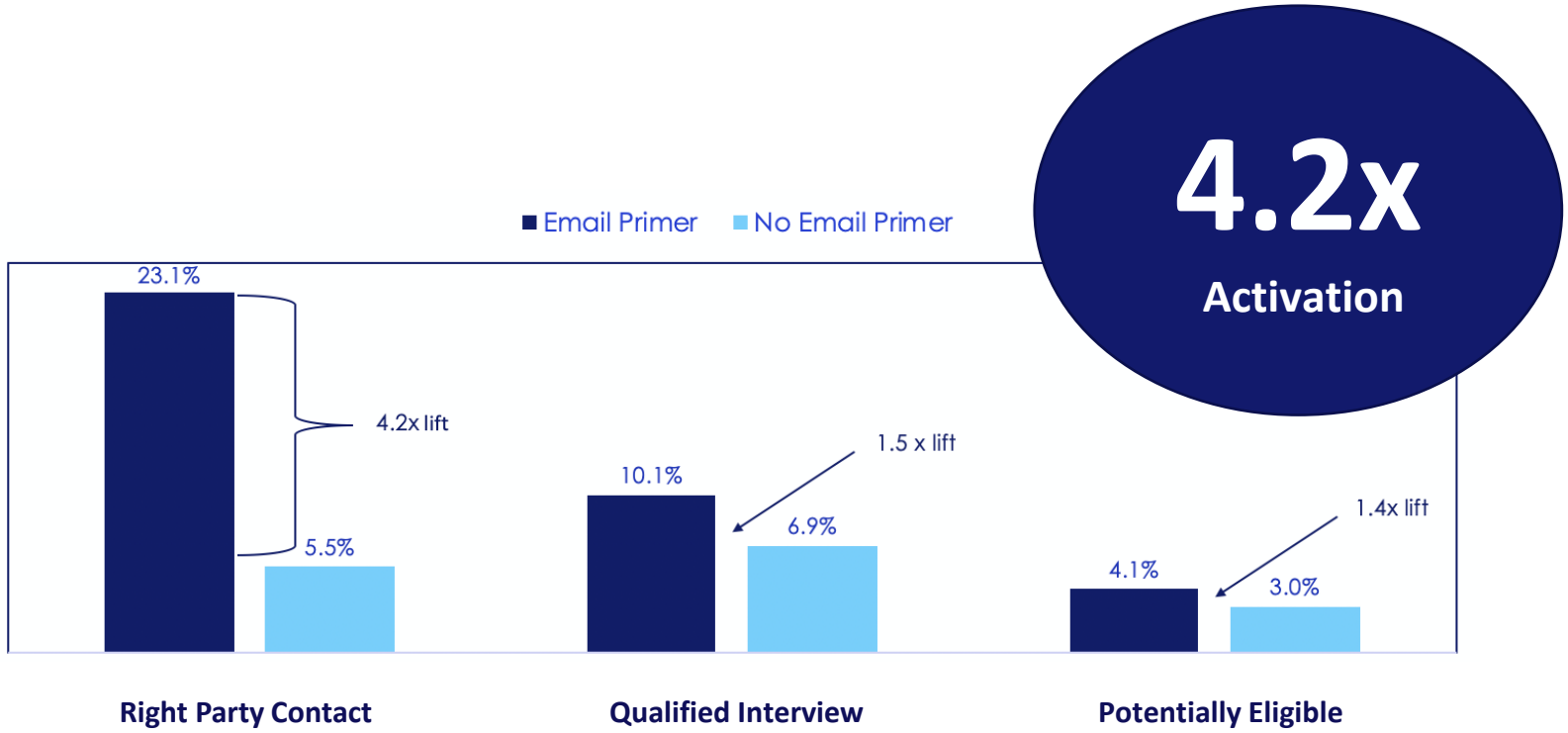
Mail sent in envelope is preferred over postcard mail.

The Right Message to Right Member at the Right Time

Member Identification
Artificial Intelligence identifies members who are primary targets.

Prime the Member with an Email & Landing Page
Give them a heads-up and a way to research what is coming next.

Activation from top of funnel continues through the entire process.

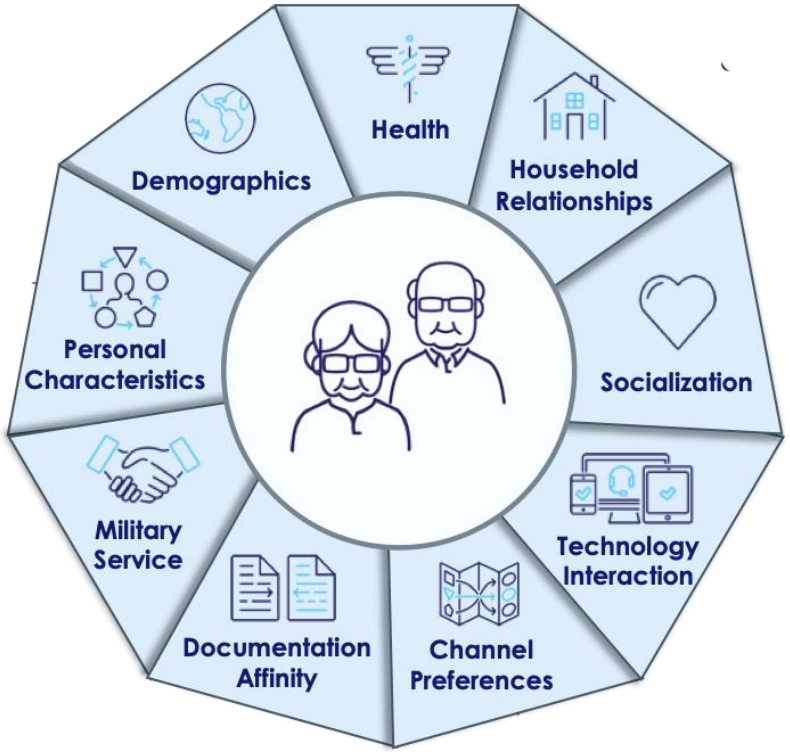


Hyper-Personalize

Through statistical analysis on a representative sample of the target population, we were able to define segments that highlight meaningful and significant attributes, which allow us to deliver hyper-personalized content and channel.

Benefit to Targeted Population—and Your Organization:

- Higher rates of activation and conversion
- Next-generation outreach
- AI-first approach
- Differentiated and data-driven offering to win new and satisfy existing clients
- Defensible and tangible insights that teams can use to accelerate their funnel



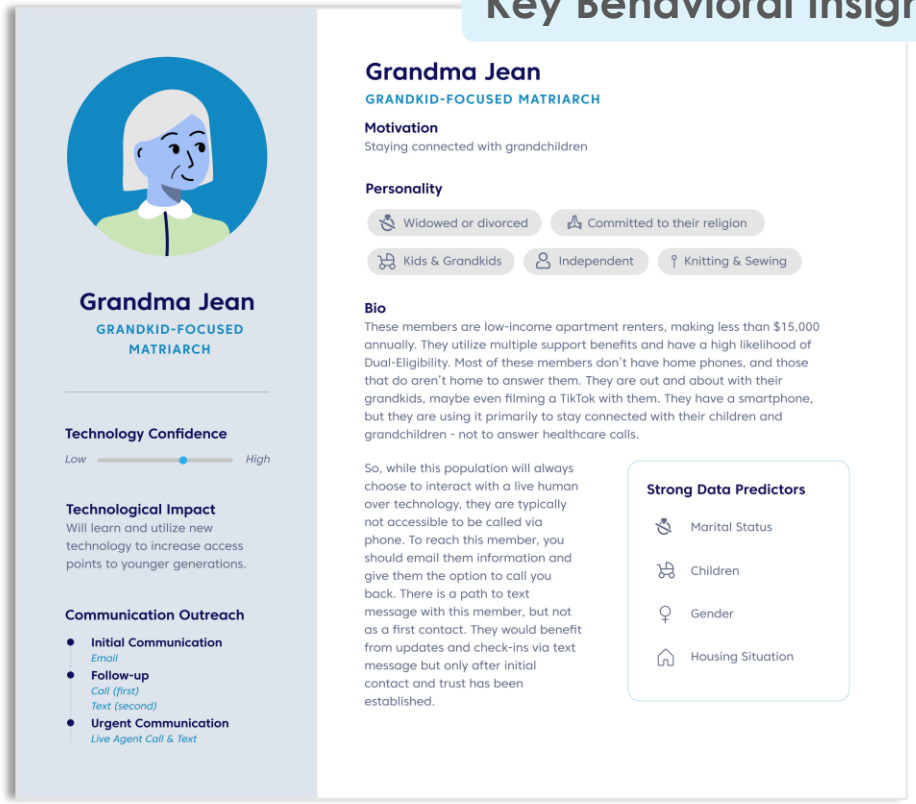
Segmentation Research

Research Statement: To better understand the member population (and segments within) in order to tailor communication type, time, and content so that members are inclined to enroll.

Project Components

- Secondary Research
- 1200-Person Survey
- Advanced Statistical Analysis
- Channel & Content Recommendations

Key Behavioral Insight



Call to action

- Learn about the additional segments to make the most impact
- Understand and engage your community in the most meaningful way
- Drive meaningful action

THANK YOU