

The Role of Data Science in Member Engagement

Presented By:

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THE RISE
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.

ONE ASSOCIATION
THREE COMMUNITIES



LEARN MORE AT THE [RISEHEALTH.ORG/MEMBERSHIP](https://risehealth.org/membership)

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July 15, 2021 Meeting Notes: HCC Coding User Group #3
started by Tracy Anderson 10 days ago

22

Current Trends and Topics: What keeps you up at night?
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Breaking news: CMS finalizes telehealth, ESRD changes to Medicare Advantage
started by Ilene MacDonald 440 days ago

2

The impact of COVID-19 on Quality and Stars
started by Ilene MacDonald 489 days ago

12

ASK YOUR QUESTIONS IN OUR DISCUSSION BOARD

In This Presentation You'll Learn:

- Basic understanding of what data science is and isn't
- How to use data science to inform your member engagement efforts
- Lessons from a Medicare member acquisition case study

What Is Data Science?

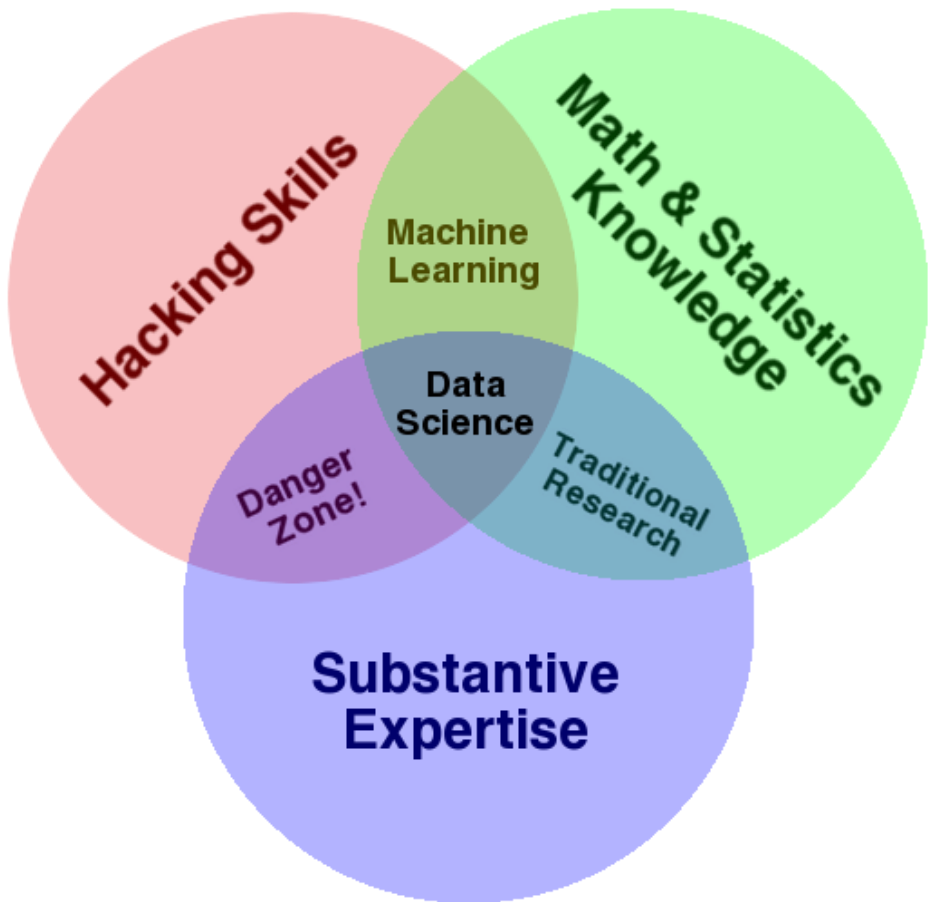
...an interdisciplinary academic field that uses statistics, scientific computing, scientific methods, processes, algorithms and systems to extract or extrapolate knowledge and insights from noisy, structured and unstructured data.

https://en.wikipedia.org/wiki/Data_science



A Day In The Life Of A Data Scientist

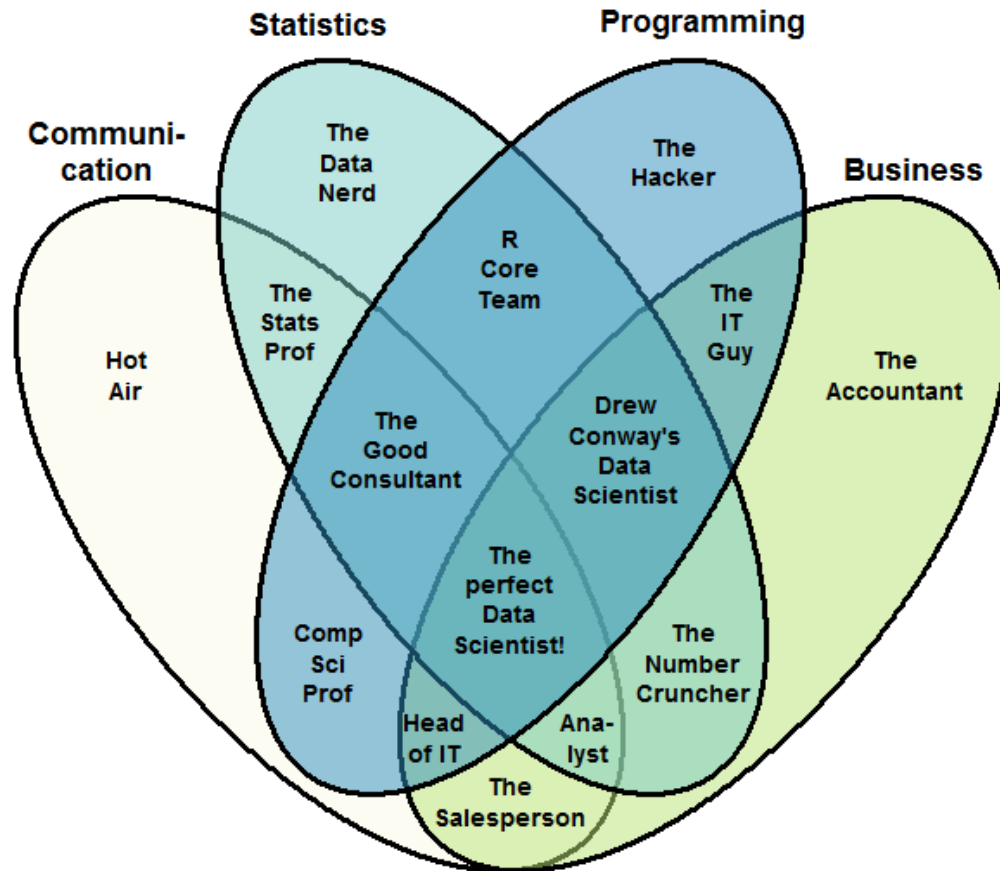
- Learning the business
- Understanding the problems/needs of the business
- Identifying ways of measuring the impact of those problems
- Figuring out if we can model that impact in a way that can be productized
- Programming in SQL, R, and Python to:
 - Collect/clean data
 - Using statistics and machine learning to model data testing the effects of features on outcomes
- Communicating the results of those modeling efforts back to the business



Traditional Data Science Skill Set

- Coding
- Math and statistics
- Engineering
- Machine learning
- Computer science
- Subject matter expertise

The Data Scientist Venn Diagram



Data Science— Broad Skill Set

- Communication
- Business knowledge
- Strategy

Additional Skillsets

STRATEGY

How does the model fit into the long-term goals of the business?

STORY TELLING

How can we fit this model and its output into a larger narrative?

ETHICS

Does this manipulate specific human behaviors or disproportionately impact one or more populations?

RISK MANAGEMENT

Consequences of a bad model on reputation, clients, etc.

Data Science—More Than A Definition & A Venn Diagram

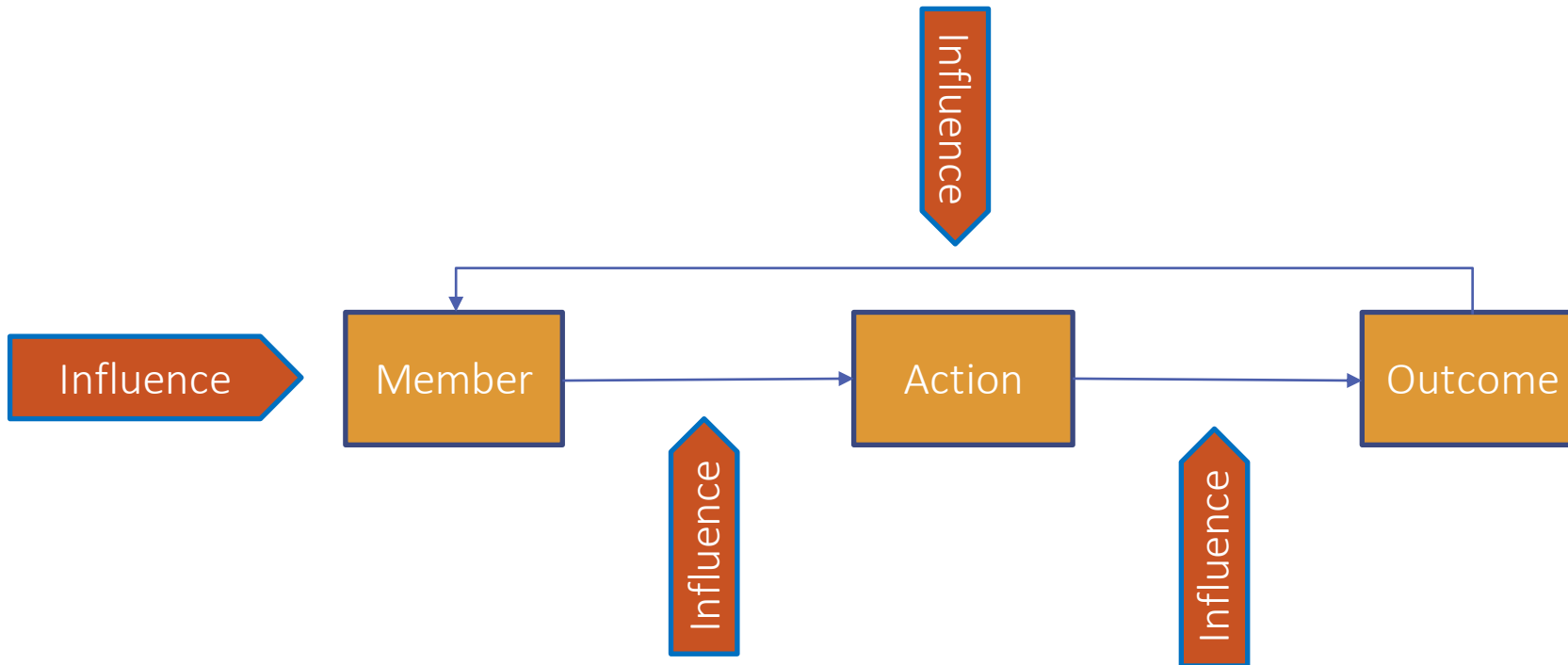
- Ask open ended questions
- Find data and figure out how to answer questions without easy answers
- Identify what other questions need to be asked
- Know the modeling options and select what best fits the question or problem being asked
- Triangulate whatever resources were available to create a test/hypothesis to solve the question/problem

How Does Data Science Fit Into Your Member Engagement Strategy?

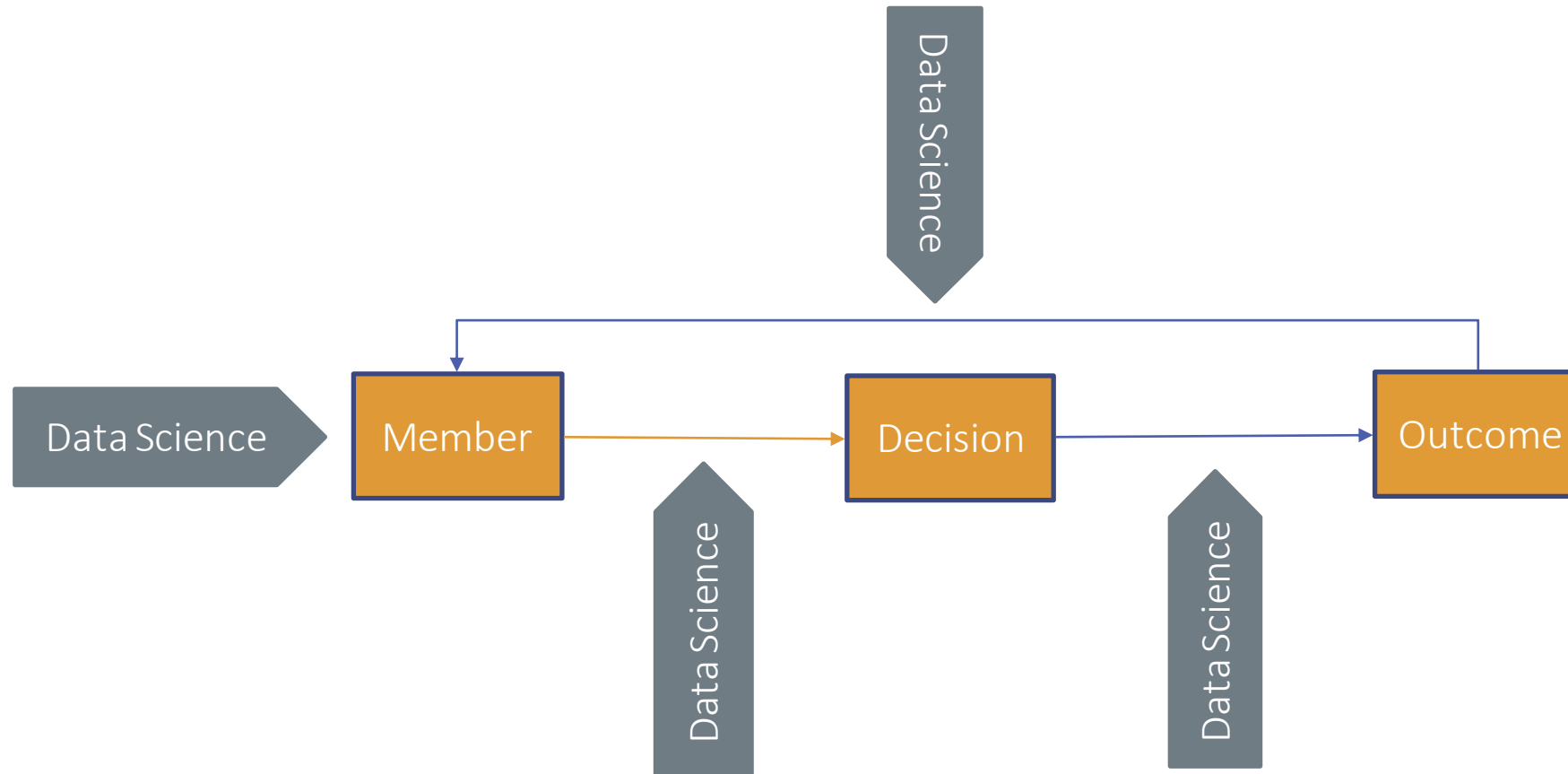
What Is Member Engagement?

Member engagement is the process of actively building, nurturing & managing relationships with all segments of your audience to increase membership volume, value and retention.

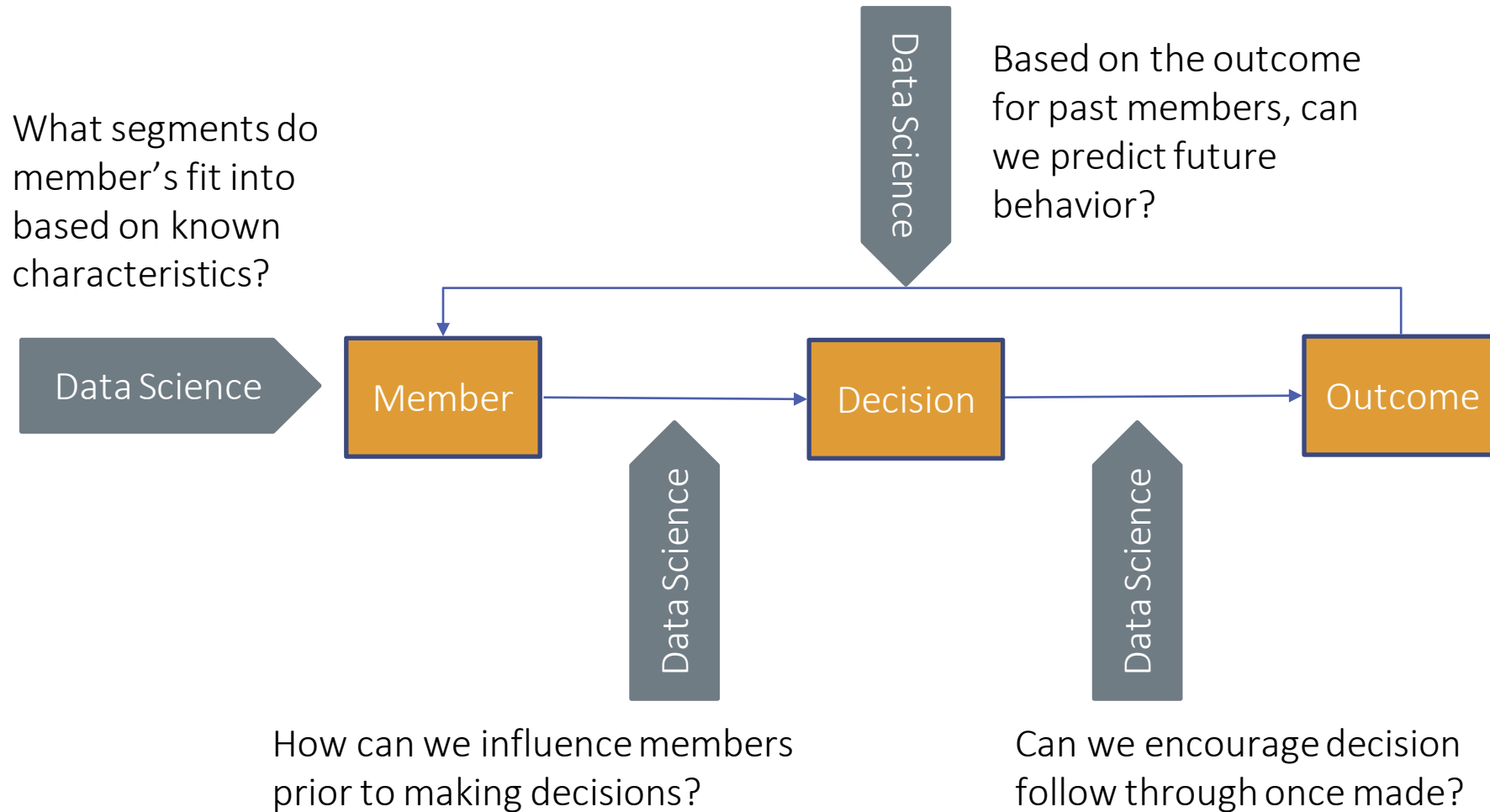
Engagement Happens At A Variety Of Points In A Member Journey...



Introduce Data Science At Multiple Points

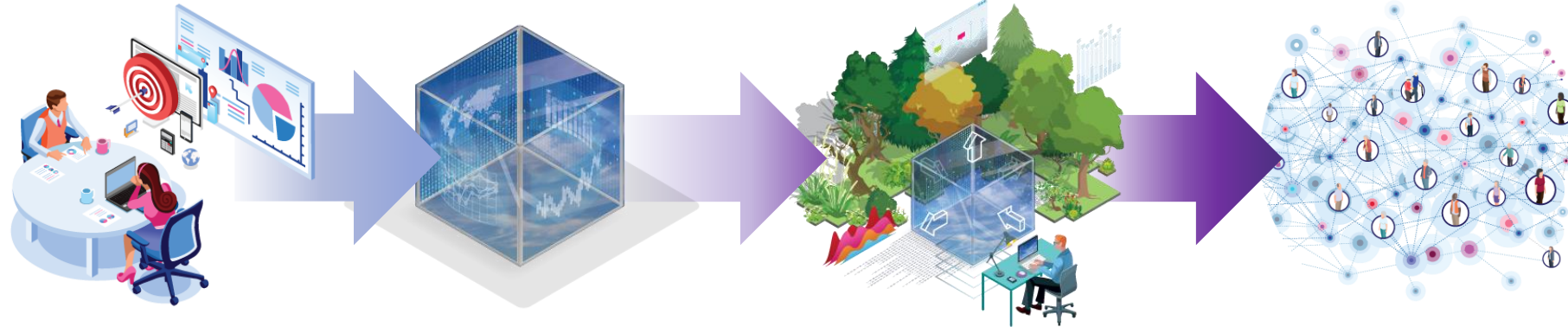


At Each Point, Data Science Can Address Different Questions Or Outcomes



Medicare Member Acquisition As A Case Study

Approach To Member Acquisition



CLIENT COLLABORATION

- Set objectives with client
- Define outcomes using standard client intake forms

DATA

Gather data from client in raw form adhering to a common data standard

MEMBER ACQUISITION PLATFORM

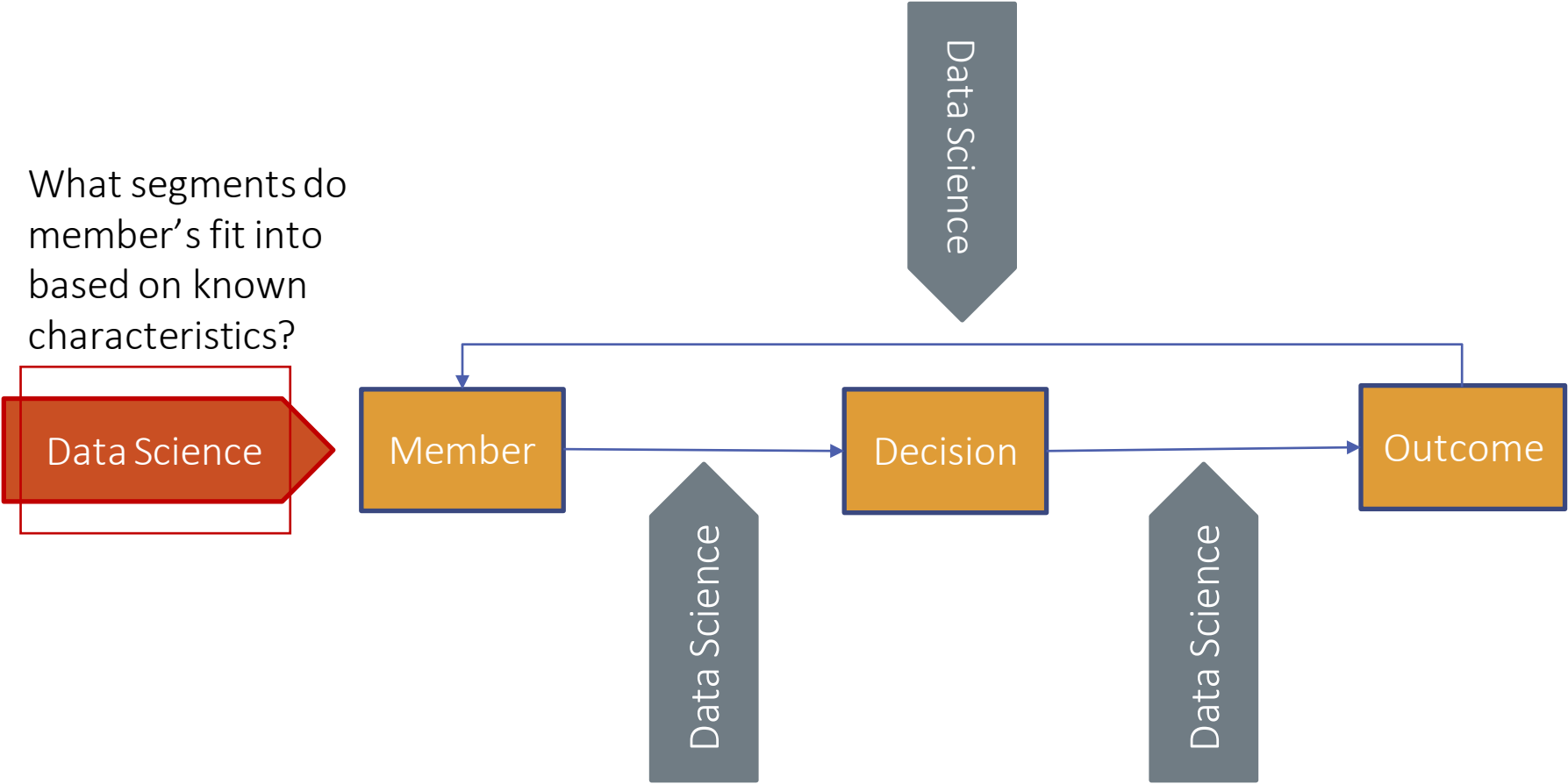
- Ingest data and run through CDS ETL
- Create segments
- Create content and outreach strategy

ENROLLMENT

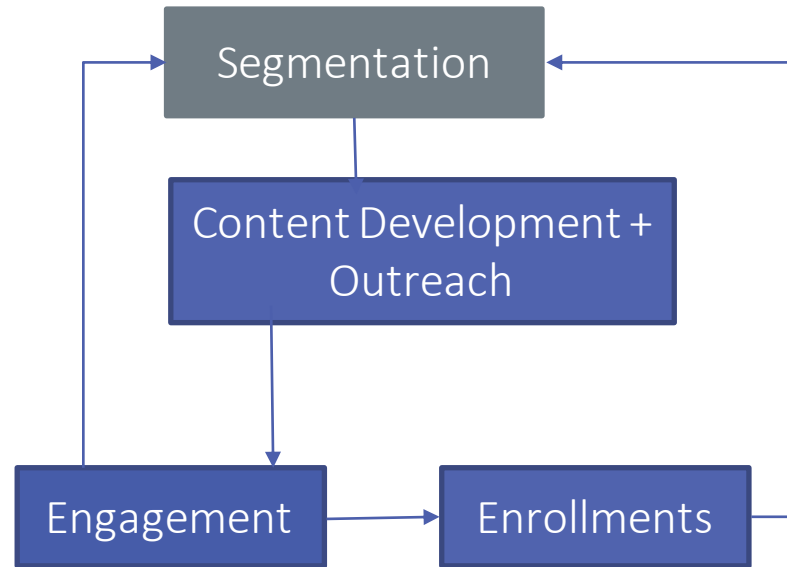
- Run campaign collecting analytics
- Feed analytics into Smart Conductor to refine segmentation and outreach

Prioritize Data Science

What segments do member's fit into based on known characteristics?

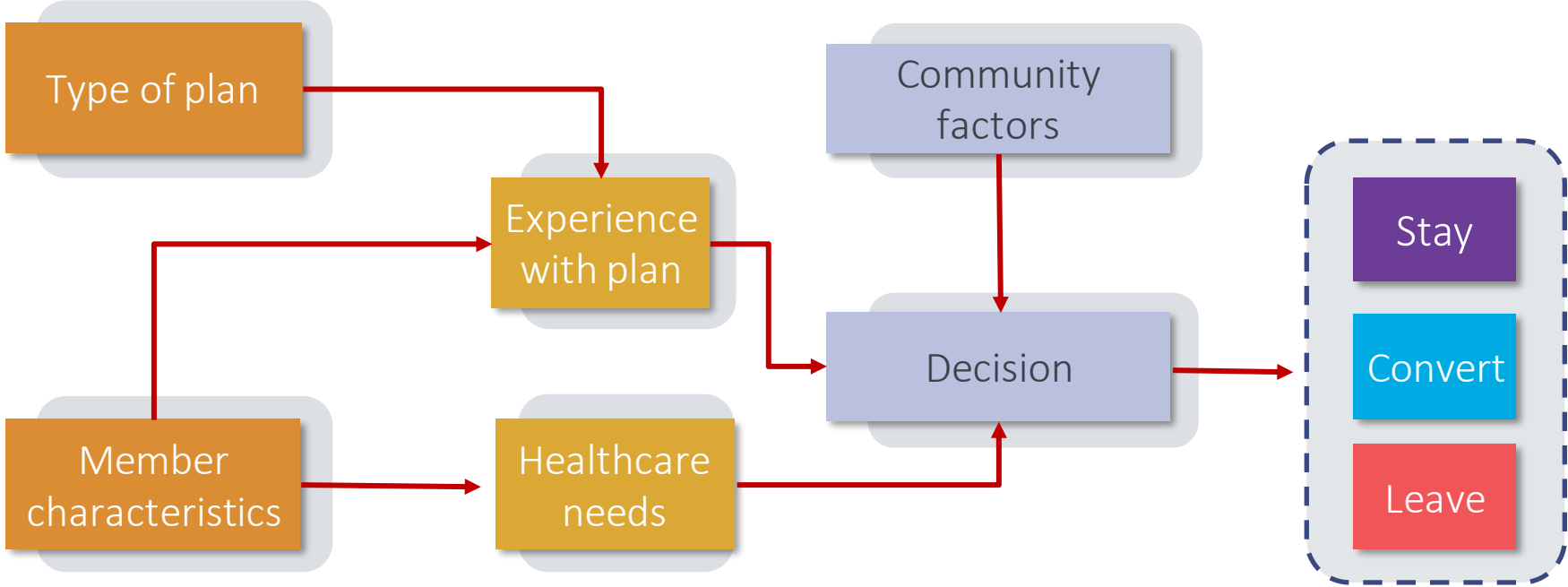


Prioritize Data Science



 = Data Science

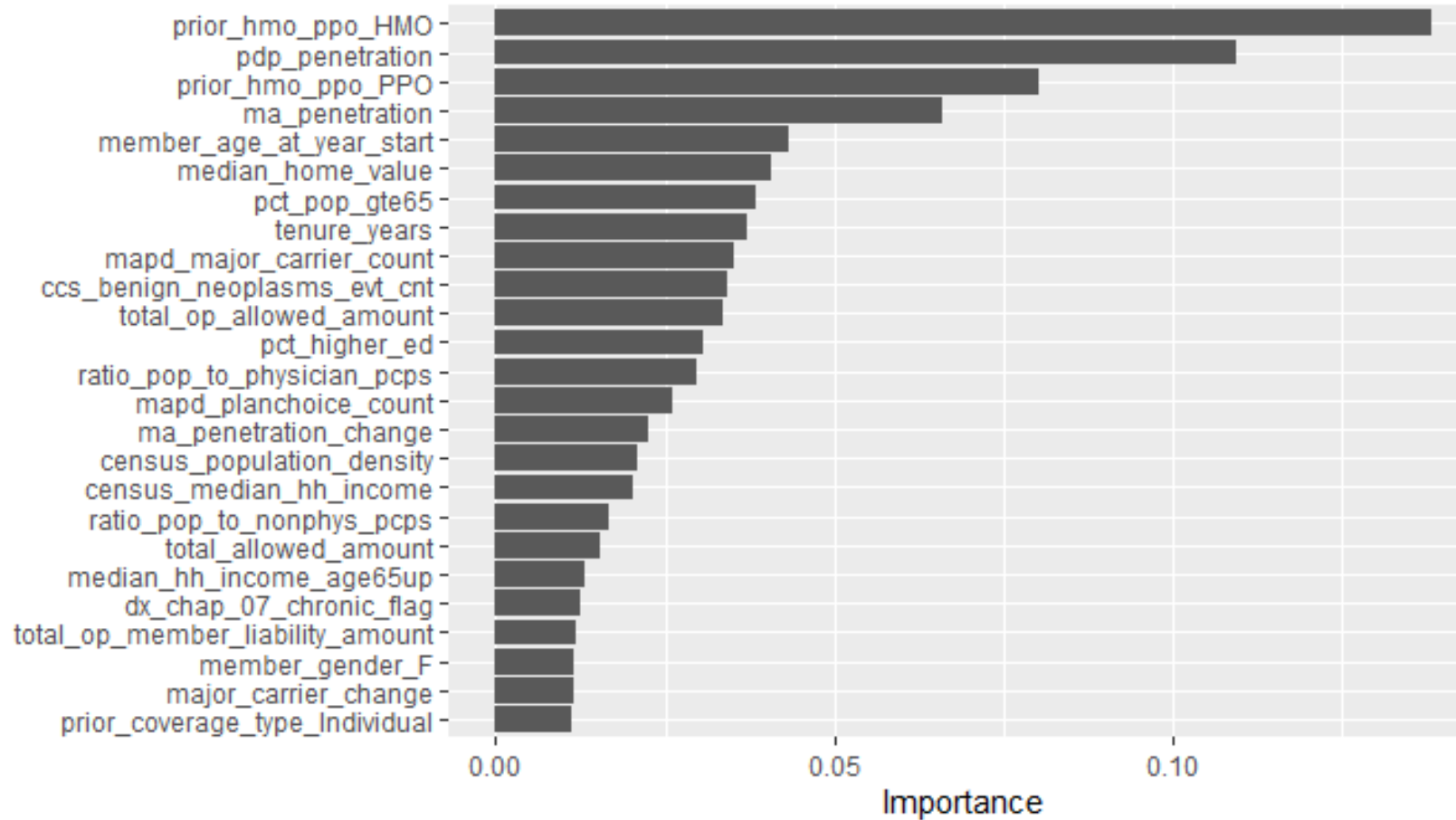
Prioritize Data Science



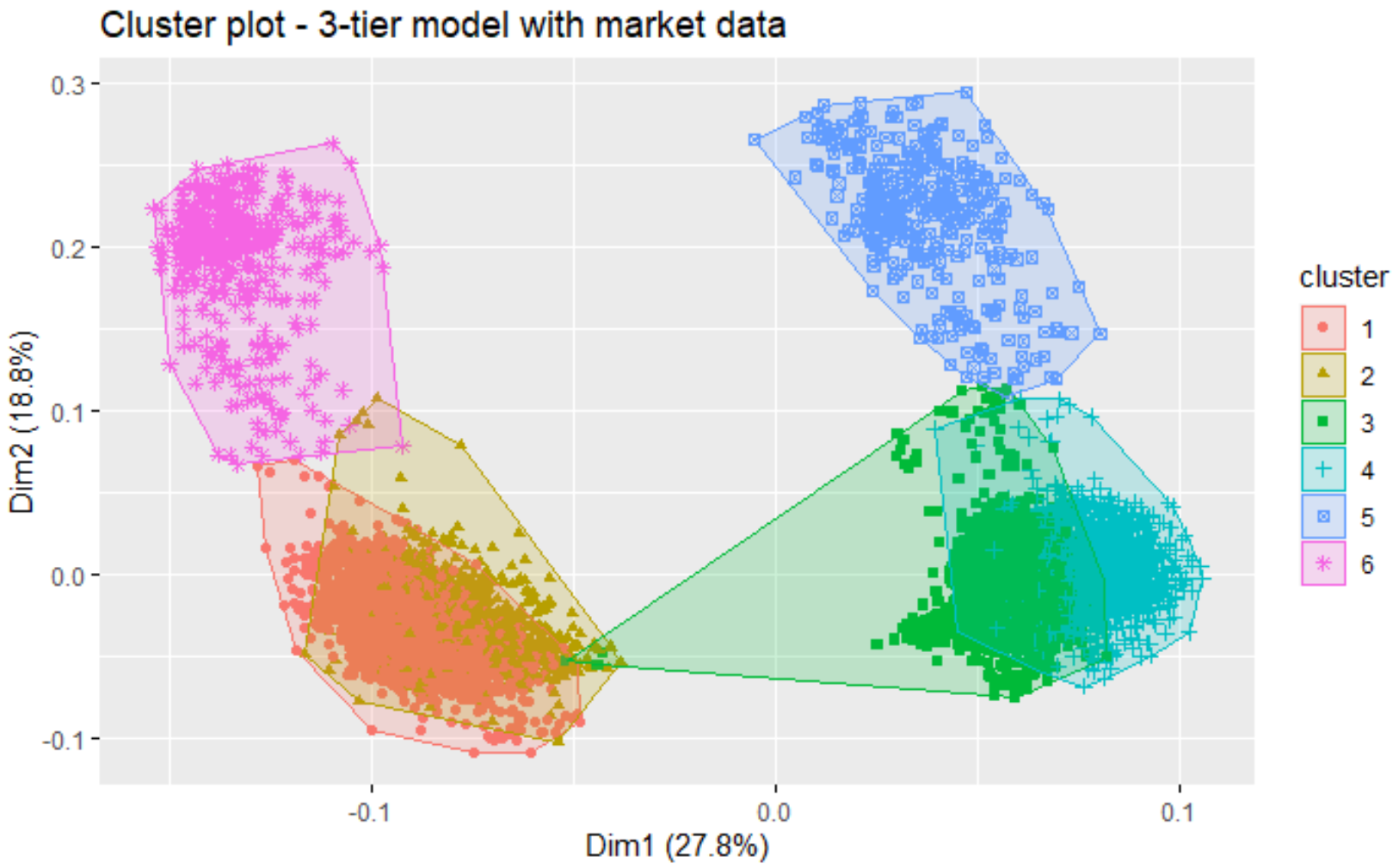
Prominent Features In Our Current Analysis

Variable Importance: G2I final fit - Market Data Enhanced

Top 25 Features



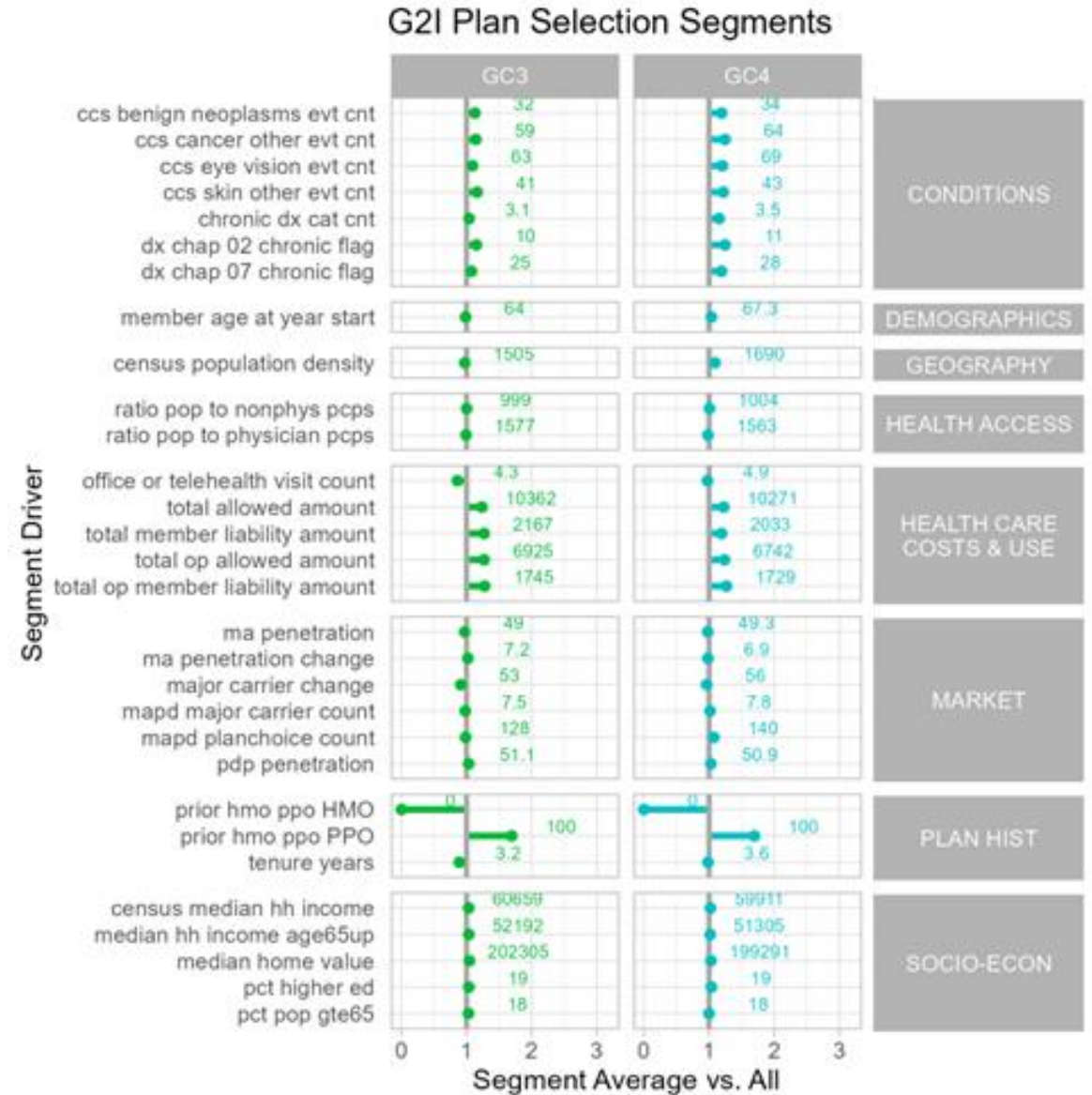
Segmentation Visualization



GC1 & GC2 Segments



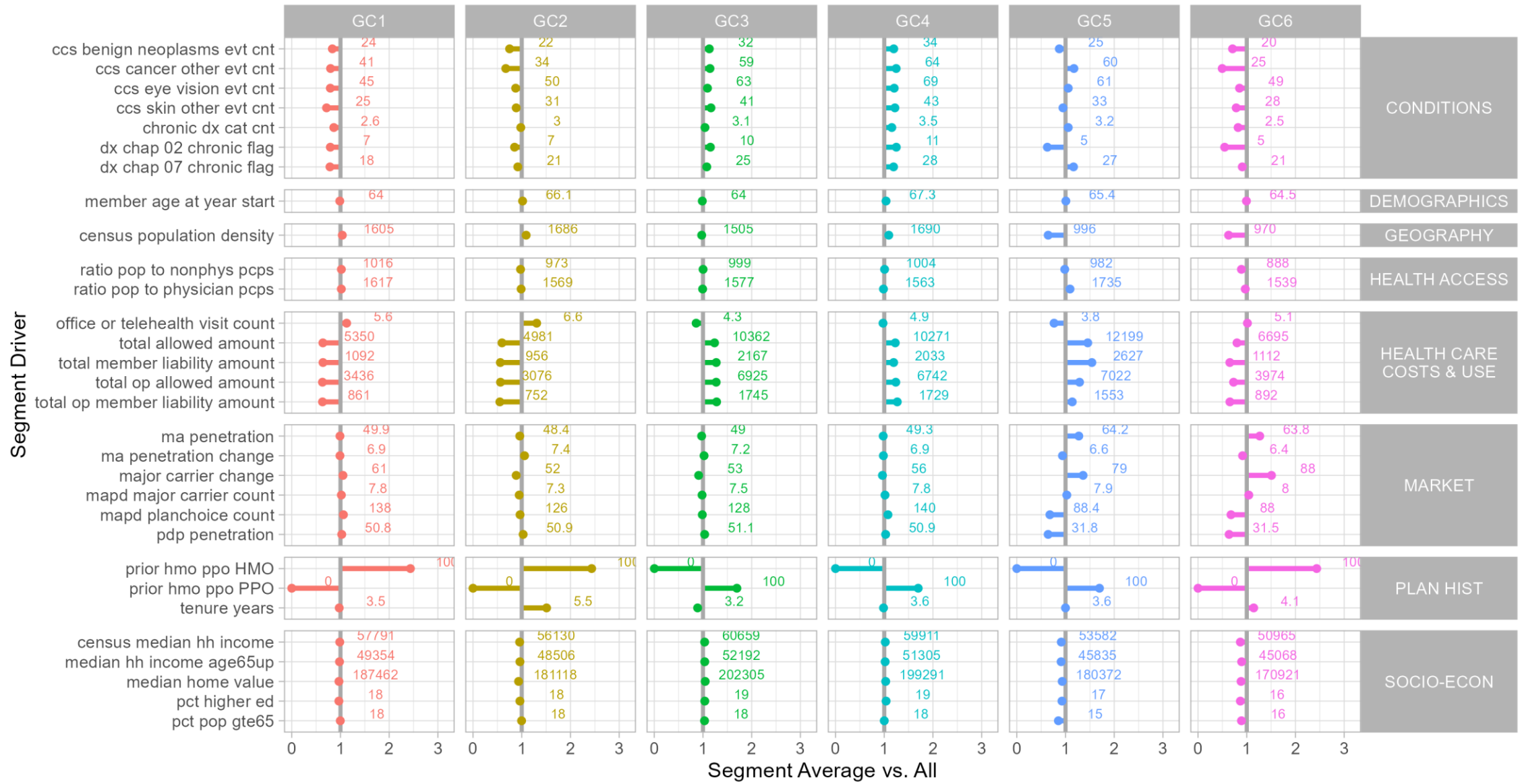
GC3 & GC4 Segments



GC5 & GC6 Segments



G2I Plan Selection Segments



**Examples of campaigns with
data science input...**

Segment Continuity of Care

April 11 at 9:30 AM


It's more important than ever to keep seeing the doctors who know you best in retirement. With a Medicare Advantage or Medicare Supplement plan from [redacted], you can have access to the legendary [redacted] network of doctors and hospitals in [redacted] and nationwide. With access to this extensive network, chances are you can keep seeing the doctors who know you best. Stay with [redacted] and breathe a little easier knowing your health care needs are covered. Visit our website to enroll today! Want to speak to a live Medicare specialist? Call 1-866-[redacted] - 8 a.m. to 9 p.m. Monday through Friday.



Continue seeing the doctors you know and trust in retirement
Do you need a 2022 Medicare plan in [redacted] We offer Medicare Advanta... [Learn more](#)

8 a.m. to 9 p.m. - Monday-Friday Questions? Call 1-866 [redacted]

[ENROLL NOW](#)



Find the Medicare Advantage plan that works best for you

Our Medicare plans earn CMS top ratings


★★★★★
For 2022, [redacted] HMO received Medicare's highest star rating.

★★★★★
For 2022, [redacted] PPO received 4.5 out of 5 stars.

Keep seeing your doctor when you retire with [redacted]
Call 1-866-[redacted] to learn more. Or go to [redacted] Medicare to explore plan options and even enroll today. [Learn More](#)

Keeping your doctor may be your priority when choosing a health plan for retirement. With a Medicare Advantage plan from [redacted] you can stay within your medical network and keep seeing the doctors and specialists who know you best. You can also avoid the hassle of transferring your medical history and data to a new network or hospital by staying within one of the largest networks in [redacted] Get the coverage you deserve from a trusted name in health care for over 80 years.

[Enroll Today](#)



The importance of keeping your doctor when you're retired

Holly, want to keep seeing your doctor when you retire?

As a current [redacted] member, the best way to keep seeing your doctor when you retire is by choosing a Medicare plan from [redacted] Our popular Medicare Advantage [and Medicare supplement] plans provide you with access to nearly every hospital and more than 80,000 providers in [redacted] and access to 95% of doctors and hospitals nationwide.* Staying with [redacted] could increase the chances of you seeing the doctors you know best.

[Learn More](#)

Meet Sherrie

Last year, we received a call from Sherrie, a [redacted] member with special health needs. She was preparing for retirement and wanted to make sure she picked a Medicare Advantage plan that allowed her to see the same doctors and specialists she was already trusting with her care.

Sherrie chose one of our most popular plans — a [Balanced Medicare Advantage plan](#), which was a great fit. By staying in the network, Sherrie continues to see the doctors she knows and trusts. This popular plan includes a \$0 medical deductible for doctor visits, a low copay for specialist visits and extra coverage, such as enhanced dental, vision and hearing services.

Choose one of our 5-star HMO** or 4.5-star PPO** Medicare Advantage plans for your 2022 coverage, and join one of the highest-rated plans in the state.

HMO ★★★★★ PPO ★★★★★

[Our Medicare Advantage plans](#)

[Enroll online today](#) or speak to a live health plan advisor at 1-866-[redacted] from 8 a.m. to 9 p.m. Monday through Friday.

“It's more important than ever to keep seeing the doctors you know in retirement.”

Key Takeaways

- We defined all the qualities of a data scientist, but just because you don't have a "Perfect Data Scientist" doesn't mean you can't leverage other data science-adjacent skillsets to meet your goals and objectives.
- When you think about a member's journey, and how you want to shape your marketing efforts to impact that journey, the skills of a Data Scientist should be deployed at specific touch points along that journey to help answer questions about what to emphasize and deemphasize.
- Make sure your data science resources have clearly defined outcomes and objectives. Provide a clear use case and sufficient business context to your data scientists or analysts so their findings can align with business needs.

THANK YOU



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