



Four Strategies to Keep Members and Get Them Engaged

Boosting member loyalty and engaging plan members is critical in the new Affordable Care Act world. Healthcare consumerism is demanding healthcare payers mimic other retail industries and deliver mobile applications and personalized online experiences that help members feel they are obtaining value for services and easy access to information pertaining to their health.

Health plans that do not implement member engagement strategies can expect very low adoption of technology. Implementing effective strategies:

- Increases member interest.
- Improves decision-making.
- Reduces plan administrative costs.
- Builds loyalty with the plan.
- Lowers healthcare costs.

Four strategies to drive member adoption:



Relevant & Personalized

Members need information that is relevant and personal to their everyday life.

Leverage healthcare data such as eligibility and claims and provide personalized information through member web-based solutions that are available for the desktop, tablet and mobile. Display members' out-of-pocket expenses, flexible spending account balances and relevant financial information online in an "at-a-glance" view. Health plans that fail to display personalized information miss an opportunity to engage with their members.



Easy to Find & Understand

Members need quick and easy ways to find the plan online and understand their services.

It begins with an easy-to-remember website address. Customer service representatives need to be able to speak it clearly and members need to be able to remember it. Additionally, the content needs to be up-to-date, and available in the preferred language of the member. Create member solutions in multiple languages in order to reach a broader consumer base.



Inform & Message

Consider a multi-channel communications strategy to inform and message members about services.

Begin by collecting newly enrolled member profile information such as email address and cell phone number. Then, develop an infrastructure to capture, store and send members emails or texts reminding them about plan options, payments, wellness tips, and preventive screenings. This exchange of information leads to a multi-channel communication approach that builds loyalty and drives members to utilize web-based solutions and plan services.

Customer call center phone messaging is another way to inform members of web-based solutions. Utilize automated phone greetings to advise members of the web-based solutions, offer a menu option for members to learn more about the online self-service features, and provide a on-hold reminder.



Offer Incentives

Incentives give members a reason to utilize technology.

As an example, develop an incentives program to improve member participation in health assessment and wellness programs. Require members to complete a health risk assessment, select a primary care physician and other activities using the member web-based solution in order to receive health insurance benefits. ([Case Study: Spectrum Administrators, PA](#))

Within the delivery of services, there are numerous areas to provide incentives not only to your members but your providers and customer service representatives to encourage the use of technology.

Effective strategies for member engagement require a complete evaluation of a health plan's internal processes. Health plans should: (1) Begin by establishing engagement strategies and objectives, (2) Determine a baseline level of engagement, (3) Implement the strategies, and (4) Measure against a baseline and continually monitor and improve. Your members' web-based solutions and mobile applications should be the center of their health plan universe and they should derive value from the experience.

Engagement Cheat Sheet

Relevant and Personalized

- Display members' cost shares and out-of-pocket expenses.
- Support mobile devices and offer a mobile app.
- Send notifications to members reminding them of enrollment options, premium payments or wellness tips.

Easy to Find and Understand

- Speak their language. Translate the member web-based solution in multiple languages.
- Create an easy to remember website address.
- Make the member web-based solution easy to navigate.
- Provide up-to-date content.
- Ensure content is at a 6th grade reading level or below.
- Don't assume members understand coverage acronyms, like EOB or HRA.

Inform and Message

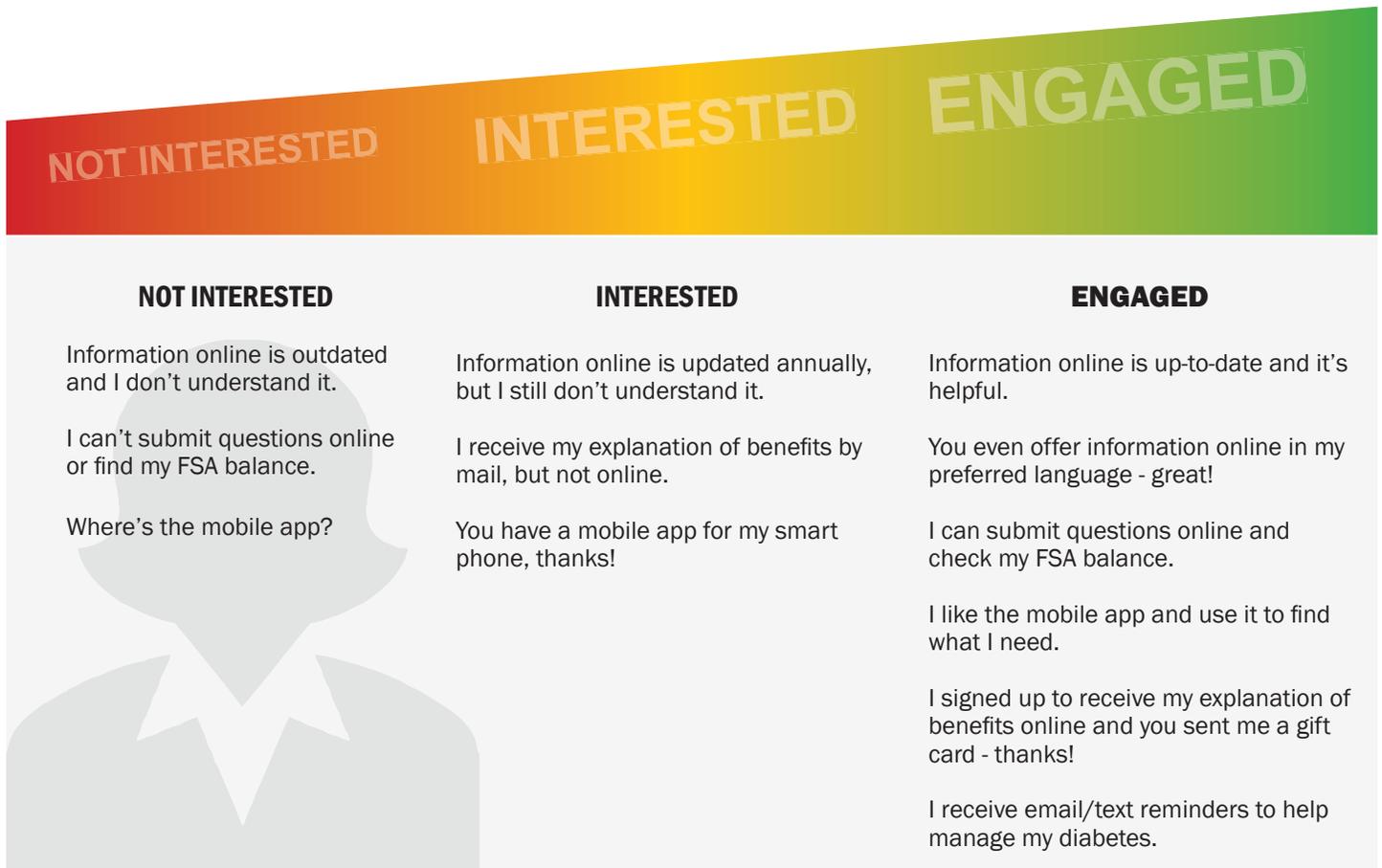
- Leverage members' ID cards and other printed materials to inform them about member web-based solutions.
- Collect members' email addresses whenever possible.
- Require customer service call representatives to utilize member web-based solutions so they can inform members of online services.
- Utilize automated phone greetings, menu options and on-hold reminders to inform members about web-based solution and the online self-service features.

Offer Incentives

- Utilize incentives for members to adopt your technology and engage with it.
- Provide incentives to your customer service call representatives to help drive members to web-based solutions.
- Look for opportunities within enrollment periods to REQUIRE members to utilize the web-based solution.

Source: Healthx

How Would Your Members Rate You?



About Healthx

Healthx provides cloud-based solutions for health plans and third party administrators (TPAs) to drive member engagement and provider collaboration. Over 150 payers across the U.S. utilize Healthx solutions resulting in 16 million logins by health plan members and over 9 million logins by providers. Healthx is a rapidly growing company and has been named to the Inc. 500/5000 list for seven consecutive years. For more information, visit the company's website at www.healthx.com.

About Healthx's Engagement Lifecycle

Healthx offers a consulting service, the Engagement Lifecycle, designed to guide health plans to substantially higher rates of adoption, engagement, and return on their technology investment. The Engagement Lifecycle draws on Healthx's 15 years of experience in developing solutions for healthcare payers. To learn more about Healthx's Engagement Lifecycle, visit www.healthx.com.