

# Enhance Member Experience and Outcomes with Digital Communications

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Influence care behavior by reaching members through their preferred channels



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## The Value of the Connected Experience<sup>1</sup>

**85%**

say the experience a company provides is as important as its products

**73%**

say they expect connected experiences

**89%**

say they expect companies to accelerate digital initiatives due to COVID-19

**91%**

say they're more likely to make another purchase after a great service experience

# Embrace Your Evolving Role in Ensuring Quality Care

In today's healthcare ecosystem, the role of the health plan has evolved. The primary focus of your health plan has shifted from paying claims to taking an active role in making sure your members get the care they need. At the same time, your plan must focus on keeping costs low and improving the member experience while improving population health.

Given these priorities, your plan must communicate with members in a way that works best for them. How you communicate with members, and through which channels, can have a significant effect on the member experience, health outcomes, and your plan's business results. Continuing to send mailers that go unheeded or outbound phone calls that go unanswered not only reduces the effectiveness of your communications but can create member abrasion.

Digital communications technologies combine advanced data analysis and artificial intelligence to tailor communications to members' personal needs and preferences. With the right platform, you can create accurate and timely messaging that transforms member communications into a compelling and convenient experience which leads to better engagement and improved outcomes.

**“Health plans are an important stakeholder in health outcomes. The only way that health plans can be more engaged with their members' outcomes is to have a better relationship with those members.”**



– Kim Howland, Vice President of Product and Engineering, EnlivenHealth®

# Improve the Member Experience

**Clear, helpful, and proactive communication is a key driver of overall member satisfaction and trust.**

As you look to achieve your quality goals, improving the member experience and ensuring member satisfaction are key. Clear, helpful, and proactive communication is an important driver of overall member satisfaction and trust. Your communications improve member satisfaction whether you are helping members fully understand their out-of-pocket costs, improving health literacy through education, or delivering useful reminders for preventive services.

This is true across all Medicare, Medicaid, and commercial health plans. Quality metrics like HEDIS,

Star Ratings, and CAHPS survey scores give consumers an indication of the quality of a health plan and the experience they might see as members. As many as 90% of U.S. health plans rely on HEDIS measures to compare healthcare performance with other health plans.<sup>2</sup> And CAHPS surveys are beginning to replace HEDIS as the focal point for quality measures, particularly as they relate to the member experience.

With changes to the Star Rating system in 2022, CMS continues to place emphasis on the member experience. When CMS made changes to the methodology used to calculate quality scores in May 2020, member-experience metrics rose to become one of the most influential factors. By 2023, the member experience will determine 57% of overall Star Ratings.<sup>3</sup> With member experience as a key focus for 2023, digital communication technologies and member journey analytics will likely drive health plan investments—across Medicare, Medicaid, and commercial health plans.

Digital communications offer an omnichannel approach that

allows you to enhance and expand engagement by communicating with each member in a highly personalized way. Text (or SMS) messaging is often members' preferred communication channel. Surveys from several sources note that the average open rate of text messages hovers around 98%, while email has only a 20% open rate.<sup>4</sup> And given that more than 80% of those over 50 use a smartphone, members across all generations are likely to see text messages and take action.<sup>5</sup>

Digital communications also help health plans conduct surveys to identify dissatisfaction and to incentivize satisfied members to complete the survey. In this way, you can address problems before surveys are sent out, getting ahead of issues before they become problems, supporting CAHPS score improvement.

All digital communications happen through the member's preferred channel and device. The technology creates a unique, more human experience, ultimately earning their trust and improving the relationship you have with your members.

**“Not only is CMS rewarding the plans that do well against Star measures, but it also improves member retention for the health plan.”**

– Mike Cantrell, Senior Operations Consultant, EnlivenHealth®





# Increase Communication Effectiveness

Health plans need to communicate with their members for many reasons. Sometimes it's a matter of encouraging members to get a flu shot, schedule a cancer screening, or refill a prescription. Other times, you need members to complete HRAs (health risk assessments) or fill out satisfaction surveys. For all member engagement programs, digital communications prove to be more effective than mailers or outbound phone calls.

One reason digital communications provide a higher engagement rate is the fact that they allow for conversational, meaningful, and measurable connections with members. Whether the channel involves text messaging, email, online chat, or a web-based portal, digital methods often allow for two-way communication and are simply more effective at reaching members while getting them to take action.

For situations where you are asking members to provide detailed, sensitive information, a secure, web-based portal will provide the security you and your members need. And rather than sending paper HRAs that often go into the trash, a link to an online portal will allow you to not only collect the data, but also use it to identify gaps in care, find high-risk members, and connect them with care managers.

**Digital communications prove to be more effective than mailers or outbound phone calls.**

Digital communications also help when social determinants of health come into play. If a member cannot refill a prescription because they can't afford it or need a ride to the pharmacy, they are sometimes reluctant to share that information with a person on a phone. That barrier is easily overcome with a text message or secure online chat that allows them to reply with the option that explains why they haven't refilled their prescription. This type of two-way communication, particularly through text, creates a better, more personal member experience.



**“Giving health plans the ability to interact with their members via text, email, or phone calls—and having that be automated—is important for the success of the health plan and the member.”**

– Kim Howland, Vice President of Product and Engineering, EnlivenHealth®



# CASE STUDY

## Background

A Medicare Advantage plan affiliated with a large IDN struggled to engage members to complete HRAs ahead of annual wellness visits. Attempts to engage members via paper mail, outbound phone calls, and portal-based strategies had generated less than 5% completion. Outbound calls driven by the contact center were costly and difficult to scale program enrollment.



**85%**

of targeted members began the HRA conversation



**96%**

of all members who started an HRA completed it



**10x**

improvement in HRA completion compared to the baseline



**80%**

of members preferred conversational HRAs over other channels

# Improve Health Outcomes

Studies have shown that better member engagement and communications produce measurably improved medication adherence and health outcomes. When it comes to medication adherence, the effect on health outcomes is significant. Research shows that 26% of readmissions are potentially preventable and relate to medication nonadherence.<sup>6</sup> As many as 60% of all medication errors occur during the transition from one healthcare setting to another, and 72% of all adverse events that occur following discharge are related to medication.<sup>7,8</sup>

As you provide a higher level of effective, targeted communications to your members, your ability to improve health outcomes will only grow. This holds true whether you identify an opportunity to improve medication adherence, encourage members to follow cancer screening protocols, or discuss the effects of the COVID-19 pandemic.

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Improving health outcomes among your members starts with a digital communication solution founded on sophisticated data science and machine learning. The insights gleaned from the technology allow you to identify the best method and timing of outreach to increase the likelihood that an intervention will lead to improved health outcomes.

**“Any single physician is probably only managing one or two of ten prescriptions that a patient might be on, but the health plan has a holistic view that allows them to make sure their members stay adherent.”**

– Kim Howland, Vice President of Product and Engineering, EnlivenHealth®

# Reduce Engagement Costs

In addition to improving member health outcomes, digital communications can help your health plan reduce communications costs. Until digital communication channels gain momentum, outbound phone calls and mailers are the most common methods health plans use to reach their members. Not only do these analog channels prove ineffective, but they are also two of the costliest ways to communicate.

Placing outbound phone calls requires teams of people who spend their days on the phone. Often, the health plan doesn't have the skills or talent to operate their own call center for outbound calls, so they hire a third party. Whether they operate their own outbound call center or hire a third party, the cost is often substantial. And given the fact that many people don't answer calls from numbers they don't recognize, the return on this investment is rather low.

The same is true for physical letters and mailers. If members even open the letter, the odds are low that they will read the entire letter. The chances that members will then act on the information in the letter are slim. In

an attempt to improve these odds, many health plans send the same letter or mailer to members multiple times, expecting that frequency will change the behavior. Again, the cost is substantial when you consider the labor, production, and postage required to send the letters.

**Not only do analog channels prove ineffective, but they are also two of the costliest ways to communicate.**

Digital communications, on the other hand, are much less expensive. With the right digital solutions, your health plan can take advantage of the simplicity of email, SMS messaging, chat bot and secure online chat and the enhanced experience they deliver. You can send the same message to hundreds of thousands of people at once without paying for a single stamp, much less operating an entire outbound call center.

**Digital communications offer a very inexpensive communication and engagement vehicle.”**

—Mike Cantrell, Senior Operations Consultant, EnlivenHealth®



# Ensure Communications Scalability

When considering the costs of analog communications channels, it's also important to consider their scalability. As your health plan grows, you need a communications platform that will allow you to add members with ease. Consolidation in the healthcare industry has been on the rise over the past two decades. Not only are health plans themselves merging, but payers and providers are consolidating to create integrated health systems. As these merger-and-acquisition activities continue, it's important that the health plan's communications channels keep pace.

Similarly, you may find the need to communicate with members more frequently. The COVID-19 pandemic accelerated the pace of health plan communications. Many plans found themselves educating members about the symptoms of COVID-19, the availability of telehealth, the need for vaccines, testing options, and more. When you consider this increased frequency for growing numbers of members, the cost of analog communications channels often becomes prohibitive and ineffective.

When your plan is looking to increase member communications and keep pace with plan growth, digital communications are an obvious choice. With digital communications as an extension or supplement to existing communications, you can easily incorporate new members into your communications plan. Using data science, behavioral research, and omnichannel tools, you can connect with all members and move them to take action—at scale.

As your health plan grows, you need a communications platform that will allow you to add members with ease.







## Digital Communications from EnlivenHealth®

In today's healthcare ecosystem, the role of the health plan has evolved. The primary focus of your health plan has shifted from paying claims to taking an active role in making sure your members get the care they need. At the same time, your plan must focus on keeping costs low and improving the member experience while improving population health.

**Better member communications** through a personalized, omnichannel method for efficiently communicating with all members and activating health and wellness programs

**Seamless engagement** by communicating with members through their preferred channel, at the right time

**Improved member reach and retention** through effective solutions that increase member adherence, satisfaction, and loyalty

The solution leverages deep clinical intelligence to tailor communications to members' personal needs and preferences—creating personalized, accurate, and timely messaging that transforms communications into a compelling and convenient experience.





## EnlivenHealth®

an Omnicell Innovation

For more information on how you can enhance member experience and outcomes with digital communications from EnlivenHealth, contact us at **877-776-2832** or send us an email at [enlivenhealthco@omnicell.com](mailto:enlivenhealthco@omnicell.com)

<sup>1</sup> Salesforce Research, "State of the Connected Customer."

<sup>2</sup> Health Payer Intelligence, "How HEDIS, CMS Star Ratings, CQMs Impact Healthcare Payers," December 21, 2017.

<sup>3</sup> McKinsey & Company, "New Stars ratings for Medicare Advantage prioritize customer experiences," October 15, 2020.

<sup>4</sup> Forbes, "The Psychology of Messaging: How to Engage Customers through Text," September 30, 2021.

<sup>5</sup> AARP, "19 Things You Didn't Know Your Smartphone Could Do," December 1, 2021.

<sup>6</sup> Drug Topics, "Up to 26% of Hospital Readmissions Are Preventable and Medication-Based," July 7, 2017.

<sup>7</sup> Pharmacy Today, "Preventing Medication Errors in Transitions of Care: A Patient Case Approach," March 1, 2015.

<sup>8</sup> APhA/ASHP, "Improving Care Transitions: Optimizing Medication," March 2012.

### About EnlivenHealth®

EnlivenHealth® builds advanced patient engagement, financial management and population health technology solutions that enable retail pharmacies and health plans to measurably improve the health of their patients and members, while ensuring the long-term health of their business. With the recent acquisitions of FDS Amplicare and MarkeTouch Media, EnlivenHealth® now offers the industry's most comprehensive suite of SaaS technology solutions that help retail pharmacies and health plans to transform and thrive in this new era of digital-driven healthcare. Currently, more than 50,000 retail pharmacies nationwide deploy EnlivenHealth®/FDS Amplicare/MarkeTouch Media technology solutions.

EnlivenHealth® is a division of Omnicell, Inc. (Nasdaq: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. To learn more, visit [EnlivenHealth.co](https://EnlivenHealth.co).

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